

SOUTH AFRICA'S CITRUS TRADE FLOWS AMONG THE BRIC

COUNTRIES: BRAZIL, RUSSIA, INDIA AND CHINA

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ABSTRACT

This paper assessed trade potentials of South Africa's citrus exports to the BRIC countries. The gravity model has proven to be one of the greatest stories in empirical economics as a tool analyzing data acquired during 1999 to 2013. Economic and market size encourage volumes of citrus exported while tariffs, exchange rates and long distances have an element of discouraging volumes exported. Introduction of free trade policy among the BRIC countries with zero percent tariffs could increase citrus volumes exported significantly.

KEYWORDS: South Africa's Citrus Exports, Gravity Model, BRIC Countries, Trade

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