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**EXPORT PRODUCTS SOPHISTICATION AND PREFERENTIAL TRADE IN THE
SADC: LESSONS FROM ASEAN DEVELOPMENTAL REGIONALISM**

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This paper aims at providing a quantitative and qualitative comparative analysis of the Southern African and the Southeast Asian regionalism. It studies the process and outcomes of regional integration through two analytical frameworks: developmental regionalism and South-South economic integration. We assume in this paper that regional integration between developing countries has growth and structural transformation effects and that the ASEAN experience can explain the failures and shortcomings of other regional projects such as the Southern African development community (SADC). Therefore, this study uses both political economy and empirical methodologies in order to show the relevance of the ASEAN model and point out its implication for the growth and structural transformation of the SADC countries. The empirical part first compare and assess the performance of the ASEAN and SADC using the concepts of trade intensity, export diversification and sophistication. Secondly, we will identify the impact of regional policies in the trade patterns of the SADC countries. More precisely, we will assess the impact of preferential tariffs in fostering export upgrading as suggested by the model proposed in Moncarz et al. (2011). Lastly, the policy analysis part will address the main constraints, for the SADC countries, in achieving an ASEAN-like industrialization and sustainable growth. We found that the main difference between the ASEAN and the SADC is the ability to tackle non-tariff barriers to trade and other market imperfections. Moreover, the ASEAN model of developmental regionalism implies, for the SADC group, further efforts and more attention paid on the implementation of regional non-tariff measures and industrial cooperation.