

1. Record Nr.	UNINA9910788519303321
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Titolo	Zimbabwe's Export Performance : : The Impact of the Parallel Market and Governance Factors // Sònia Muñoz
Pubbl/distr/stampa	Washington, D.C. : , : International Monetary Fund, , 2006
ISBN	1-4623-7706-8 1-4519-9643-8 1-282-58876-1 9786613822550 1-4519-0824-5
Descrizione fisica	1 online resource (17 p.)
Collana	IMF Working Papers
Soggetti	Exports - Zimbabwe - Econometric models International trade - Econometric models Exports and Imports Foreign Exchange Multiple or Simultaneous Equation Models: Models with Panel Data Models of Trade with Imperfect Competition and Scale Economies Formal and Informal Sectors Shadow Economy Institutional Arrangements Development Planning and Policy: Trade Policy Factor Movement Foreign Exchange Policy Natural Resources and Domestic and International Conflicts Trade: General Currency Foreign exchange International economics Real exchange rates Exports Export performance Exchange rates Multiple currency practices International trade Zimbabwe

Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	"January 2006."
Nota di bibliografia	Includes bibliographical references (p. 14-15).
Nota di contenuto	""Contents""; ""I. INTRODUCTION""; ""II. EXPORT PERFORMANCE IN ZIMBABWE""; ""III. ANALYSIS OF THE DETERMINANTS OF EXPORT BEHAVIOR""; ""IV. COMPARATIVE MEASURES OF COMPETITIVENESS""; ""V. CONCLUSIONS""; ""Appendix I. Description of Sources and Transformation""; ""REFERENCES""
Sommario/riassunto	This paper analyzes Zimbabwe's export performance in recent years and identifies the factors that could improve export performance, from both a quantitative and qualitative perspective. Improving export performance is critical to a turnaround in Zimbabwe's economic situation. The growth rate of total exports declined dramatically in the early 2000s, following a large real appreciation of the currency and the introduction of the fast-track land reform program. An important finding of the paper is that policies that reduce (eliminate) the parallel market premium and lower ethnic tensions would be key to promoting export growth.