

TRADE COMPETITION MEASUREMENT IN THE CASE OF THE EUROPEAN MARKET

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Abstract: *This paper will be detailing several new perspectives for the trade competition analysis, namely the competition in a block of countries, the competition between two countries in all the markets, the competition that a country faces in a specific destination market exemplified in an empirical example. The perspectives of competition between two countries or in all markets and the competition in a given market involving all the countries and will also be detailed from the possibilities of measurement point of view. The goal of this paper is to bring an empirical and methodological contribution to the measurement of trade competition. The aim for this study is to explore to a greater extent the measurement of trade competition. An extensive presentation of several indexes that have often been used in this area of research will be part of the study. This paper also presents the application of the most efficient indexes as they are applied in order to measure trade competition between several exporting countries to a selected block of European markets in the empirical example.*

Key words: *trade competition; export structures; competition measurement indexes; competition measurement; Krugman index*

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