Heterogeneous Activities and Heterogeneous Effects:
The Impact of Export Promotion on Developing Countries’ Firm Performance

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Abstract

Export promotion agencies provide exporters with a broad range of services, going from counseling to sponsoring their participation in international trade missions and fairs. These services may have heterogeneous effects and thus contribute differently to achieve the goals of these organizations. Empirical evidence on their relative effectiveness is rather limited. This paper aims at filling this gap in the literature. We compare the impact of different trade promotion activities on the extensive and intensive margin of firms’ exports, both to each other and with respect to no participation in these activities, by applying multiple treatment matching difference-in-differences on highly disaggregated export data over the period 2003-2006.

Keywords: Export Promotion, Multiple Treatment, Colombia

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