

Benchmarking study ETPOA's member TPOs

Fields marked with * are mandatory.



ETPOA Benchmarking 2020

Notes for participants:

This survey is an update to the first ETPOA benchmark survey conducted in late 2018-early 2019. Those of you who participated to this survey may use their previous answers for consistency, if the answers remain the same.

Those who did not respond to the first survey are invited to answer all questions.

Thank you very much for your participation !

I) GENERAL INFORMATION ON THE SURVEY

* 1) Country/ region

* 2) Name of the organisation

* 3) Is your organisation headquartered in a European Union country?

Yes

No

* 4) Type of member

- National TPO
- Regional TPO
- APO (Agrifood Promotion Organisation)

* 5) Name and role of the contact person for the survey

* 6) E-mail address of the contact person

* 7) Direct phone number of the contact person

II) GOVERNANCE 1 - STATUS & MISSION

* 8) Is your organisation...

- A government administration (or is part of it)
- A public organisation with separate legal entity (under government authority)
- A private organisation (without no direct government supervision)
- A public-private partnership

* 9) Does your organisation's mission include the following business supports?

Please tick all that apply

- Export development
- Investment attraction
- Innovation support
- Education and Training on Export or Investment related topics
- SME development
- Import
- Supply chain assistance
- Sustainability
- Other

If other, please specify

III) GOVERNANCE 2 – BOARD

* 10) Do you have a Board of Directors?

- Yes

No

a) If yes, does your board include:

National Government (Administration, Ministry)

Yes

No

Regional Government

Yes

No

Chamber of Commerce

Yes

No

Private Companies, business federations

Yes

No

Trade Unions, staff representatives

Yes

No

Other

Yes

No

If other, please specify

IV) GOVERNANCE 3 - CONTRACT

* 11) Do you work under a management contract with your supervisory authority that sets Key Performance Indicators (KPIs)?

Yes

No

* a) If yes, what is the duration of the management contract?

Annual

Multiannual

Other

If other, please specify

* b) If multi-annual, how many years does it last?

 years

12) Who do you sign the management contract with?

- Minister
- Parliament
- Other

If other, please specify

V) GOVERNANCE 4 – STRATEGY

* 13) Main priorities in terms of trade development

- Grow national exports value
- Bring more SMEs to export
- Strengthen strategic sectors through export
- Integrate Sustainable Development Goals (SDGs) in export policy
- Promote the diversification of exports outside neighbouring European markets in BRICS and other emerging economies
- Increase the number of regular exporters (defines as companies exporting at least during 4 years uninterruptedly)
- Reduce the trade deficit
- Other

If other, please specify

VI) GOVERNANCE 5 – KPIs

* 14) Number of KPIs for export promotion

* 15) Types of KPIs

- Number of TPO client companies
- % of client companies reporting export growth
- Value in € of exports thanks to TPO

- Number of new exporters
- Client companies satisfaction rate (% of TPO users who reported positively on services delivered to them by the TPO)
- % of client companies in priority sectors (if priority sectors are defined in the TPO strategy)
- % of client companies from priority regions (if priority regions within the country are defined in the TPO strategy)
- Geographical diversification of exports
- Number of actions in growing economies (>4%)
- Number of new client companies using the TPO services
- Number of actions organised per year
- Other KPIs

If other, please specify

VII) WAYS AND MEANS 1 – GEOGRAPHY

* 16) General trend on foreign offices since 2018

- Openings planned or anticipated
- Unchanged
- Closures planned or anticipated
- Other

If other, please specify

* 17) Do you have regional offices in your country, other than your headquarters?

- Yes
- No

* a) If yes, how many?

* 18) Do you have your own network of offices abroad?

- Yes
- No

* a) If no, do the Embassies and Consulates of your country offer support services to exporting companies?

- Yes
- No

*

a) If yes, number of offices abroad (with people on the payroll of your organisation, excluding external contractors)

* b) Number of offices in the EU

* c) Number of offices outside the EU

* d) How many are attached to an Embassy or Consulate with diplomatic status?

* e) How many have no diplomatic status?

* f) Number of locations where you work with a third party (other than your own offices or embassy services)?

* g) Total number of countries served (countries where you offer export development services to your customers)

* 19) Would you be interested in looking into sharing offices with other TPOs abroad?

- Yes
 No

VIII) WAYS AND MEANS 2 – PERSONNEL

* 20) Total number of employees in your organisation at home and abroad (excludes contractors)

* 21) Trend over the past 5 years

- Increase in staff
 No Change
 Decrease in staff

* 22) Number of employees in your headquarters

* 23) Number of employees in regional offices throughout the country

* 24) Number of employees abroad (early 2020 before potential covid-related repatriation)

25) How are your Trade Promotion activities mainly organised now?

Several answers are possible, please indicate the order of priority, 1 means that it is your main means of organisation, 2 your secondary means...

	1	2	3
By geography	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
By sector	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
By line of services (trade missions, training, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

If other, please specify

IX) WAYS AND MEANS 3- BUDGET AND FINANCING

Annual operating budget for the TPO (includes staff and activities, excludes subsidies to companies)

* 26) Please specify the annual budget amount (in million of euros)

 million eur

* 27) % for staff

 %

* 28) % for activities and actions

 %

* 29) Budgetary trend (without taking into account the impact of Covid19), what was the budgetary trend over the last 5 years?

- Increase
- No Change
- Decrease

* 30) Source of budget resources

- 100% public funding
- 100% private funding
- Mix of public and private funding

* a) If mixed, what is the % of public funding?

 %

* b) If mixed, what is the % of private funding?

 %

* 31) Trend over the last 5 years

- More public funding
- More private funding
- No Change in the public/private share

a) What is the source of private funding?

Several answers are possible, please indicate the order of priority, 1 means that it is your main source, 2 your second source...

	1	2	3
Sponsorships	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Memberships	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Service fees paid by client companies	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

If other, please specify

* 32) Do you receive recurring EU funding for your organisation?

- Yes
- No

* a) If yes, what are the funding sources?

- EEN
- Interreg
- Regional development fund
- EuropeAid
- Other EU programmes

If other EU programmes, please specify

b) Please specify the annual amount in euro for each of the EU funding sources

EEN

 million eur

Interreg

 million eur

Regional development fund

 million eur

EuropeAid

 million eur

Other EU programmes

 million eur

33) Your target group

Several answers are possible, please indicate the order of priority, 1 means that it is your highest priority group, 2 your second priority...

	1	2	3
SMEs (according to EU definition)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Start-ups	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Scale-ups	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Large companies	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other, please specify

X) STRATEGY-1 TARGET GROUPS

*

34) Number of active client companies you serve on a yearly basis (have used services provided by us either free or not)?

* 35) Total number of active client companies in your CRM database (which have used the services on an individual basis recently)?

XI) STRATEGY-2 GEOGRAPHIC PRIORITIES

* 36) Main priority export destination for the organisation

- | | | | |
|--|--|---|--------------------------------|
| <input type="checkbox"/> EU | <input type="checkbox"/> India + SE Asia | <input type="checkbox"/> South Africa | <input type="checkbox"/> Other |
| <input type="checkbox"/> UK | <input type="checkbox"/> North America | <input type="checkbox"/> Middle East | |
| <input type="checkbox"/> Greater China | <input type="checkbox"/> South America | <input type="checkbox"/> Sub-Saharan Africa | |
| <input type="checkbox"/> Japan/Korea | <input type="checkbox"/> North Africa | <input type="checkbox"/> No priority export destination | |

* 37) Do you focus on any specific countries or groups of countries?

- Yes
 No

a) If you focus on specific countries or groups of countries, please list them here.

Country 1

Country 2

Country 3

Country 4

Country 5

XII) STRATEGY-2 SECTOR PRIORITIES

* 38) Main priority sectors for the organisation

Please tick all that apply

- | | | | |
|--|---|---|--|
| <input type="checkbox"/> Aeronautics | <input type="checkbox"/> Design and interior decoration | <input type="checkbox"/> Public Procurement | <input type="checkbox"/> Metals & Metal processing |
| <input type="checkbox"/> Agribusiness | <input type="checkbox"/> Education & Training | <input type="checkbox"/> Graphics | <input type="checkbox"/> Minerals & Ores |
| <input type="checkbox"/> Automotive & Transport equipment | <input type="checkbox"/> Electro (appliances) | <input type="checkbox"/> Healthcare & pharmaceuticals | <input type="checkbox"/> Mining & Forestry |
| <input type="checkbox"/> Biotechnology | <input type="checkbox"/> Electronics | <input type="checkbox"/> Horeca & Tourism | <input type="checkbox"/> Packaging |
| <input type="checkbox"/> Building materials | <input type="checkbox"/> Energy | <input type="checkbox"/> ICT (Information and communication technology) | <input type="checkbox"/> Real Estate |
| <input type="checkbox"/> Chemicals | <input type="checkbox"/> Environment | <input type="checkbox"/> Jewellery & Diamonds | <input type="checkbox"/> Retail |
| <input type="checkbox"/> Clothing, footwear and fashion | <input type="checkbox"/> Financial services & Insurance | <input type="checkbox"/> Leisure & sports | <input type="checkbox"/> Security |
| <input type="checkbox"/> Construction & Infrastructure | <input type="checkbox"/> Food & beverages | <input type="checkbox"/> Logistics & Transport services | <input type="checkbox"/> Textiles |
| <input type="checkbox"/> Consultancy and Business services | <input type="checkbox"/> Furniture | <input type="checkbox"/> Machinery & equipment | |
| <input type="checkbox"/> Cosmetics | <input type="checkbox"/> Giftware | <input type="checkbox"/> Media & Communication | |

XIII) SERVICES TO CLIENT COMPANIES

* 39) Do you provide collective services (physical or virtual) to companies in foreign markets?

- Yes
 No

* a) If yes, what type of collective services do you provide?

- B2B events
 Pavilions at trade fairs and exhibitions
 Trade missions
 Other

If other, please specify

* 40) Do you provide tailor-made services to companies in foreign markets?

- Yes
 No

* a) If yes, what services do you provide?

- B2B meetings with potential clients, investors, partners
 Provide customised contact lists
 Provide customised market information
 Provide customised market approach and market testing

- Support for setting up a local presence
- Other

If other, please specify

* 41) Are your services to companies in foreign markets?

- Free of charge
- Mix of free and paid services
- All payable

* 42) What types of services do you offer in your own country to companies?

- Training (workshops, seminars)
- Customised export advice (export readiness, export plan, etc.)
- General market information: country reports, sector reports
- Subsidies to SMEs
- Hosting buyers missions
- Arranging meetings for companies with your representatives abroad
- Other

If other, please specify

a) If you provide subsidies to SMEs, what is the yearly budget in euro?

 million eur

* 43) Do you have a policy of developing long term relationships with certain client companies or certain groups?

- Yes
- No

* a) If yes, what type of groups do you focus on?

- Innovative companies
- Sector groups
- Cluster groups
- Other types of groups

b) If yes, what type and global % of existing clients does it cover?

* 44) Since 2018 did you introduce new services?

- Yes

No

a) If yes, please specify

* b) Apart from those Covid related, did you add new services which have nothing to do with Covid19?

Yes

No

XIV) EU ENGAGEMENT

* 45) Do you have a policy that requires your offices abroad to create a relationship with the EU DEL?

Yes

No

* 46) Does your organisation have a 2021 Action plan in place?

Yes

No

* a) If yes, would you accept to share it?

Yes

No

* 47) Have you responded to calls for proposal and/or tender from the European Union that could bring you EU funds/grants for the coming year(s)?

Yes

No

* a) If yes, the proposal was

Please tick all that apply

Written by yourself for your organisation alone

Written by yourself within a consortium

Written by a consultant you hired

* 48) Are you interested in joining forces with other ETPOA member to participate in European calls for proposal or tender?

Yes

No

49) Do you participate in DG Agri's Civil Dialogue Group on the EU Agrifood Promotion Policy?

Yes

No

50) Do you subscribe to the CHAFEA newsletter to receive news on the DG Agri agrifood promotion news?

Yes

No

51) Please answer directly in the table and follow the links for more informations about:

-Entreprise Europe Network: <https://een.ec.europa.eu/>

- EU Gateway Business Avenues: <https://www.eu-gateway.eu/>

- European IPR Helpdesk: <https://cordis.europa.eu/project/id/641474/fr>

- EU SME Centre: <https://www.eusmecentre.org.cn/about-centre>

- EU-Japan Centre for Industrial Cooperation: <https://www.eu-japan.eu/>

-Market Entry Handbook: <https://ec.europa.eu/chafea/agri/en/enter-new-markets/market-information>

-DG Agriculture and Rural Development: https://ec.europa.eu/info/departments/agriculture-and-rural-development_en#related

-Access to Market: <https://trade.ec.europa.eu/access-to-markets/en/content/welcome-access2markets-market-access-database-users>

-Call PPOUT: <https://ec.europa.eu/easme/en/section/cosme/cos-ppout-2020-2-03-public-procurement-outside-eu>

	Have your heard of ? (Y/N)	Is your organisation currently involved or do you take part of the following EU activities (Y/N)	How would you evaluate your experience? (positive P/negative N)	Do you promote it to your companies? (Y/N)	Do you intend to participate or to be involved in the future? (Y/N)
Enterprise Europe Network (EEN) lead partner* :					
-As lead partner					
-As partner					
-As associate					
EU Gateway Business Avenues					

(Korea, South East Asia, China and Japan)*					
European IPR Helpdesk*					
EU SME Centre (China)*					
EU-Japan Centre for Industrial Cooperation*					
Market Entry Handbook (DG AGRI)					
Missions led by DG Agriculture & Rural Development (DG AGRI)*					
Missions led by other DG					
EU pavilions in third countries					
A2M (Access to Market) tool*					
Technical Support Instrument					
Call PPOUT (Public Procurement Outside UE)*					
Other Please specify					

Thank you very much for your participation !