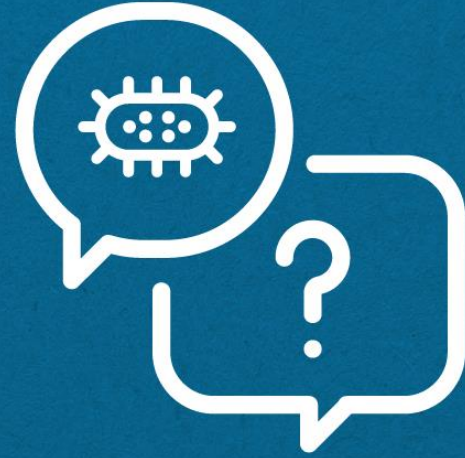


ETPO
ASSOCIATION

European
Trade
Promotion
Organisations'
Association

AISBL



COVID-19

SURVEY

PHASE II

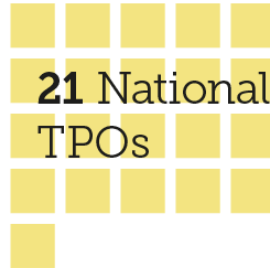
June 2020, Brussels

ETPO
ASSOCIATION

European
Trade
Promotion
Organisations'
Association

2019

27
participants

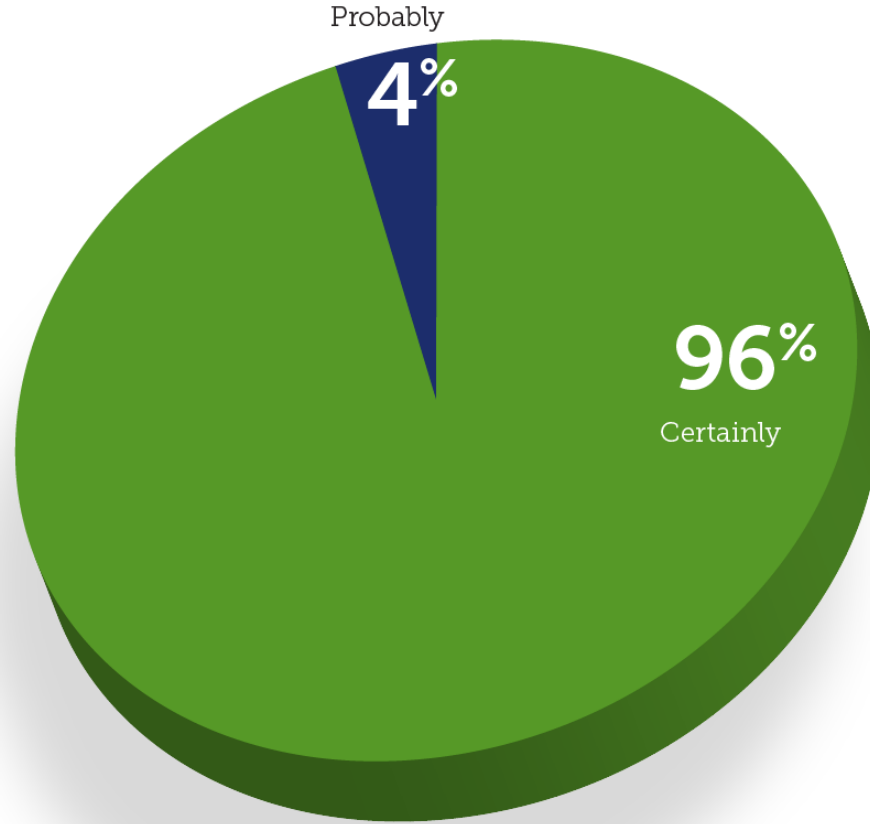


20 Countries

Austria, Belgium, Bulgaria, Cyprus,
Estonia, Finland, France, Germany,
Greece, Hungary, Iceland, Ireland, Italy,
Lithuania, Malta, Netherlands, Norway,
Portugal, Slovenia, Spain

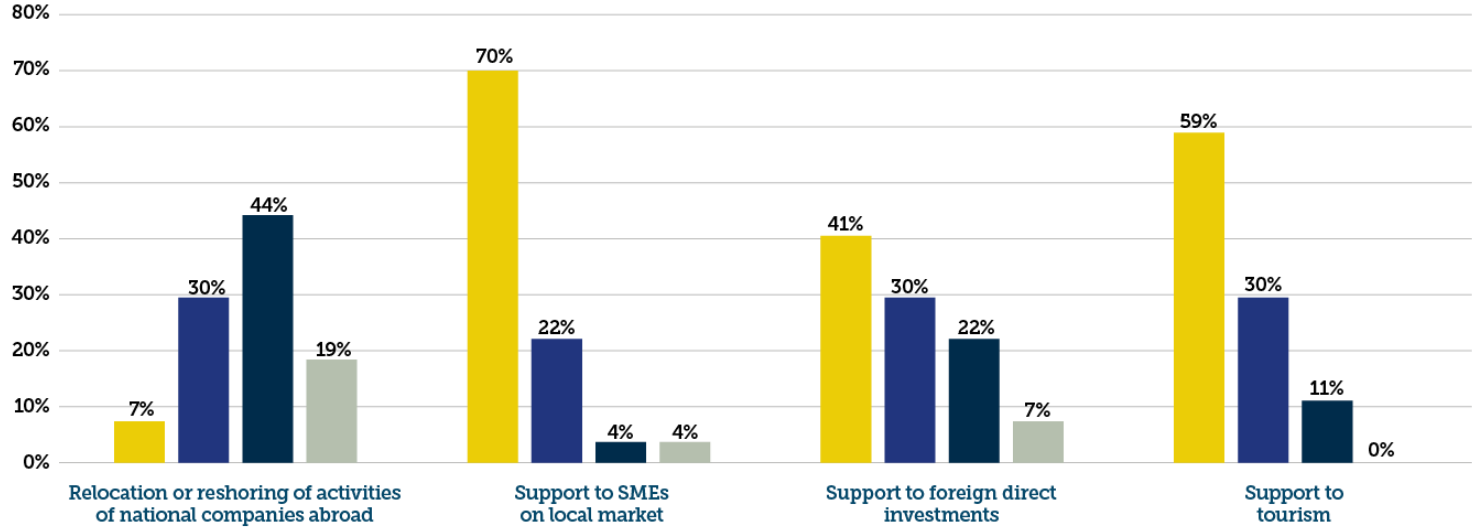


Will export remain a priority for your government?



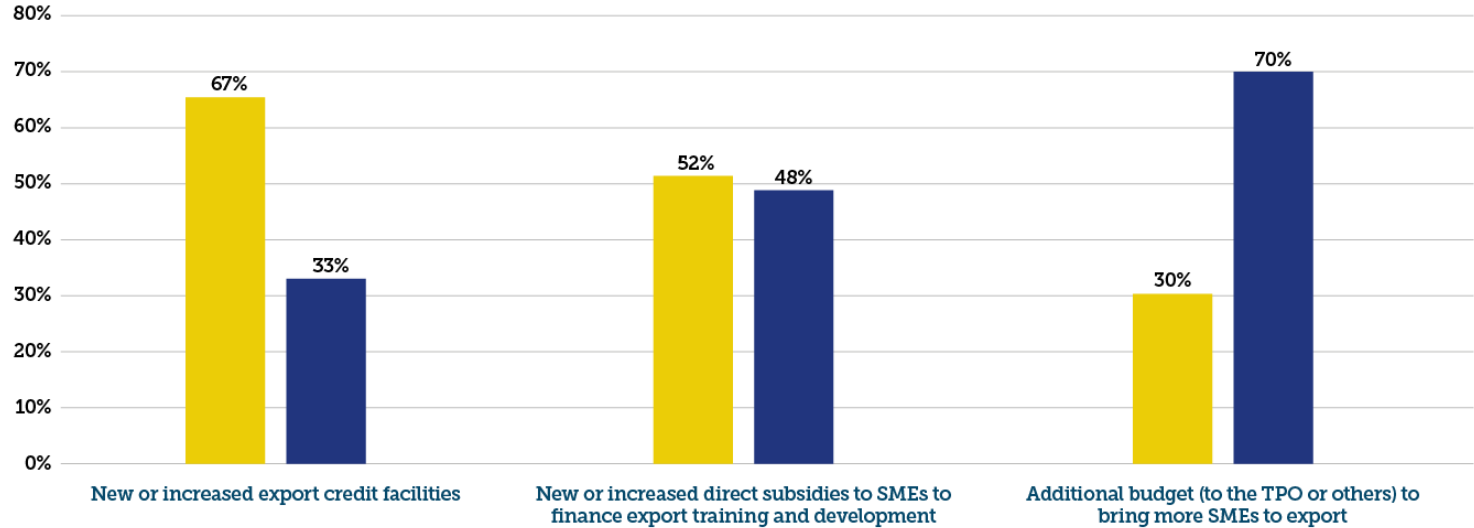
Certainly	26
Probably	1
Not so much	0
Do not know	0

Which other economic policies might compete with the current government priority on its support to exports?



	Certainly	Probably	Not so much	Do not know
Relocation or reshoring of activities of national companies abroad	2	8	12	5
Support to SMEs on local market	19	6	1	1
Support to foreign direct investments	11	8	6	2
Support to tourism	16	8	3	0

Proposed measures to support export recovery



	Yes	No
New or increased export credit facilities	18	9
New or increased direct subsidies to SMEs to finance export training and development	14	13
Additional budget (to the TPO or others) to bring more SMEs to export	8	19

Other proposed measures to support export recovery

Export prospection insurance reinforced

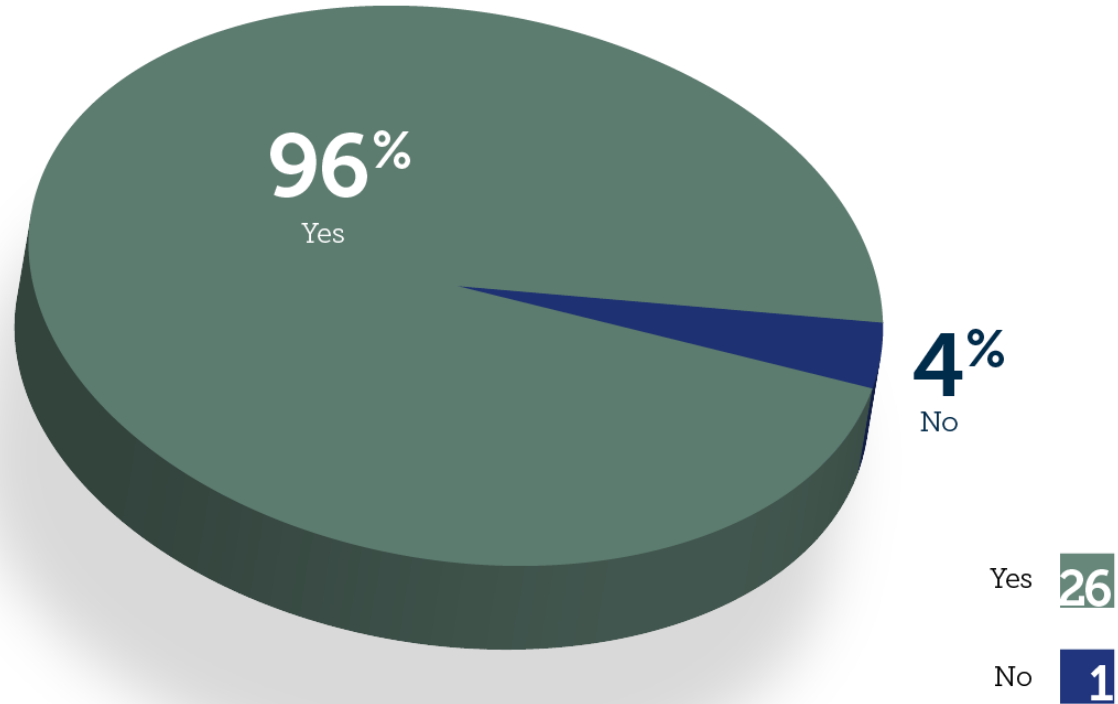
New support tools or actions for new exporters
on neighbouring markets

Refund to SMEs of the costs incurred for
cancelled events

Financial grants for online advertising in
international marketing



Will you adapt your offer of services to help SMEs to overcome the COVID-19 crisis and resume their exports?



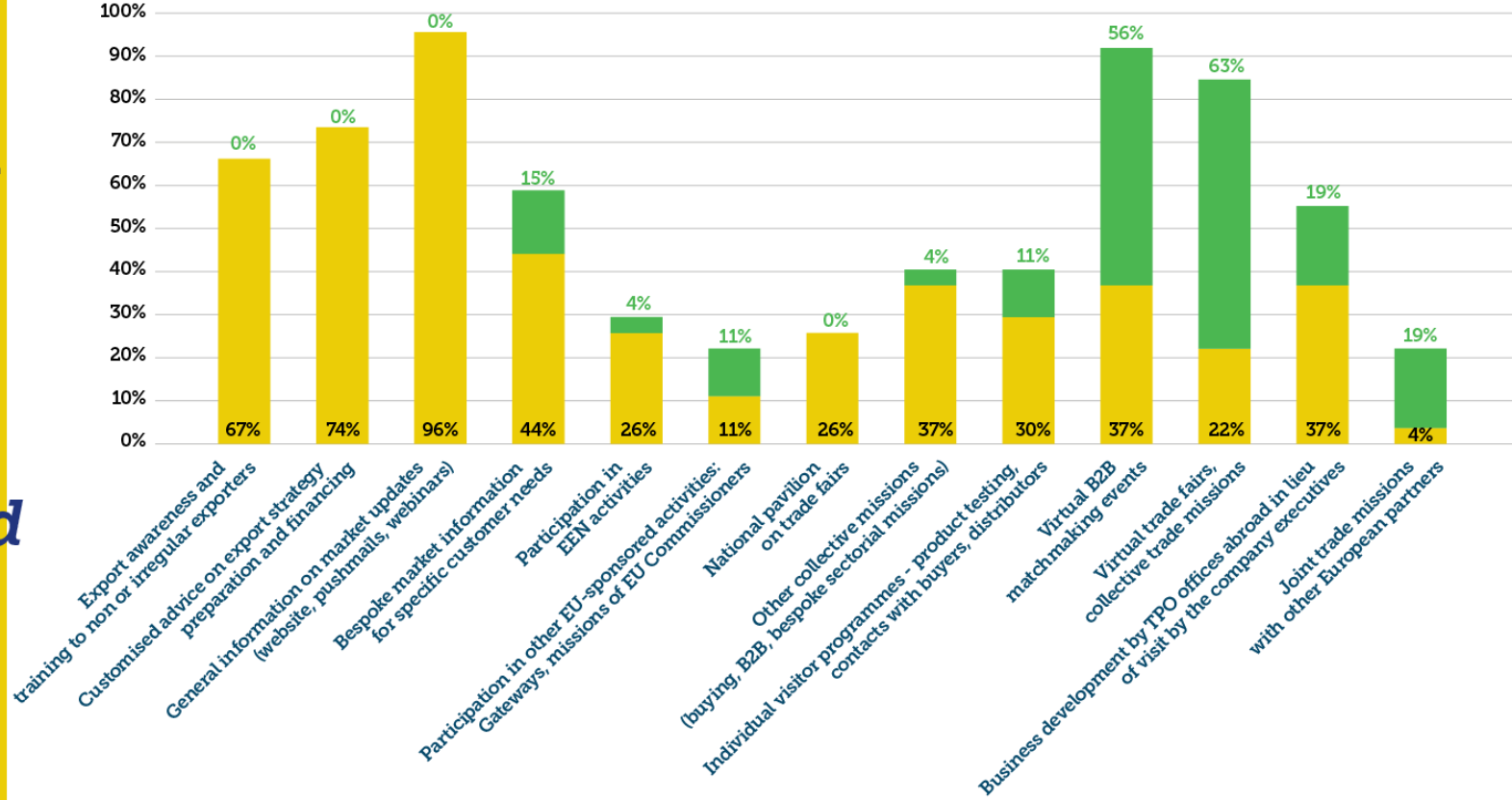
How will you adapt your offer of services?

	More	Same	Less	Not offered	New
Export awareness and training to non or irregular exporters	18	6	0	3	0
Customised advice on export strategy preparation and financing	20	4	0	3	0
General information on market updates (website, pushmails, webinars)	26	1	0	0	0
Bespoke market information for specific customer needs	12	8	0	3	4
Participation in EEN activities	7	8	0	11	1
Participation in other EU-sponsored activities: Gateways, missions of EU Commissioners	3	15	0	6	3
National pavilion on trade fairs	7	12	6	2	0
Other collective missions (buying, B2B, bespoke sectorial missions)	10	10	4	2	1
Individual visitor programmes - product testing, contacts with buyers, distributors	8	8	4	4	3
Virtual B2B matchmaking events	10	0	0	2	15
Virtual trade fairs, collective trade missions	6	0	0	4	17
Business development by TPO offices abroad in lieu of visit by the company executives	10	1	3	8	5
Joint trade missions with other European partners	1	6	1	13	6

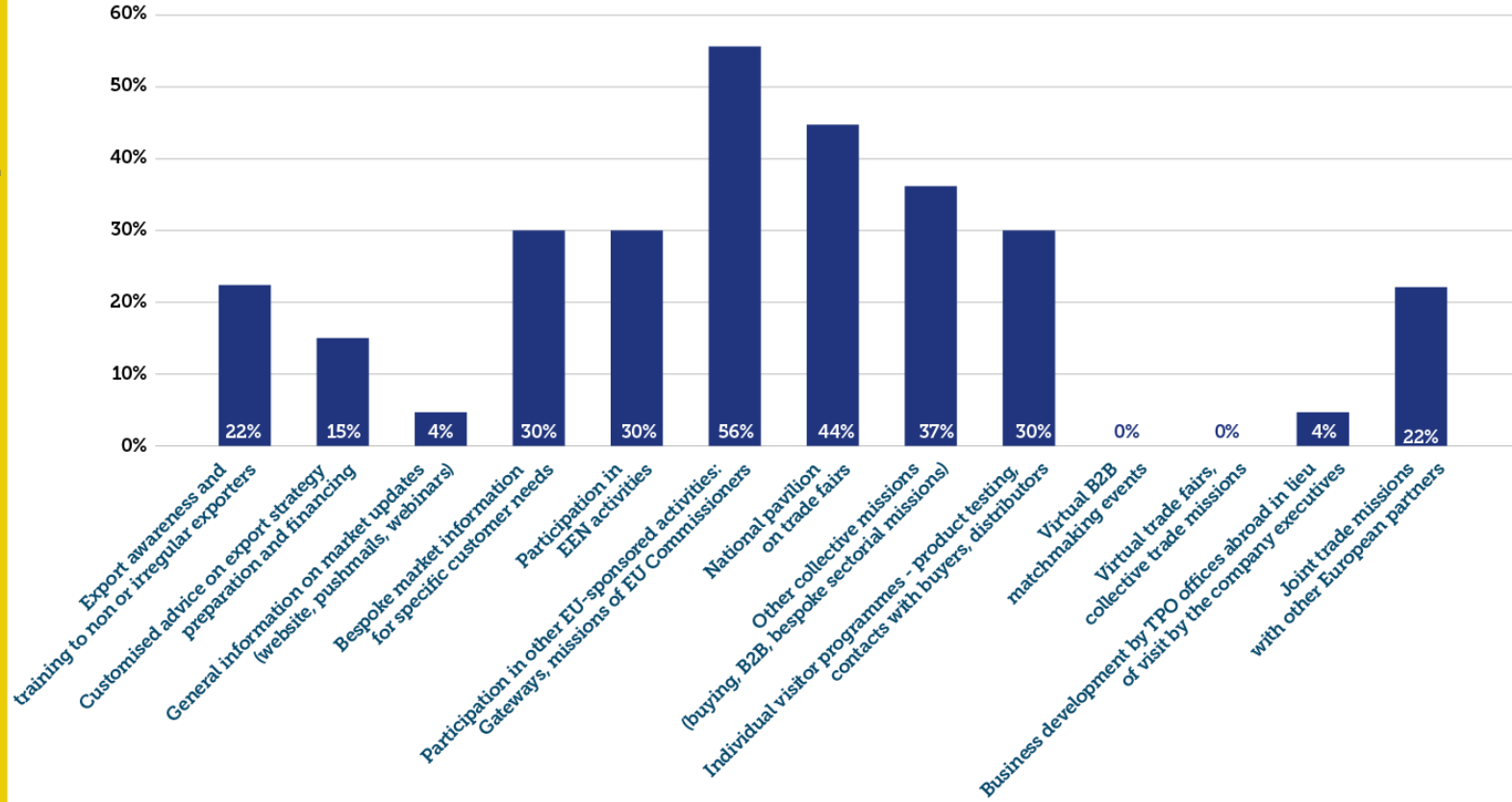
How will you adapt your offer of services?

New services and increased offer

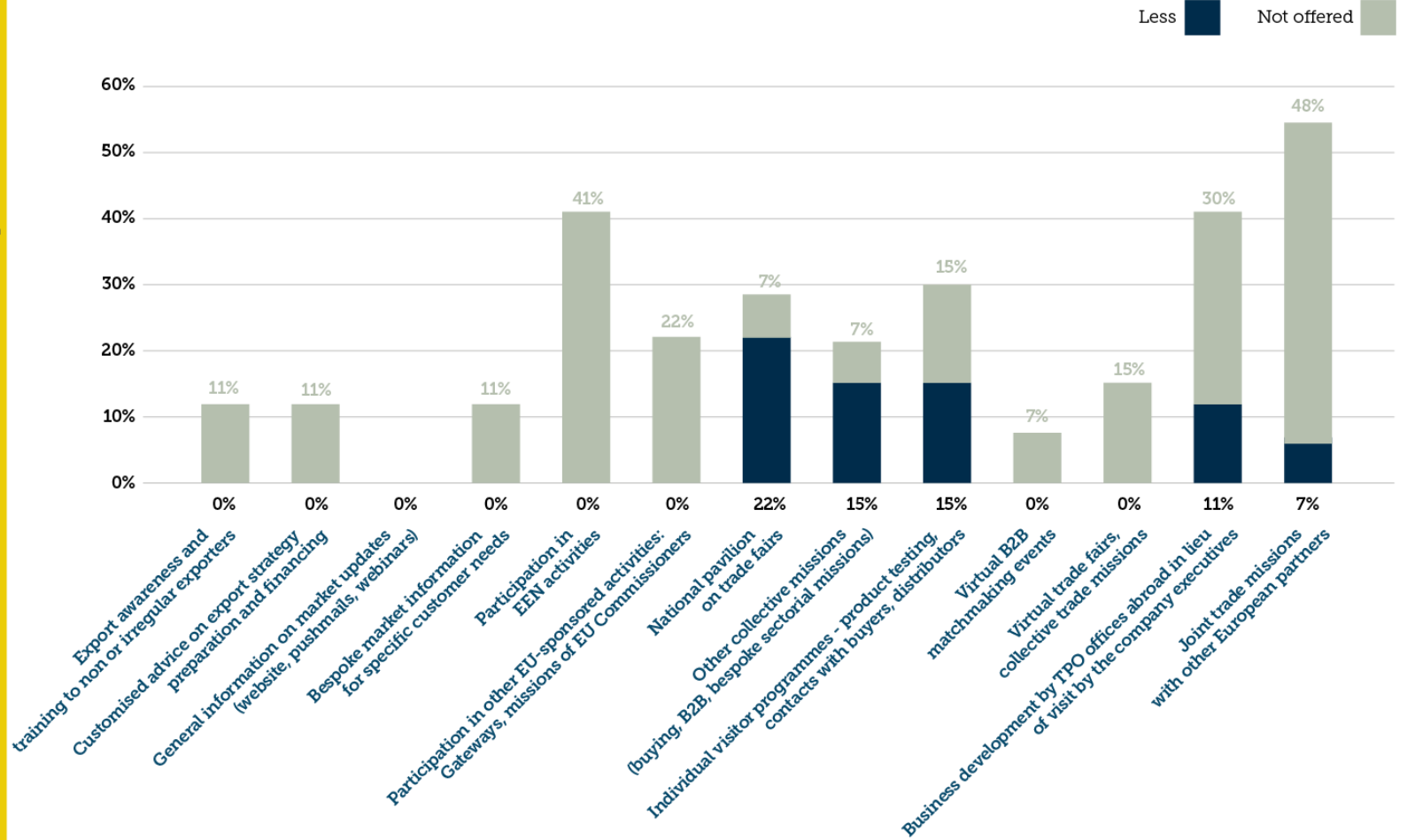
More ■ New ■



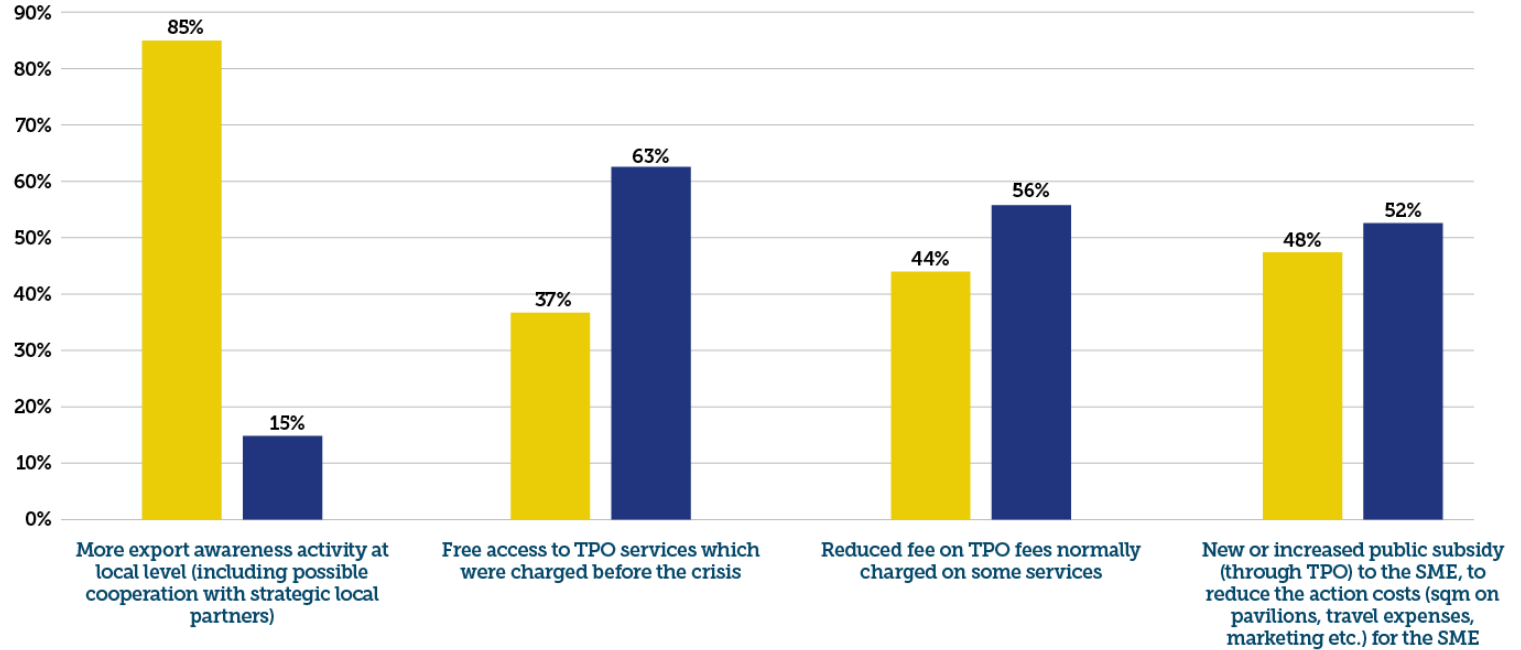
How will you
adapt your
offer of
services?
Services that
remain
unaltered



How will you adapt your offer of services? Services reduced or not offered

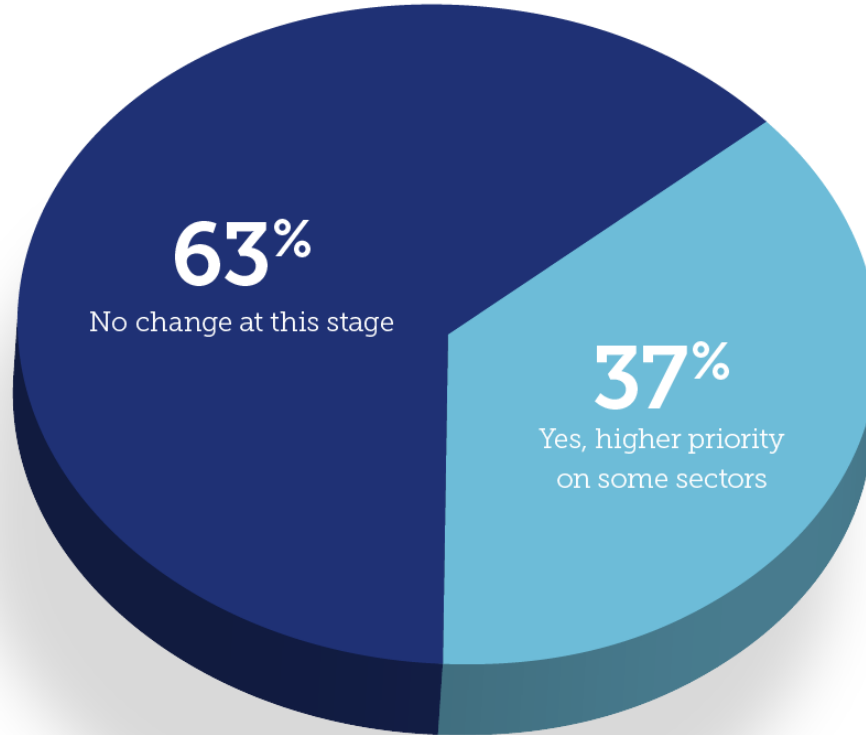


How do you intend to facilitate the access of SMEs to your offer of services?



	Yes	No
More export awareness activity at local level (including possible cooperation with strategic local partners)	23	4
Free access to TPO services which were charged before the crisis	10	17
Reduced fee on TPO fees normally charged on some services	12	15
New or increased public subsidy (through TPO) to the SME, to reduce the action costs (sqm on pavilions, travel expenses, marketing etc.) for the SME	13	14

Will you put a higher or lower priority on specific sectors?



Yes, higher priority on some sectors

10

Yes, lower priority on some sectors

0

No change at this stage

17

Main sectors named

Digitalisation

Green economy

Agrifood

Health

Machine building

Other sectors mentioned

Aerospace

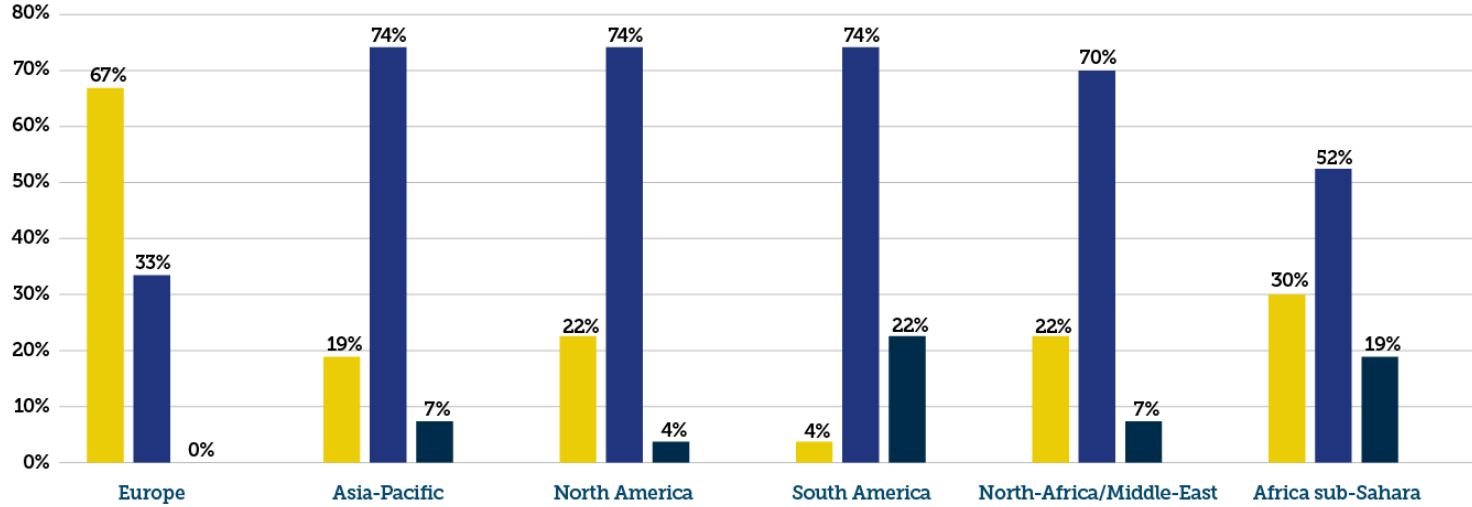
Automotive

Biotech

Engineering

Tourism

Will you put a higher or lower priority on specific regions?



	Higher	Same	Lower
Europe	18	9	0
Asia-Pacific	5	20	2
North America	6	20	1
South America	1	20	6
North-Africa/Middle-East	6	19	2
Africa sub-Sahara	8	14	5

Reasons for these new geographic priorities?

Focus on Europe

Due to continued global high risk and uncertainty

Due to expected difficulty to travel

In order to get faster recovery

As a result of increased near-shore investment and trade opportunities

To support new exporters to access neighbouring markets



**Can you comment
on the reasons for
these new
priorities?**

Asia remains a top priority

Due to the fact that China is an important commercial partner outside of the EU

Growing interest in Africa

Will be one of the future key markets

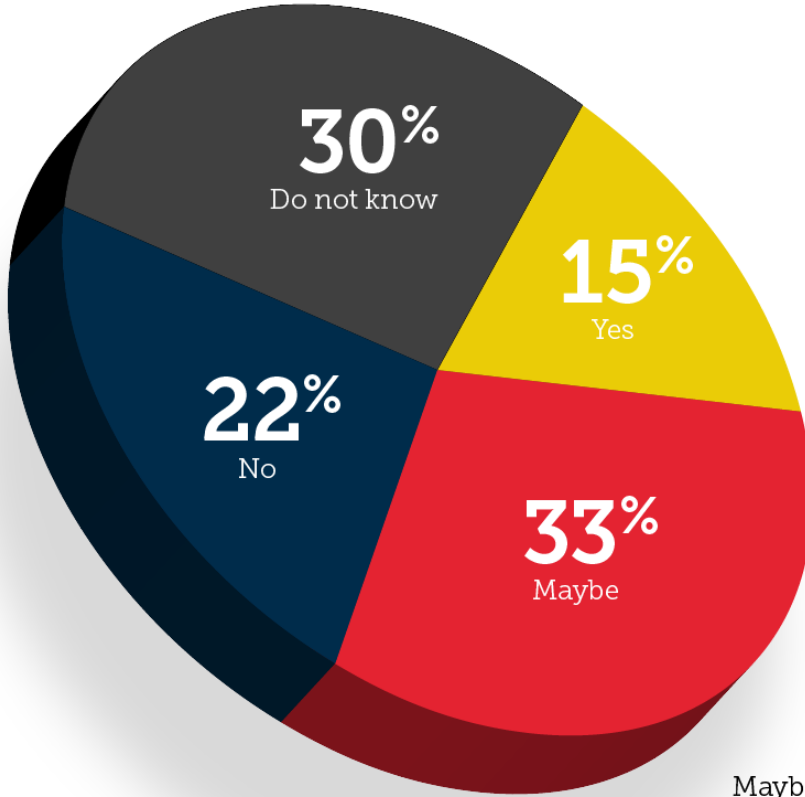
Some organisations already have special projects for Africa

Surge in demand from companies to do business in Sub-Saharan Africa

Expect this region to regain interest in the longer term



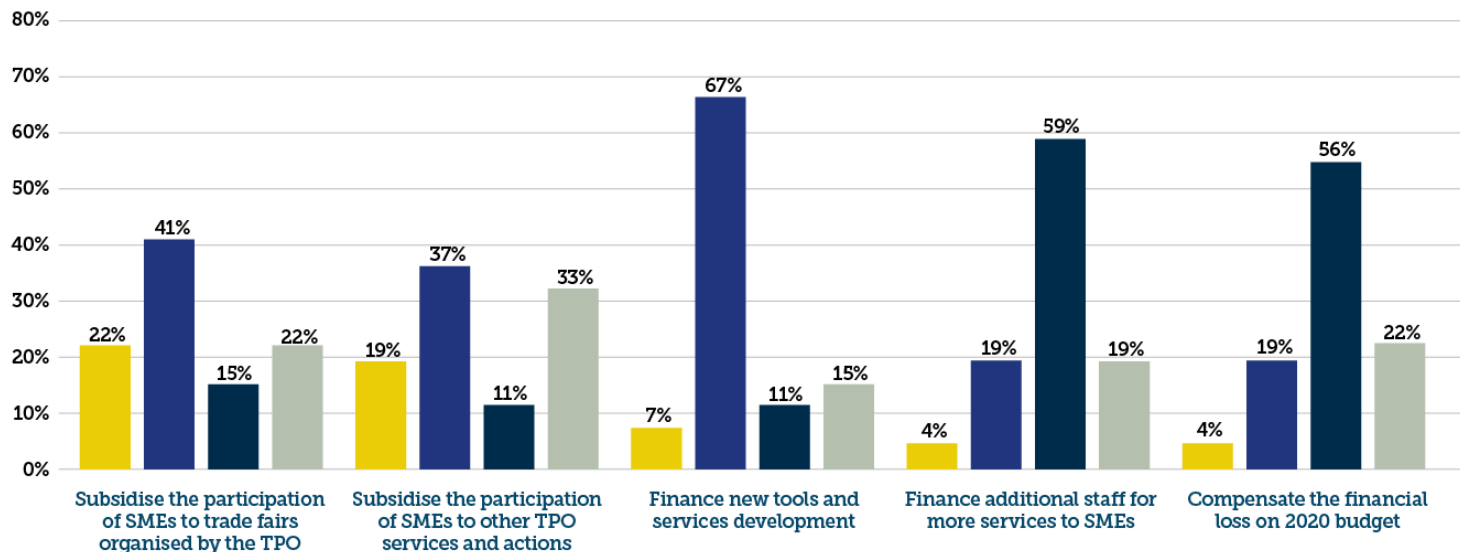
Will the government likely provide an additional budget to the TPO to finance its export recovery plan?

Yes **4**Maybe, we made the request, but have no confirmation yet **9**No **6**Do not know **8**

**If yes, what
measures would
be financed?**

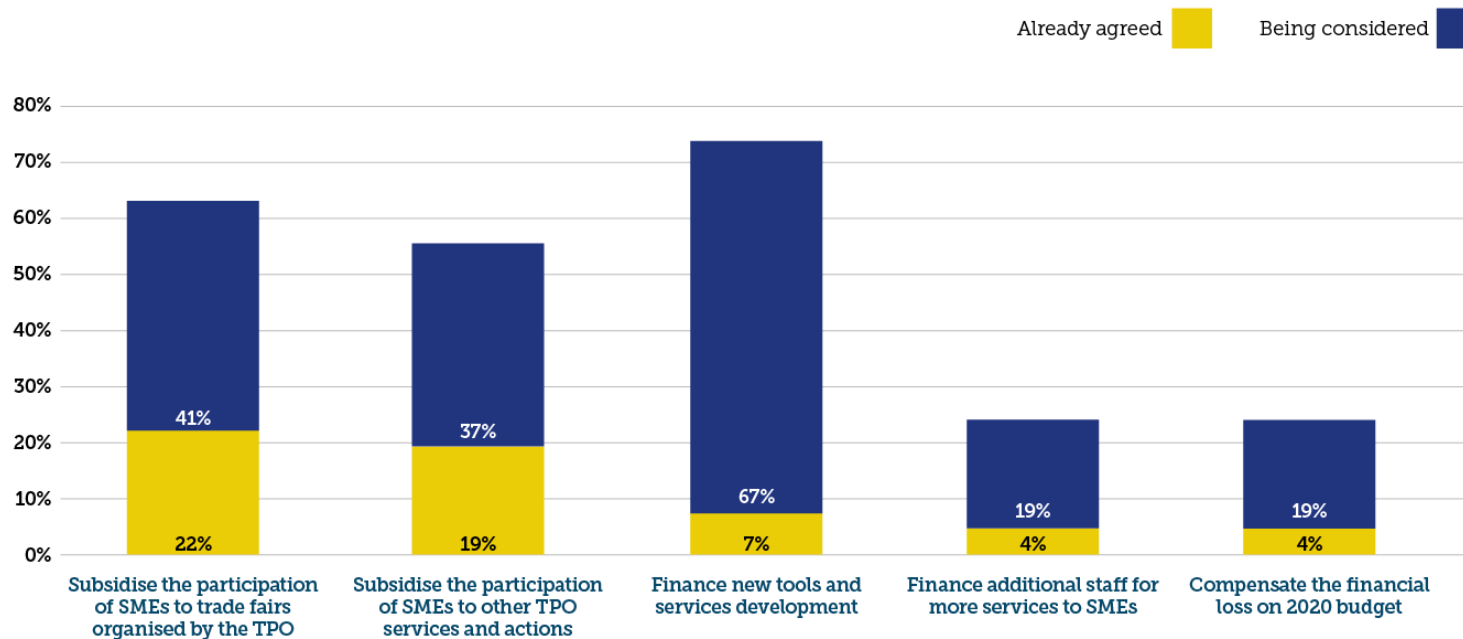
- Reduced participation fees for trade fairs and events
- Additional short-term economy recovery measures
- Increased export facilitation activities
- Create smart exhibition 365: digitalised exhibition portal

Use of proposed budget to support the export recovery plan



	Already agreed	Being considered	Not considered	Do not know
Subsidise the participation of SMEs to trade fairs organised by the TPO	6	11	4	6
Subsidise the participation of SMEs to other TPO services and actions	5	10	3	9
Finance new tools and services development	2	18	3	4
Finance additional staff for more services to SMEs	1	5	16	5
Compensate the financial loss on 2020 budget	1	5	15	6

Use of proposed budget to support the export recovery plan: likelihood of actions





AISBL

Thank you!



etpoa.eu



hos@etpoa.eu



[etpoa](https://www.linkedin.com/company/etpoa)

