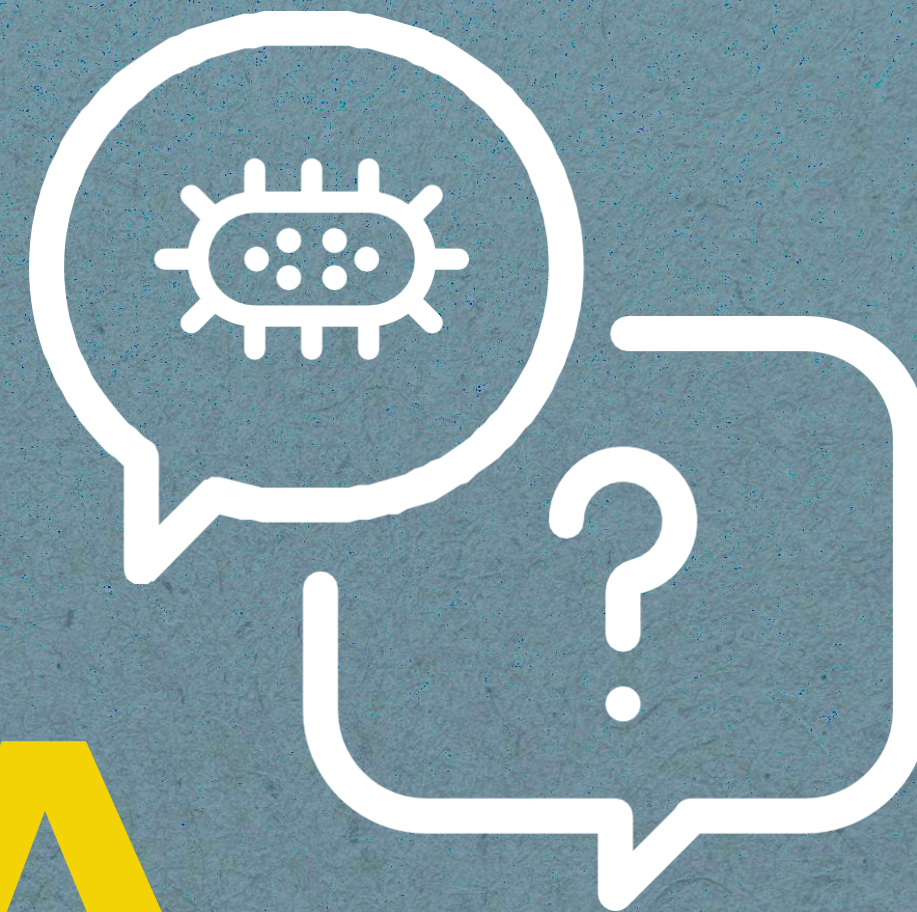


February 2021

**ETPO**  
ASSOCIATION

European  
Trade  
Promotion  
Organisations'  
Association



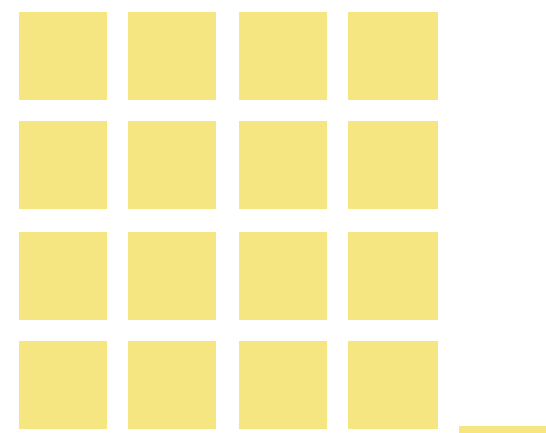
# 2<sup>nd</sup> ETPOOA BENCHMARK

**Study**

**Focus on response to EU initiative**

**22**  
participants

**ALL** members  
of ETPOA



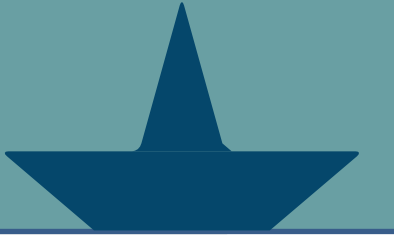
**16** National  
TPOs



## 16 Countries

France, Estonia, Cyprus, Spain,  
Bulgaria, Ireland, Italy, Netherlands,  
Portugal, Slovenia, Hungary,  
Belgium, Malta, Greece, United  
Kingdom, Lithuania





# Network of offices in 2020

The national and regional TPO members of ETPOA have a combined network of:

86

Offices in their **own** MS as the **first contact point for SMEs**

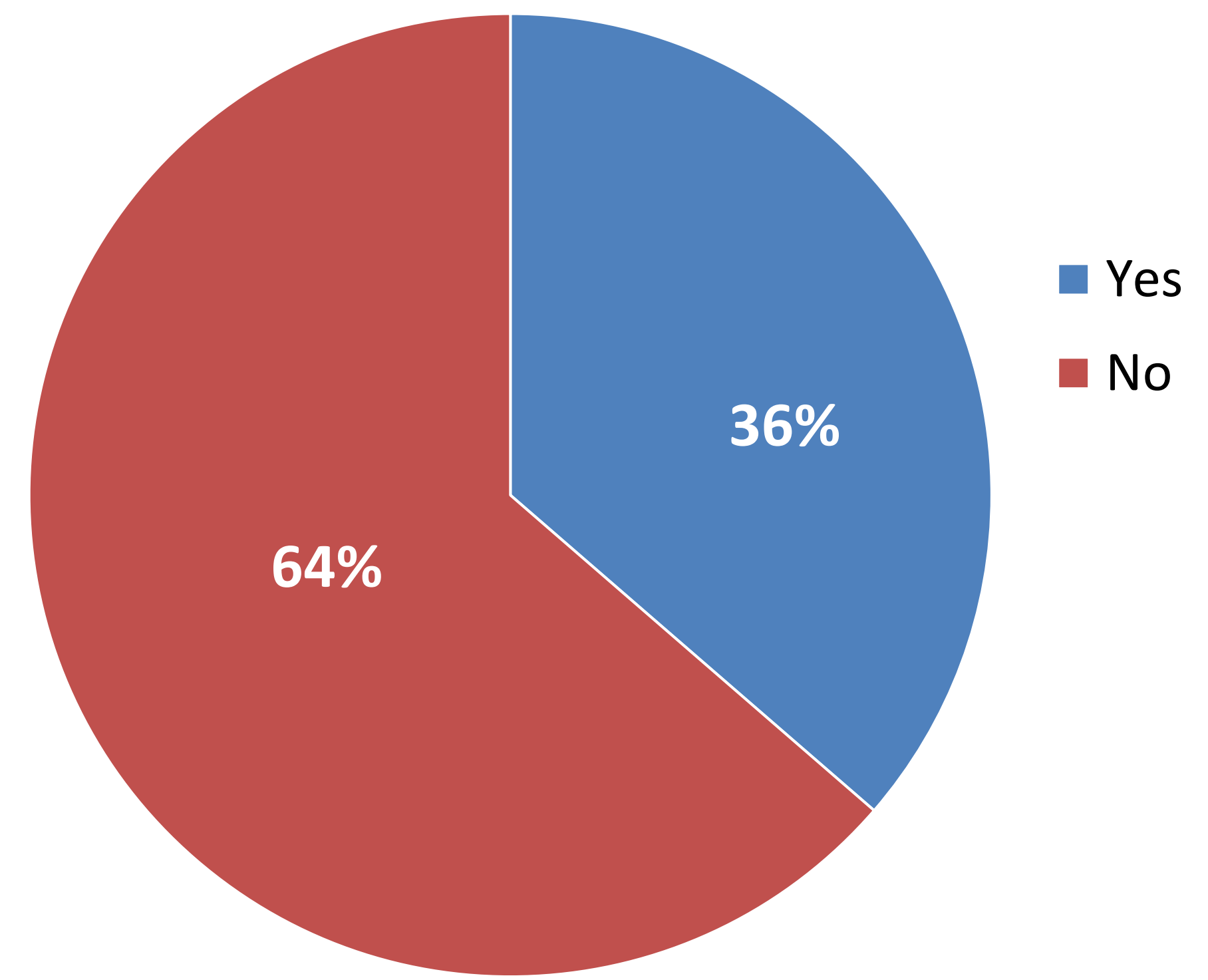
Total of

609

Offices **abroad**:  
- **157** offices in the **EU** to support intra-EU trade  
- **452** offices in **third countries**

Only 36% have a policy that requires their offices abroad to create a relationship with the EU DEL in their country

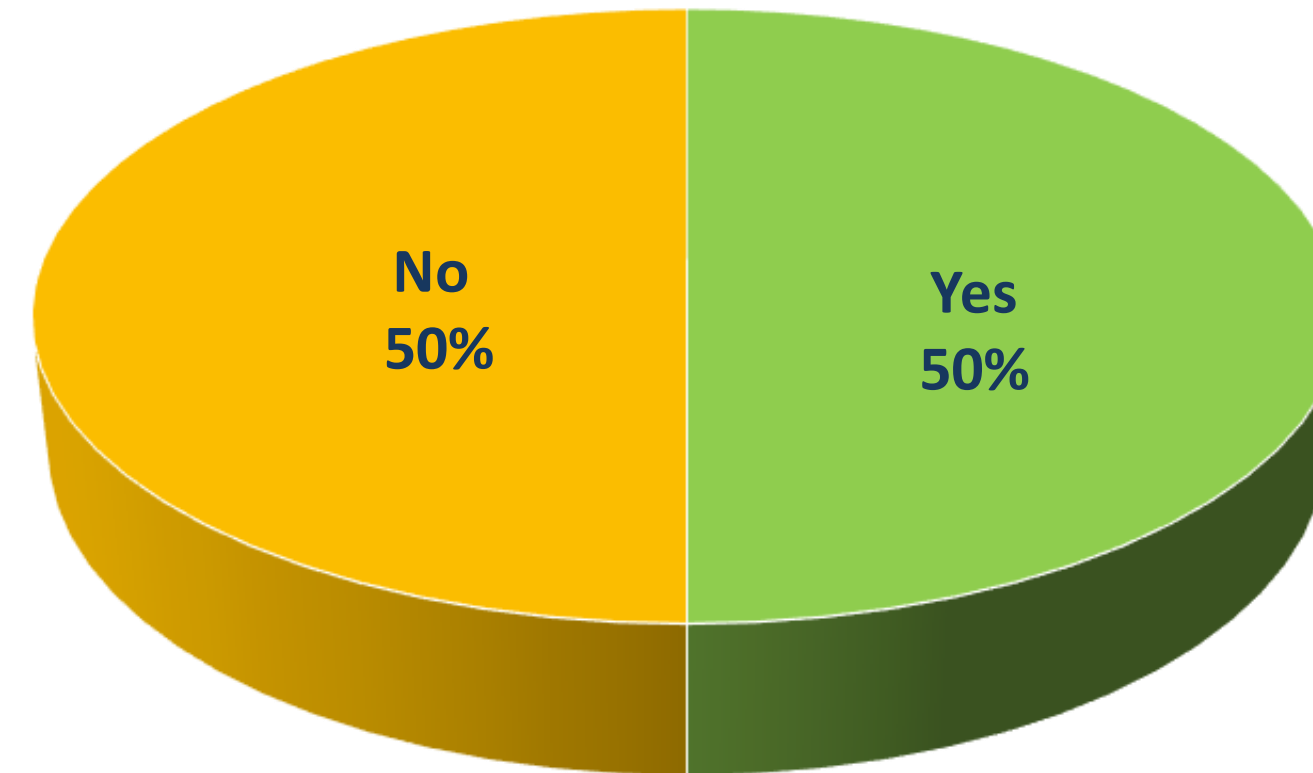
# Do you have a policy that requires your offices abroad to create a relationship with the EU DEL?



Engagement with EU initiatives

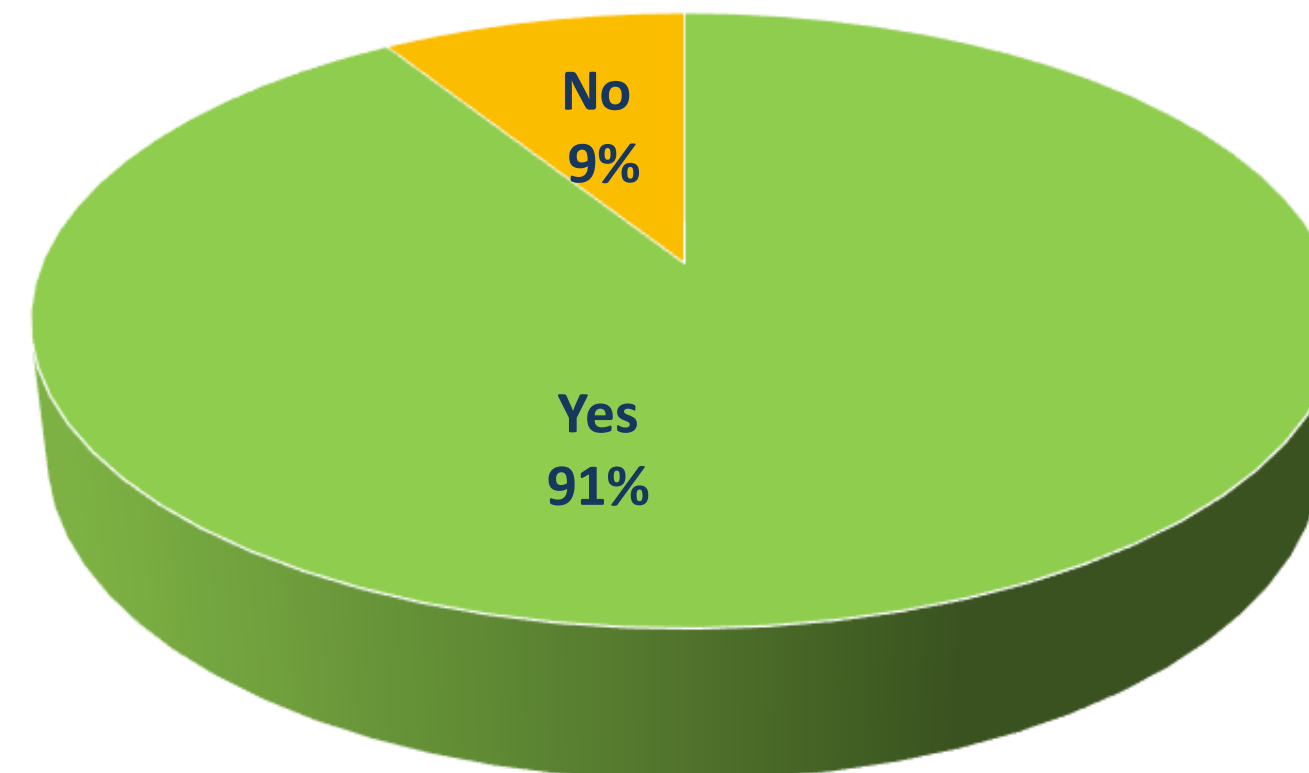
Major interest in joining forces among ETPOA members to participate in European tenders or proposals

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



22 respondents to this question

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



22 respondents to this question

**ETPOA**  
ASSOCIATION

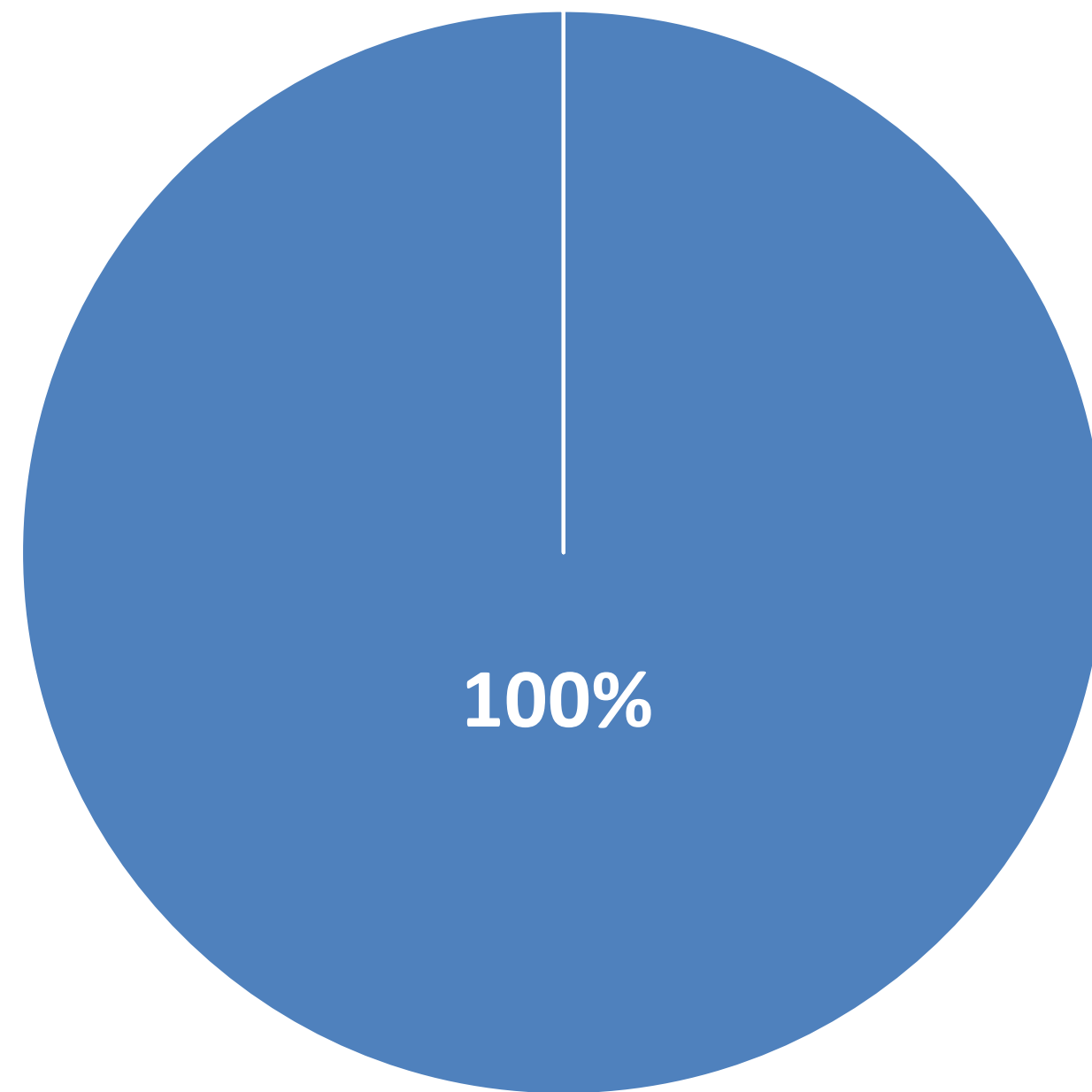
European  
Trade  
Promotion  
Organisations'  
Association

# Engagement with EU initiatives

**All the participants have heard of EEN, but only a minority engage with EEN**

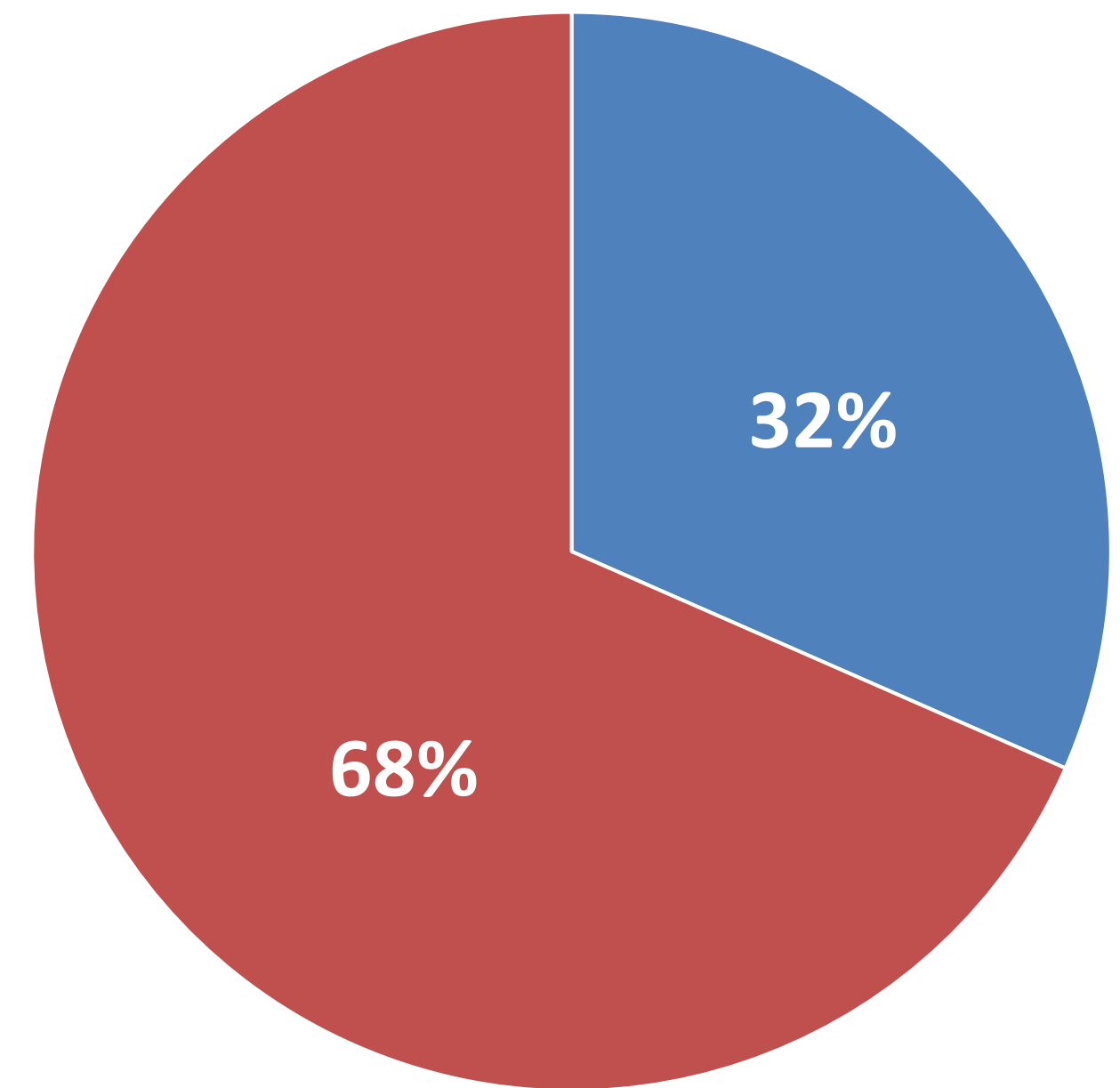
## Enterprise Europe Network (EEN)

¿Have you heard of the Enterprise Europe Network (EEN)?



■ Yes

¿Is your organisation currently involved or do you take part of the following EU activities?



■ Yes ■ No



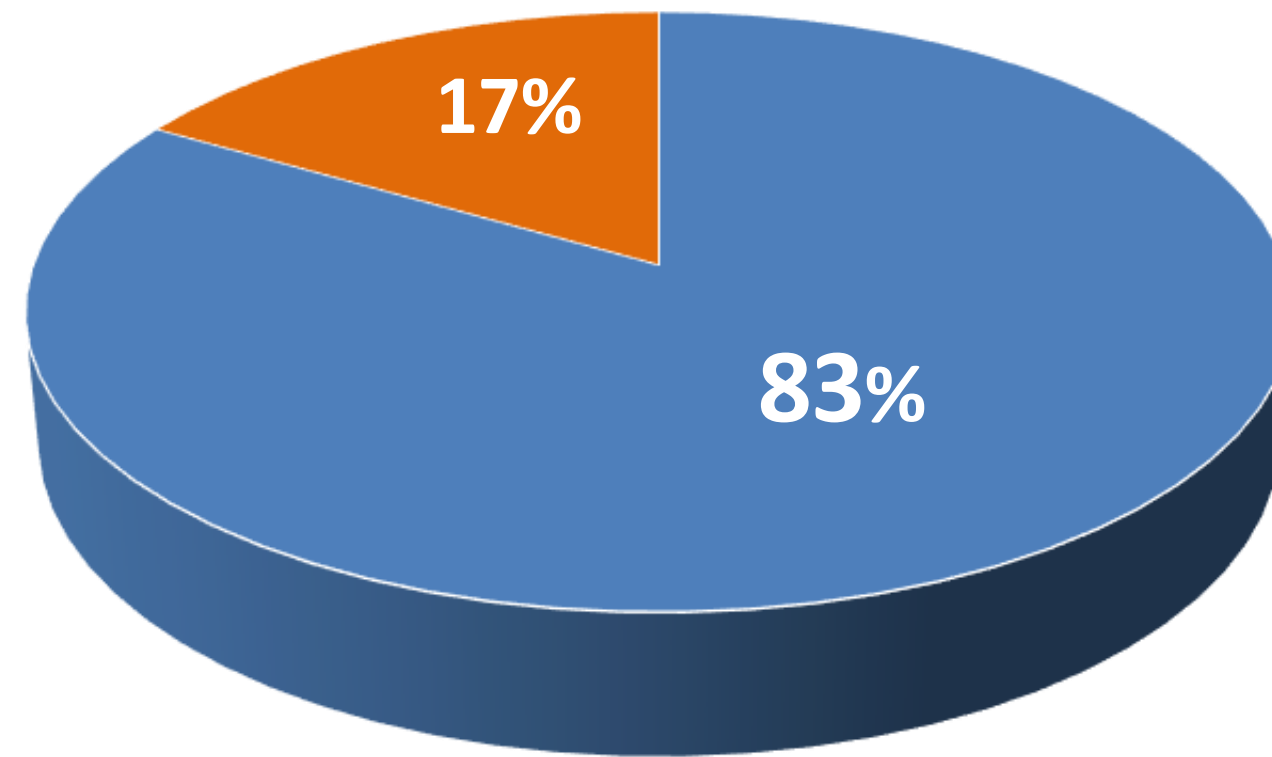
19 respondents to these questions

Engagement with EU initiatives

Level of engagement with the EU-Japan Centre is low

# EU-Japan Centre for Industrial Cooperation

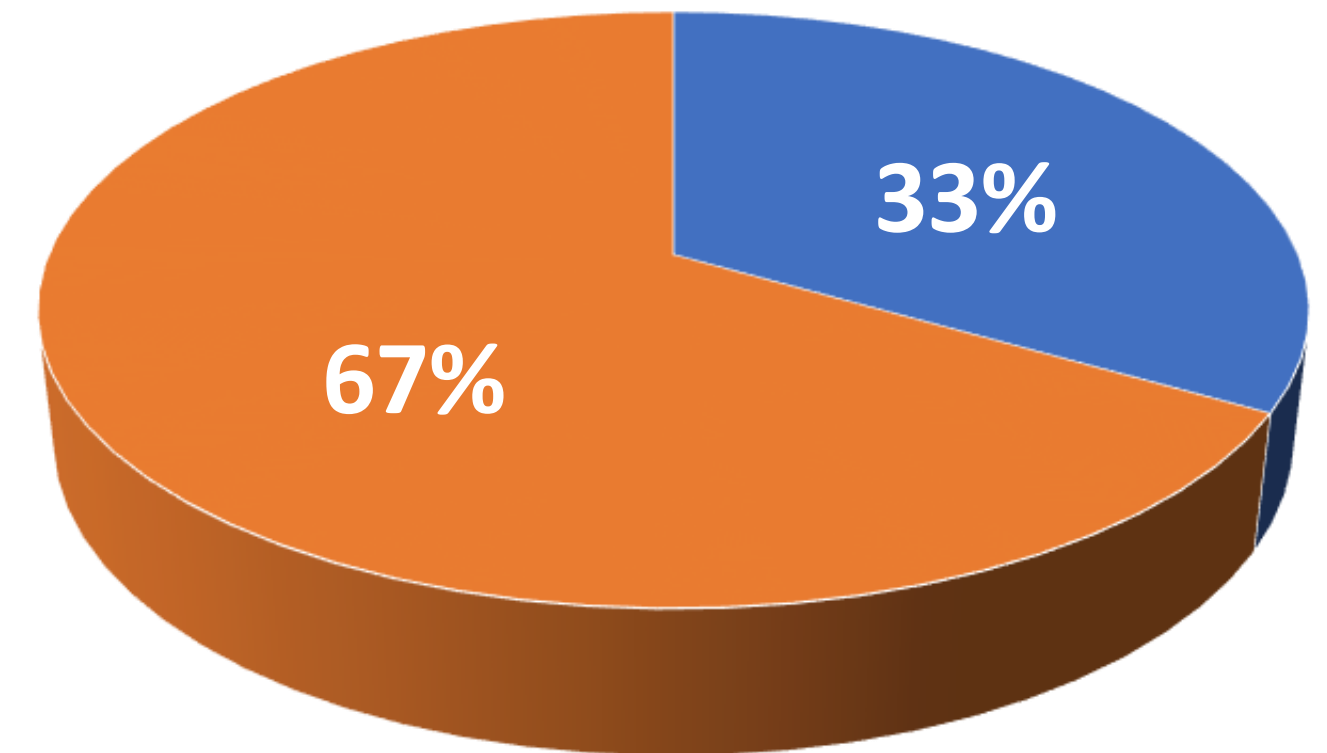
¿Have of heard of?



■ Yes ■ No

18 respondents to this question

¿Is your organisation currently involved or do you take part of the following EU activities?



■ Yes ■ No

15 respondents to this question

**ETPO**  
ASSOCIATION

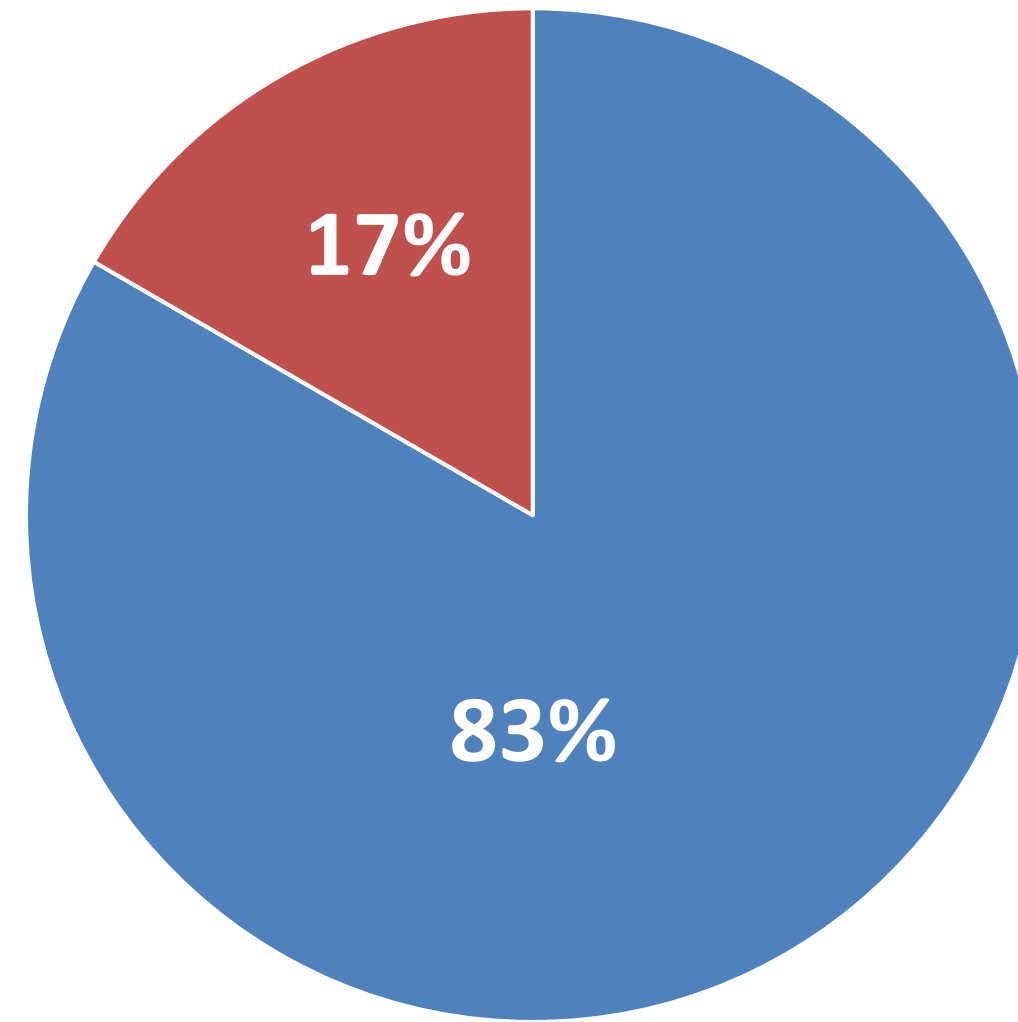
European  
Trade  
Promotion  
Organisations'  
Association

# Engagement with EU initiatives

Almost the 90% of participants do not engage with the EU SME Centre (China)

## EU SME Centre (China)

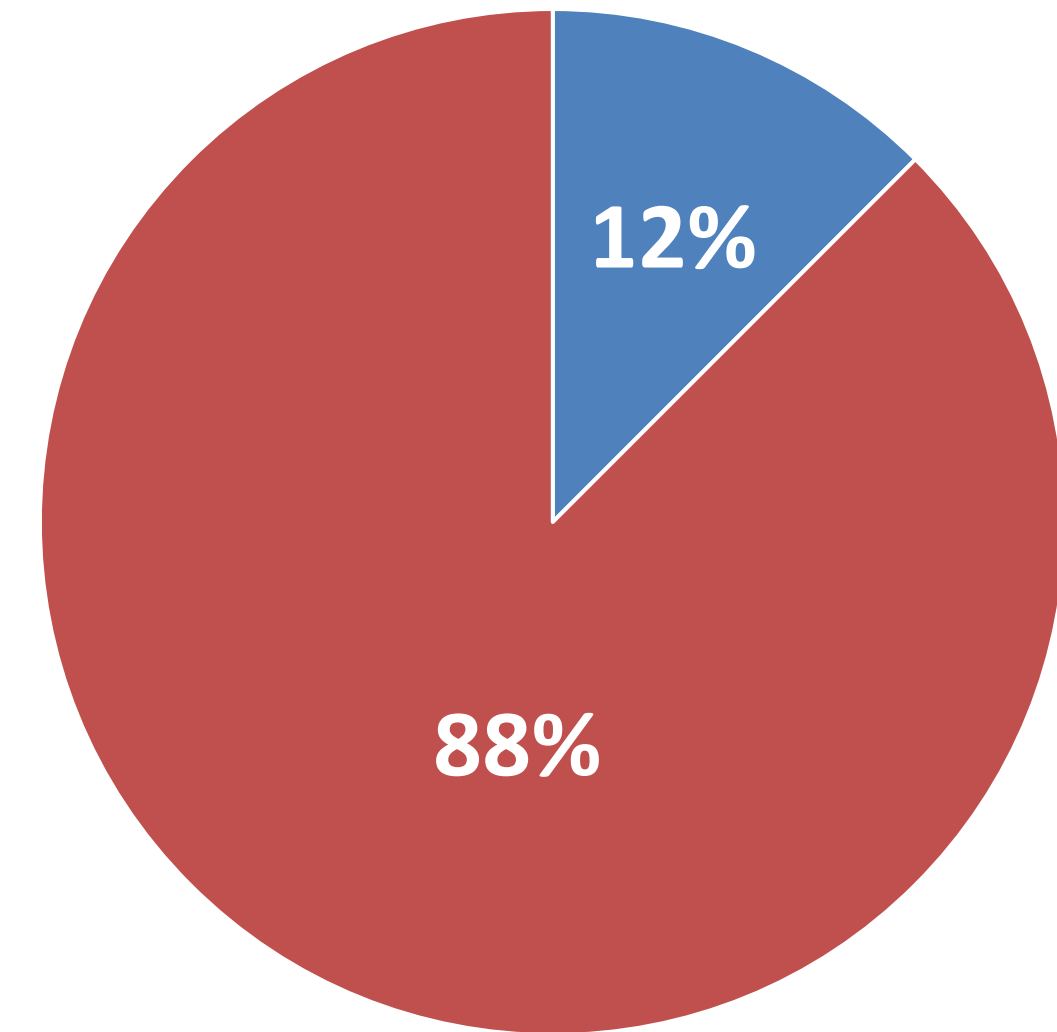
¿Have you heard of?



■ Yes ■ No

18 respondents to this question

¿Is your organisation currently involved or do you take part of the following EU activities?



■ Yes ■ No

16 respondents to this question

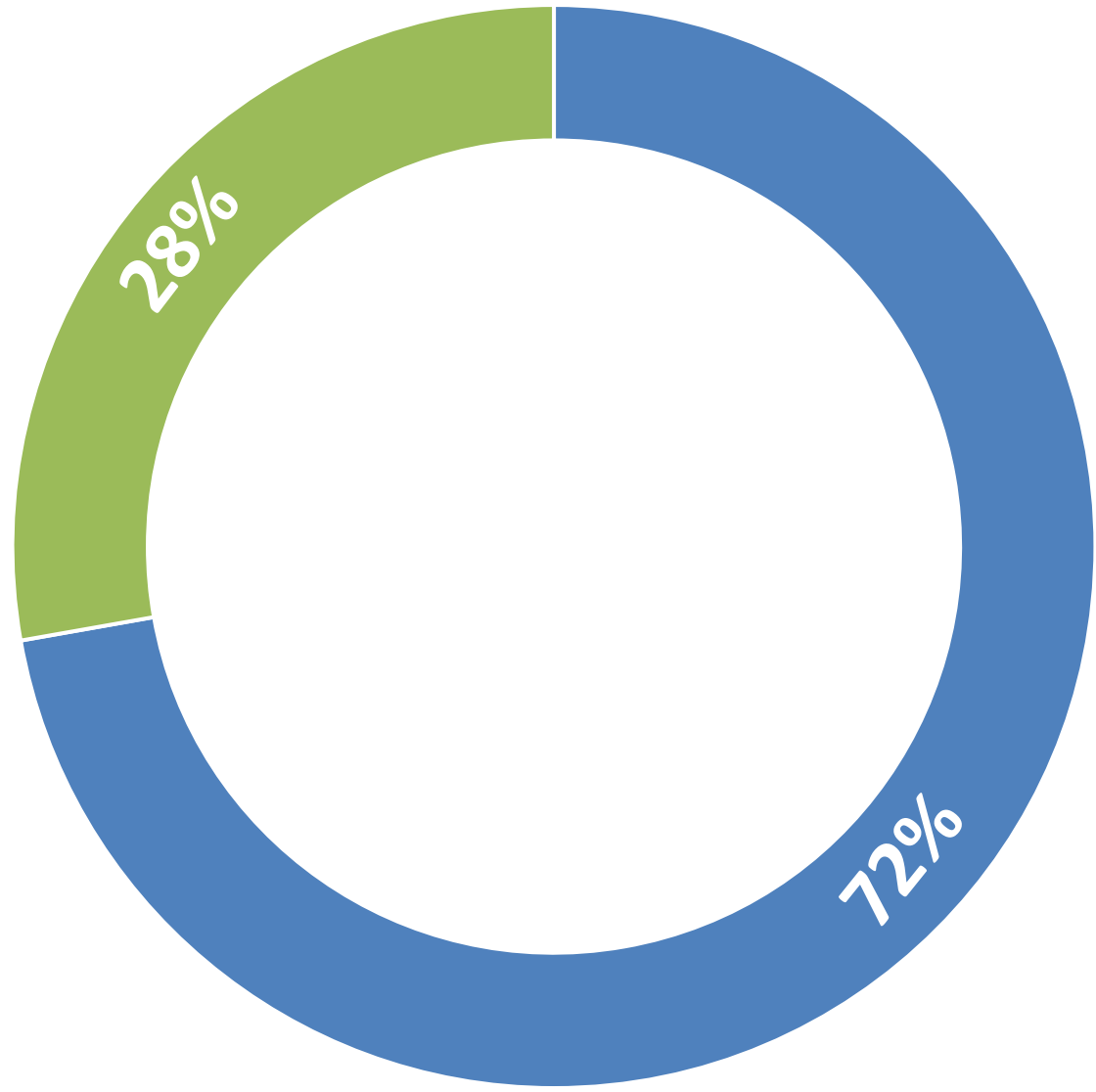


Engagement with EU initiatives

**28% of respondents still do not know the Market Entry Handbooks**

# Market Entry Handbook (DG AGRI)

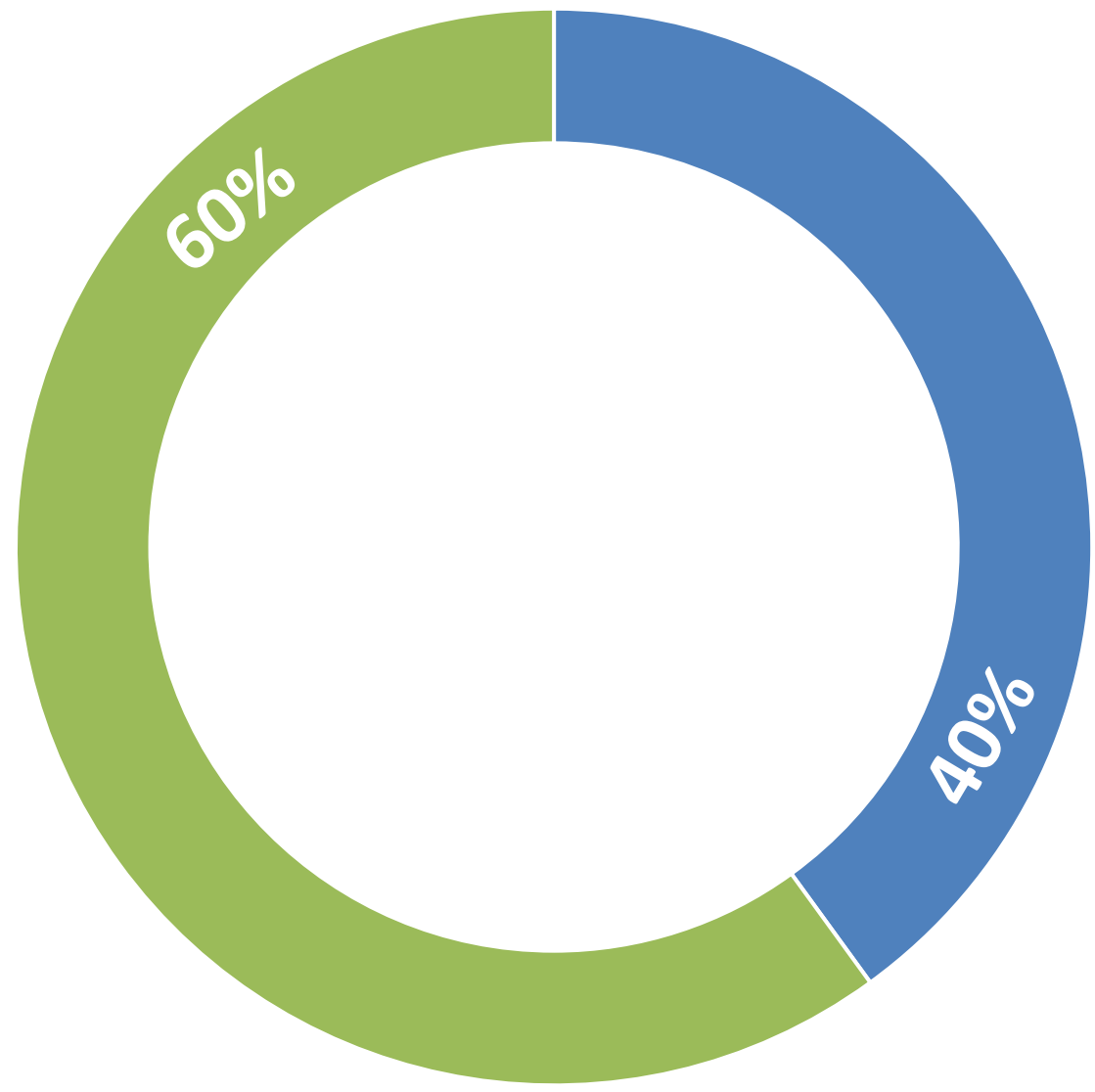
¿Have you heard of?



■ Yes ■ No

18 respondents to this question

¿Is your organisation currently involved or do you take part of the following EU activities?



■ Yes ■ No

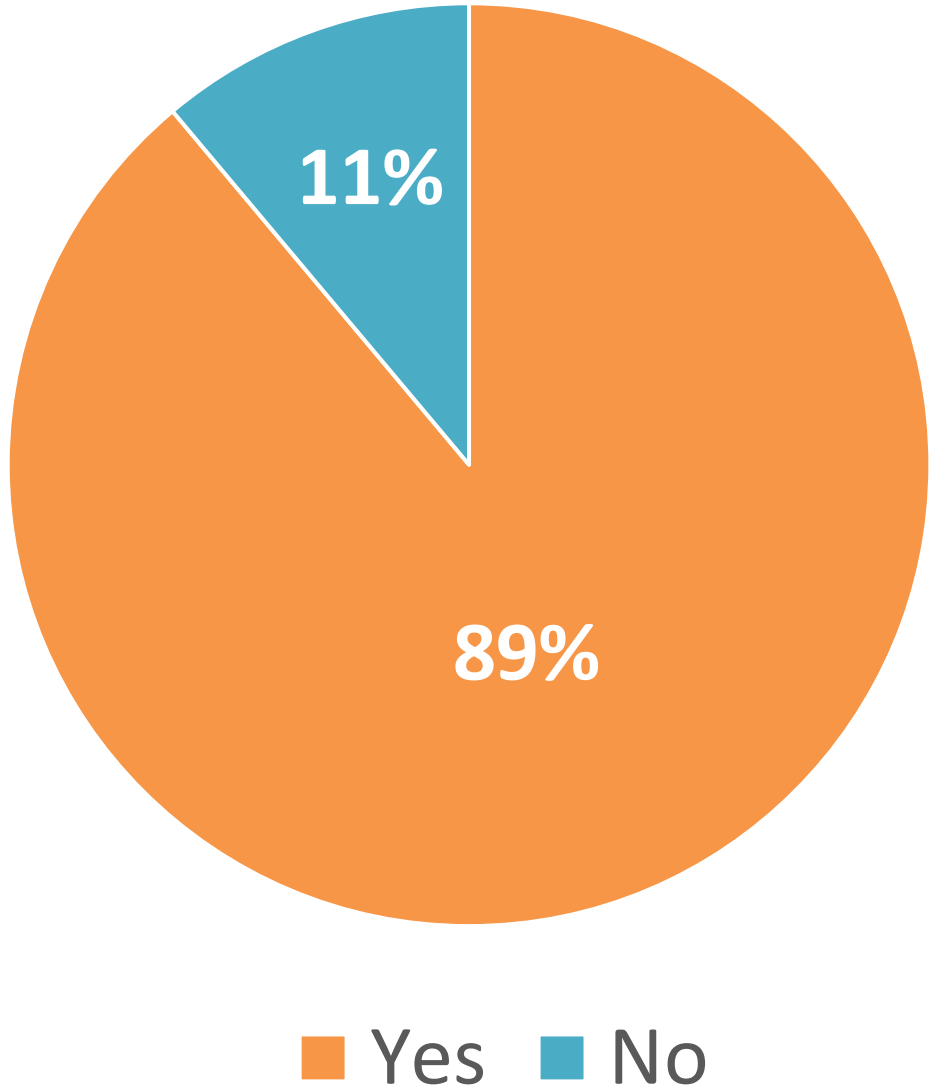
15 respondents to this question

Engagement with EU initiatives

Only 33% of respondents use the European IPR Helpdesk

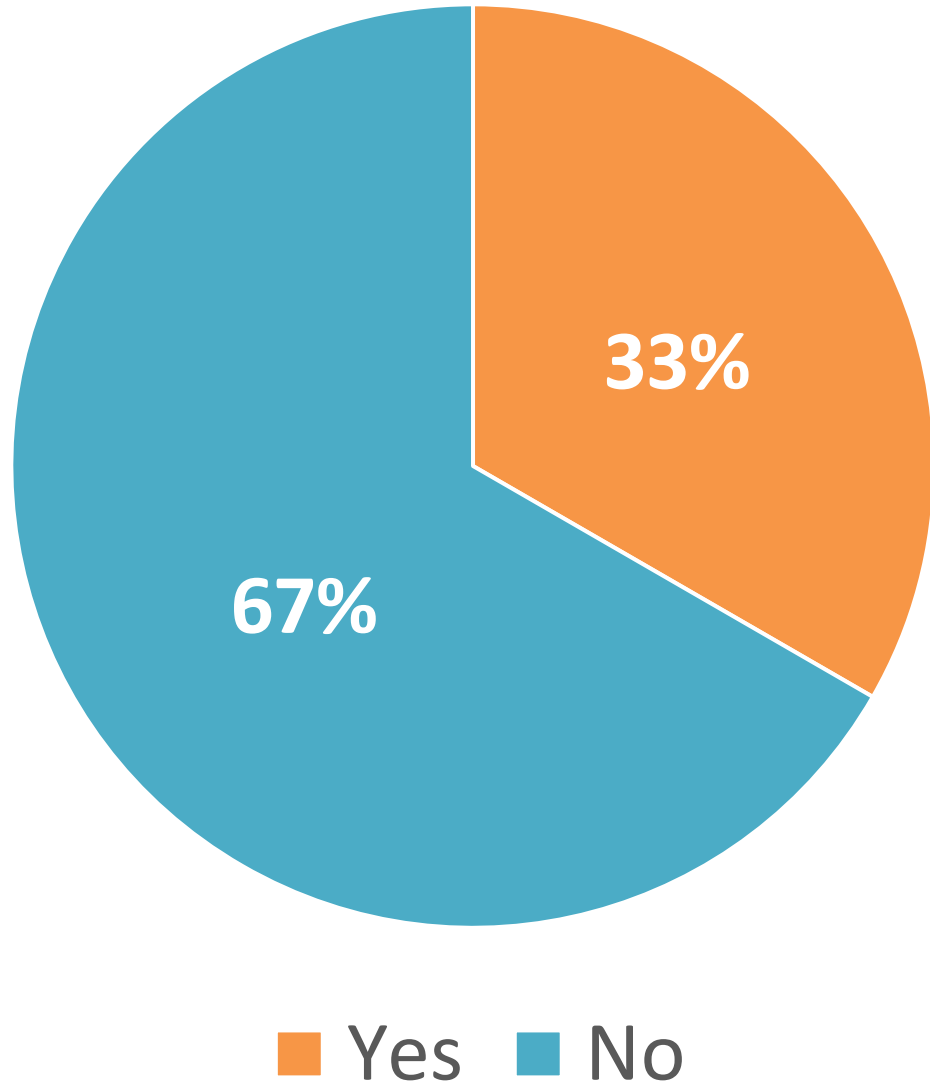
# European IPR Helpdesk

¿Have you heard of?



18 respondents to this question

¿Is your organisation currently involved or do you take part of the following EU activities?



15 respondents to this question

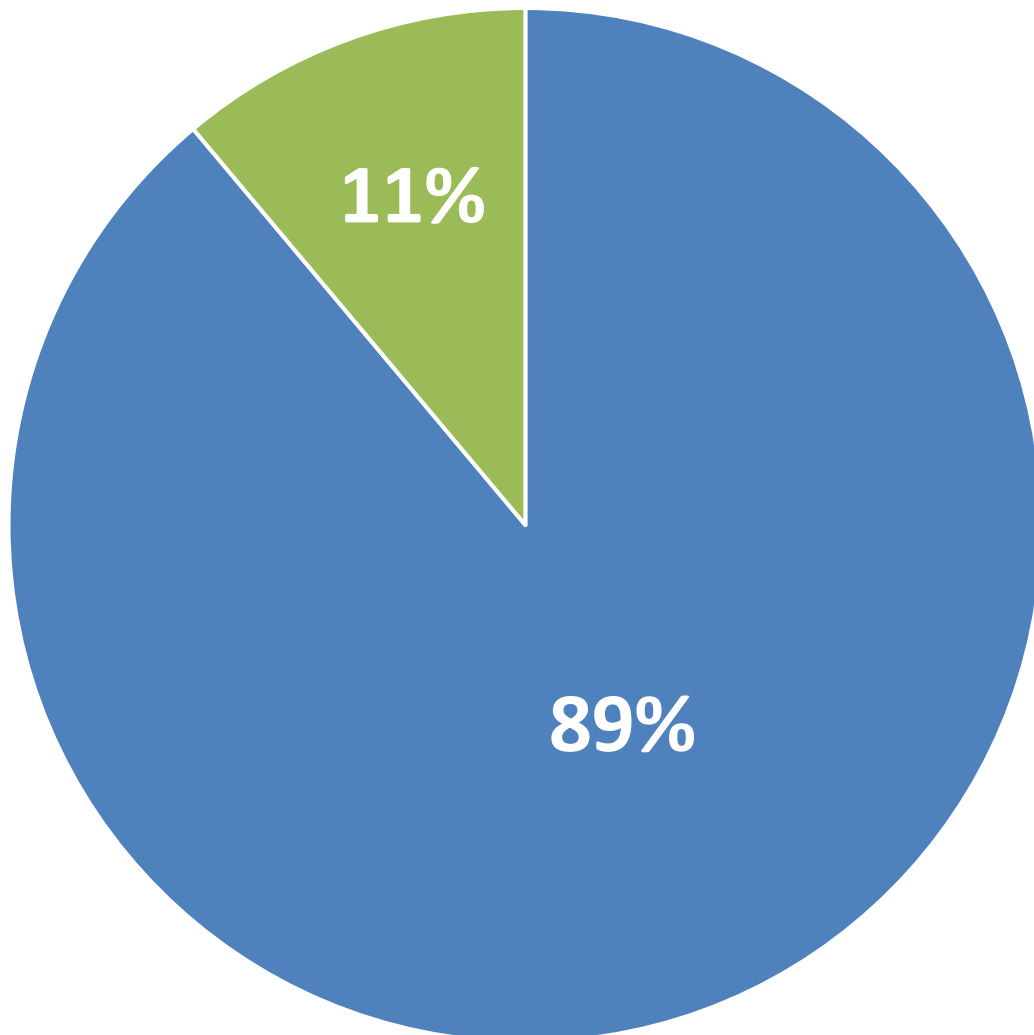


# Engagement with EU initiatives

Only 27% of respondents are involved in EU Gateways

## EU Gateway | Business Avenues (Korea, South East Asia, China and Japan)

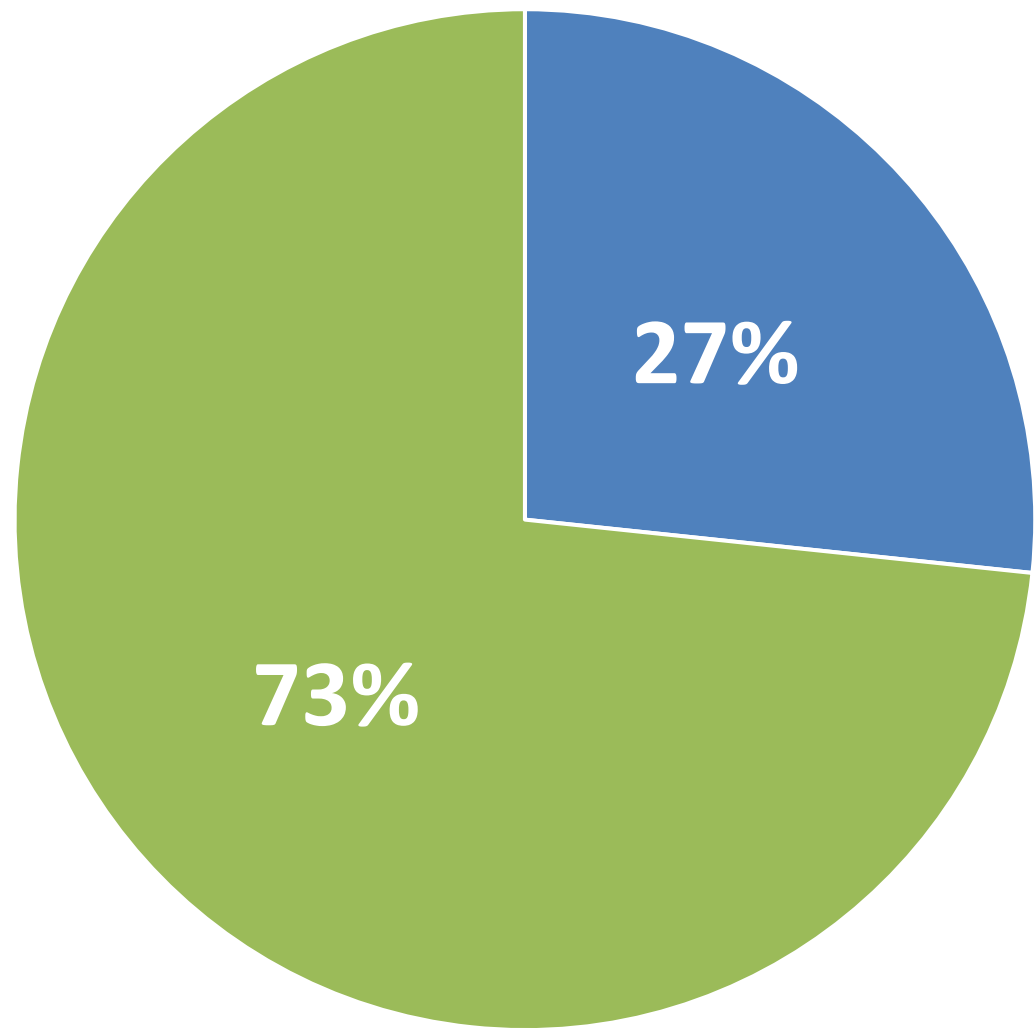
¿Have you heard of?



■ Yes ■ No

18 respondents to this question

¿Is your organisation currently involved or do you take part of the following EU activities?



■ Yes ■ No

15 respondents to this question



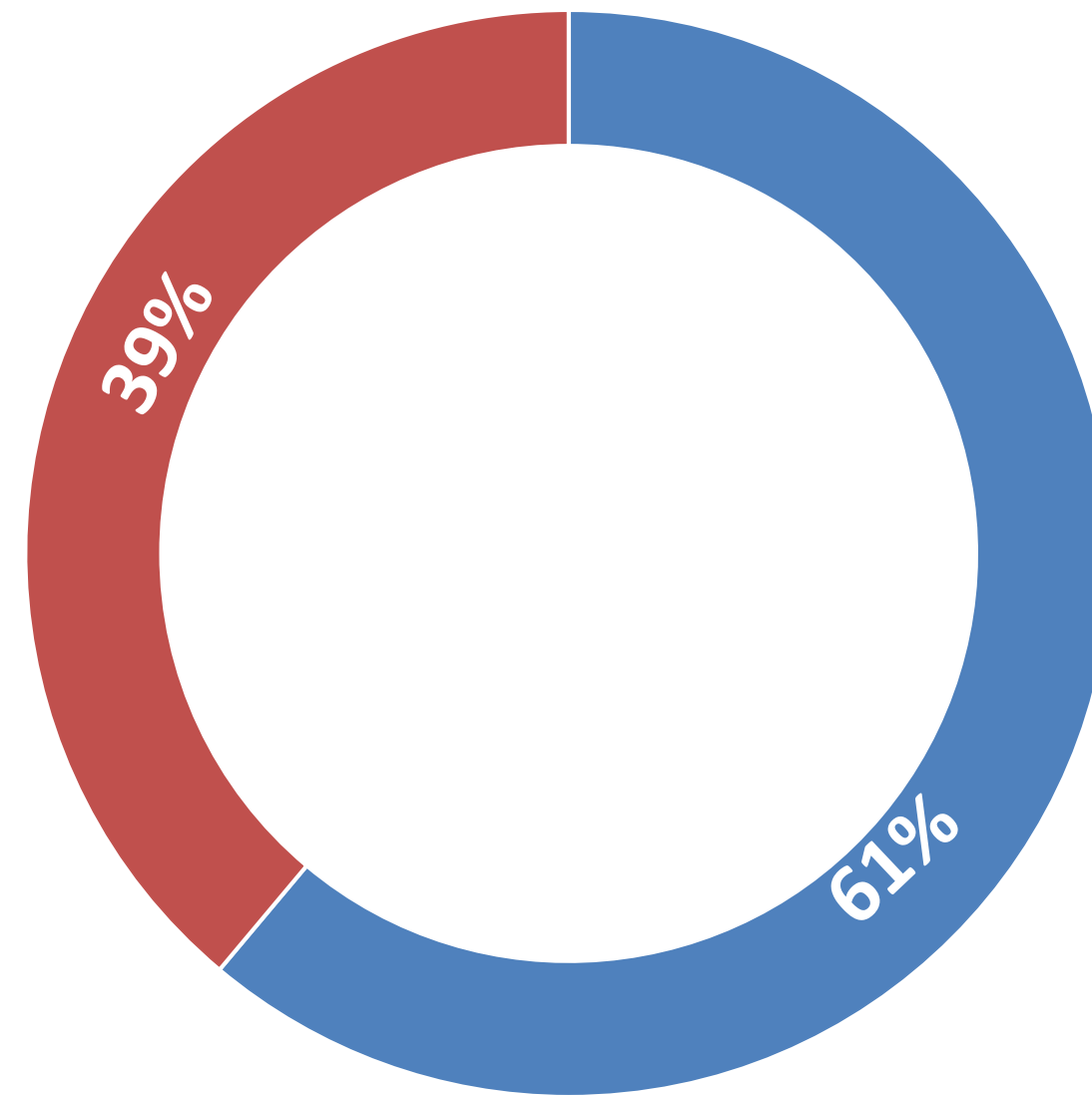
Engagement with EU initiatives

Only 14% of respondents are involved in DG AGRI business missions

# Missions led by DG Agriculture & Rural Development (DG AGRI)

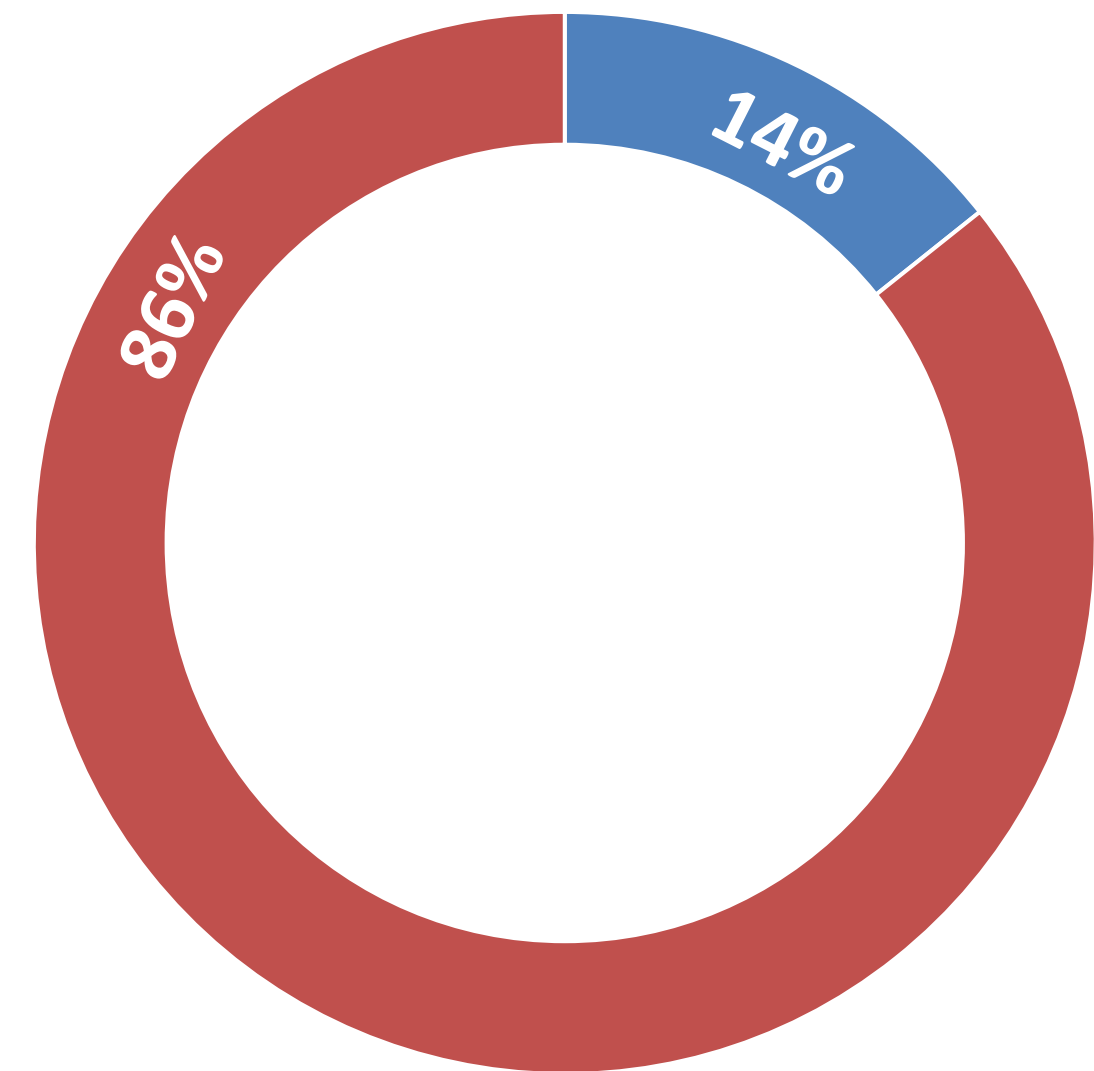
¿Is your organisation currently involved or do you take part of the following EU activities?

¿Have you heard of?



■ Yes ■ No

18 respondents to this question



■ Yes ■ No

14 respondents to this question

**ETPO**  
ASSOCIATION

European  
Trade  
Promotion  
Organisations'  
Association

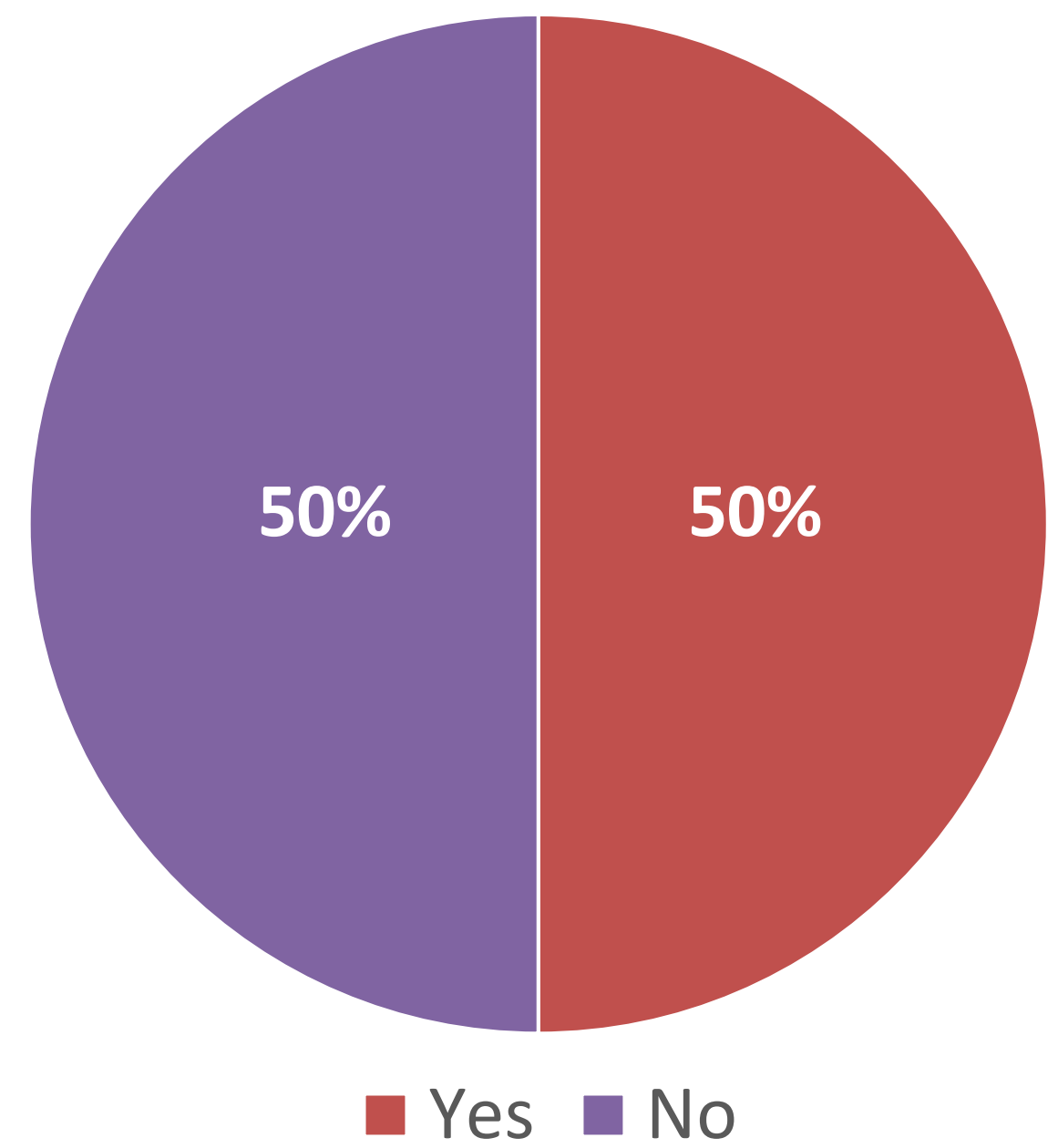
# Engagement with EU initiatives

While half of the participants know about it, the vast majority are not involved in it



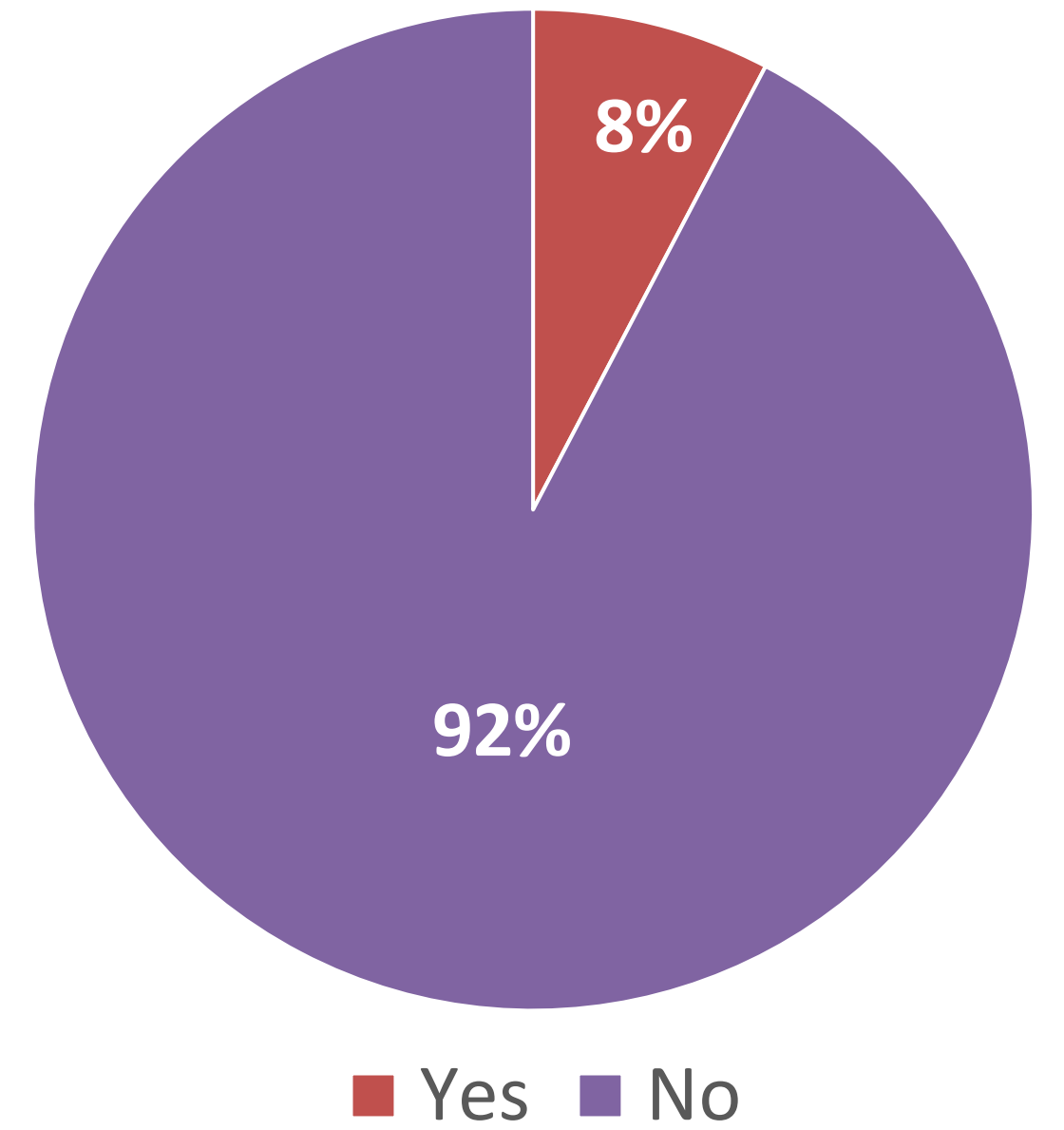
## Missions led by other DG

¿Have you heard of?



18 respondents to this question

¿Is your organization currently involved or do you take part of the following EU activities?



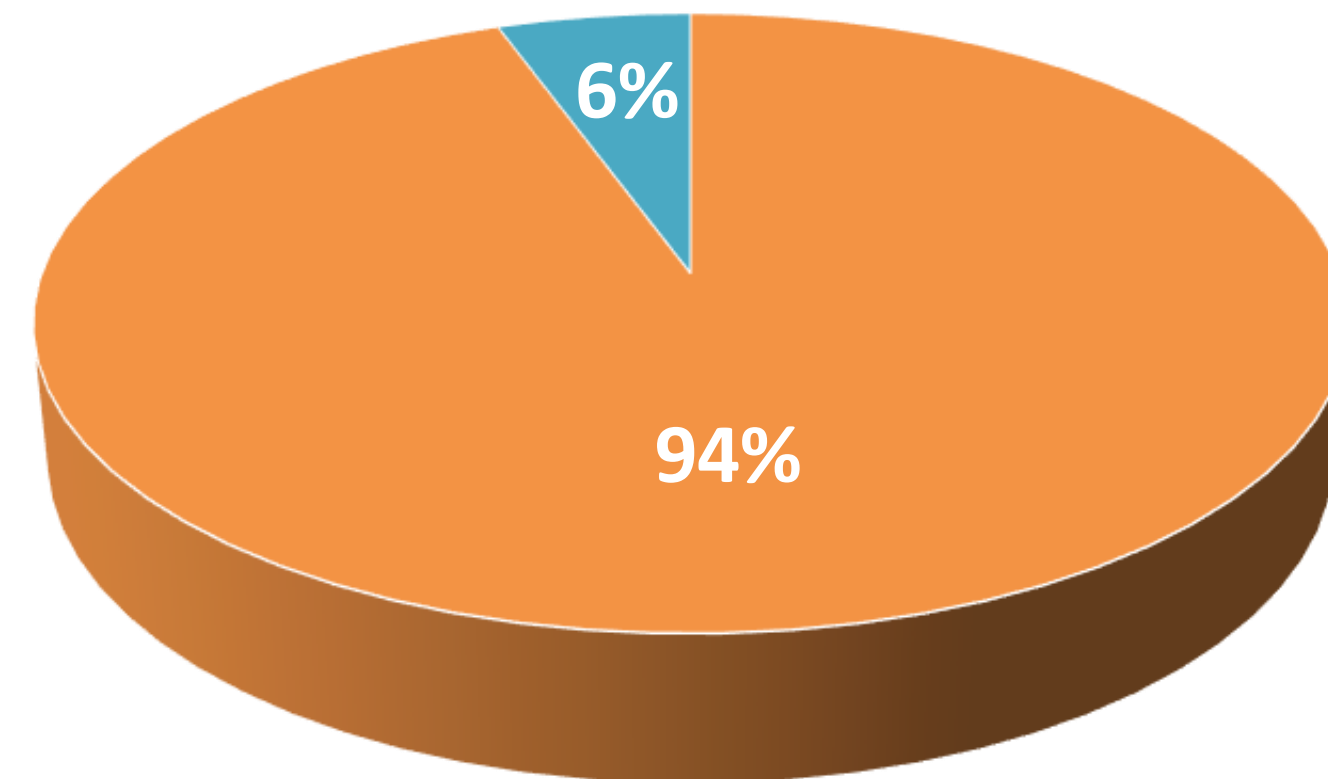
13 respondents to this question

## Engagement with EU initiatives

**Almost 95%** have heard of EU pavilions in third countries, although the majority do not take part

# EU pavilions in third countries

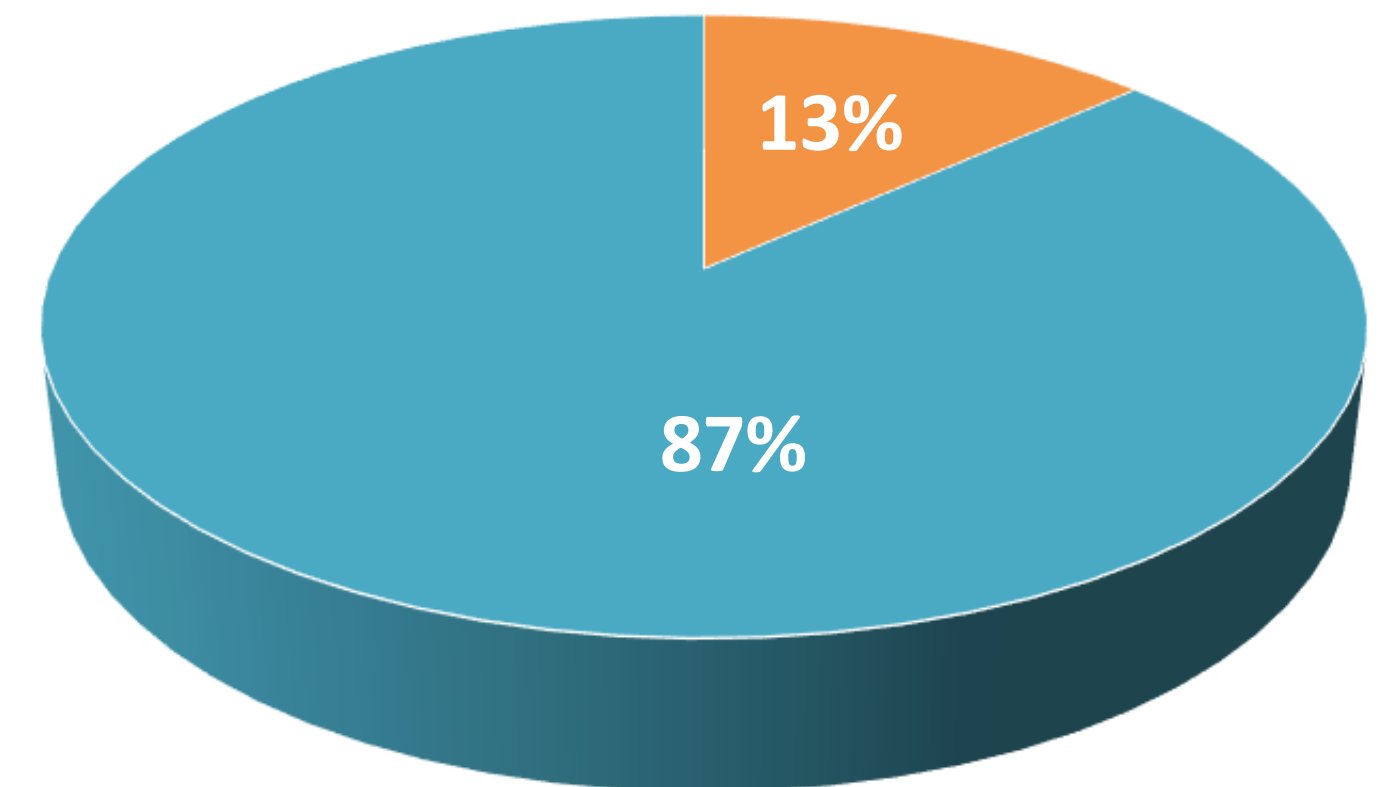
¿Have you heard of?



■ Yes ■ No

18 respondents to this question

¿Is your organisation currently involved or do you take part of the following EU activities?



■ Yes ■ No

15 respondents to this question

**ETPO**  
ASSOCIATION

European  
Trade  
Promotion  
Organisations'  
Association

**ETPO**  
**ASSOCIATION**

**European  
Trade  
Promotion  
Organisations'  
Association**

**Thank you!**



[etpoa.eu](http://etpoa.eu)



[hos@etpoa.eu](mailto:hos@etpoa.eu)



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

