

17 June 2021

ETPO
ASSOCIATION

European
Trade
Promotion
Organisations'
Association



BENCHMARKING SURVEY

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European
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22
participants



16 Countries

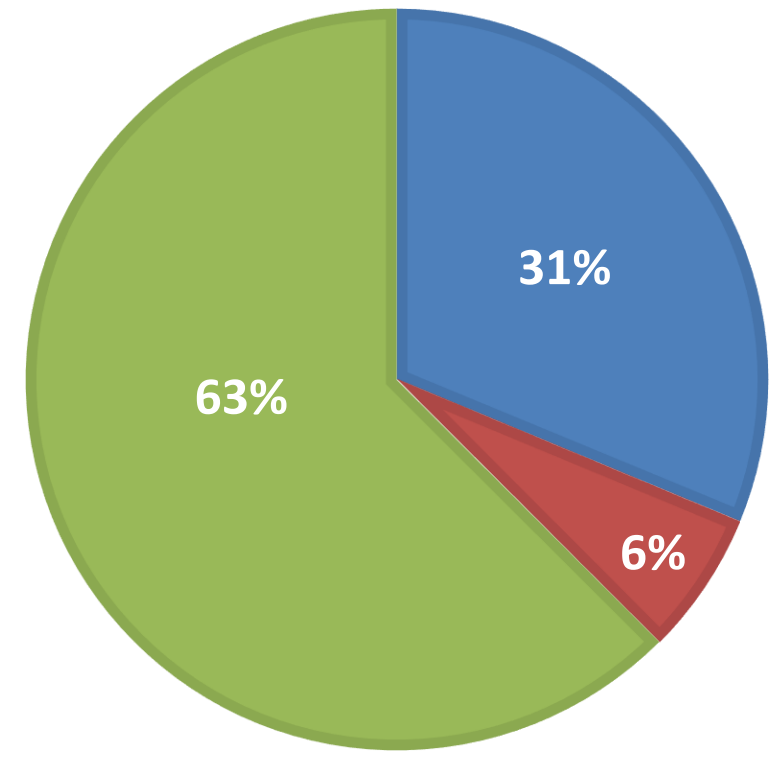
Portugal, The Netherlands, United Kingdom, Spain, Estonia, Lithuania, Belgium, Cyprus, Hungary, Italy, Bulgaria, Malta, Slovenia, Ireland, Greece and France.



I. Governance: Status & Mission

More than a half of the participants are public organisations under government authority

Is your organisation...

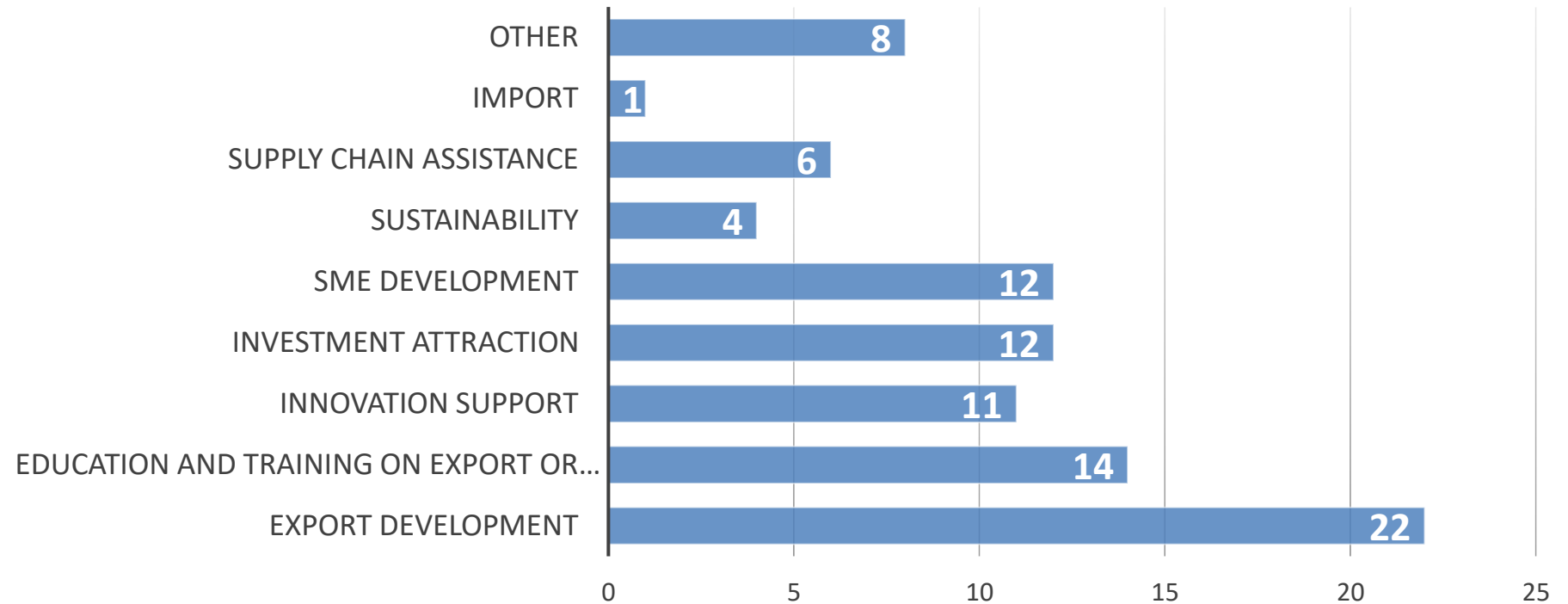


- A government administration (or is part of it)
- A private organisation (without no direct government supervision)
- A public organisation with separate legal entity (under government authority)

I. Governance: Status & Mission

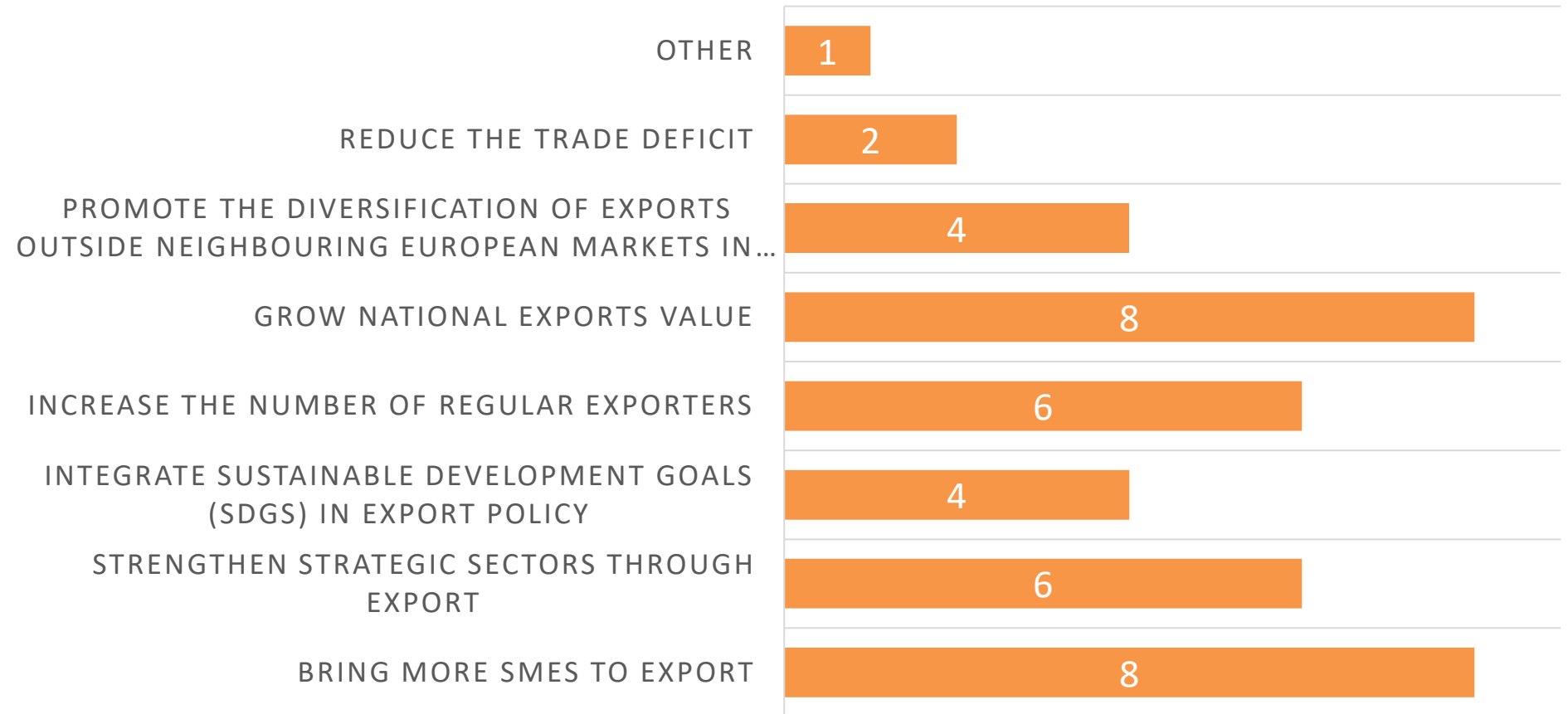
**Export
development is
the business
support that
most of the
organisations
provide**

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



Main priorities:
grow national
exports value
and bring more
SMEs to export

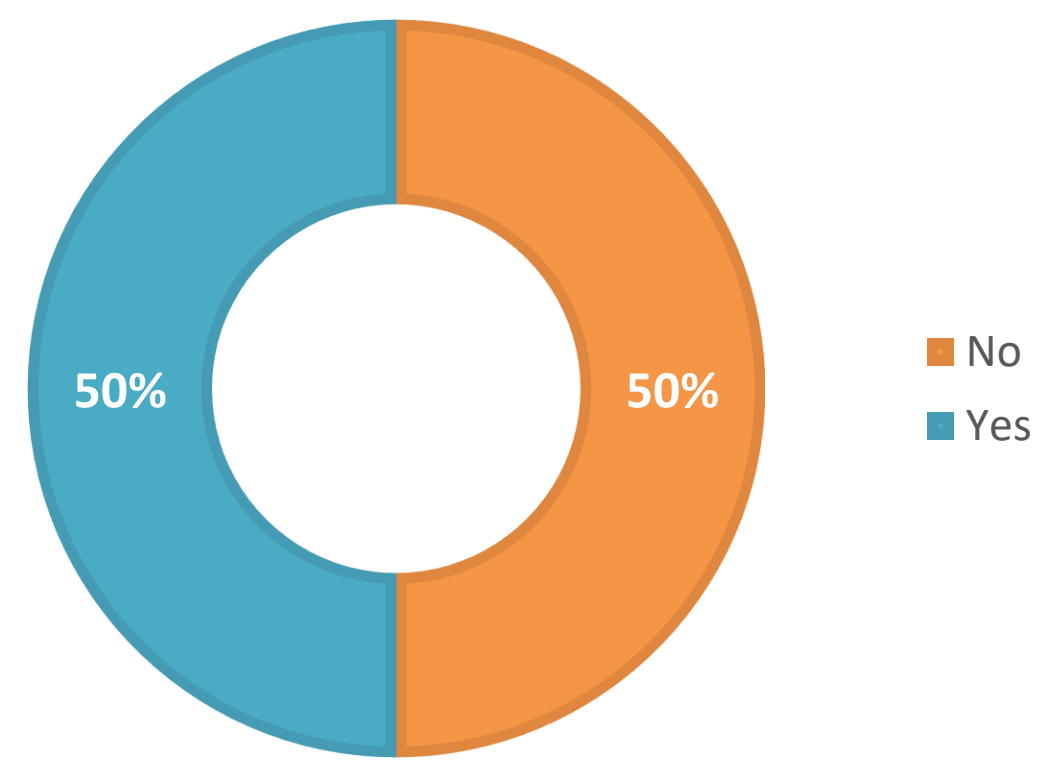
Main priorities in terms of trade development



II. Ways and means: geography

Same
proportion of
organisations
that have and
do not have
other offices in
their country
apart from the
headquarters

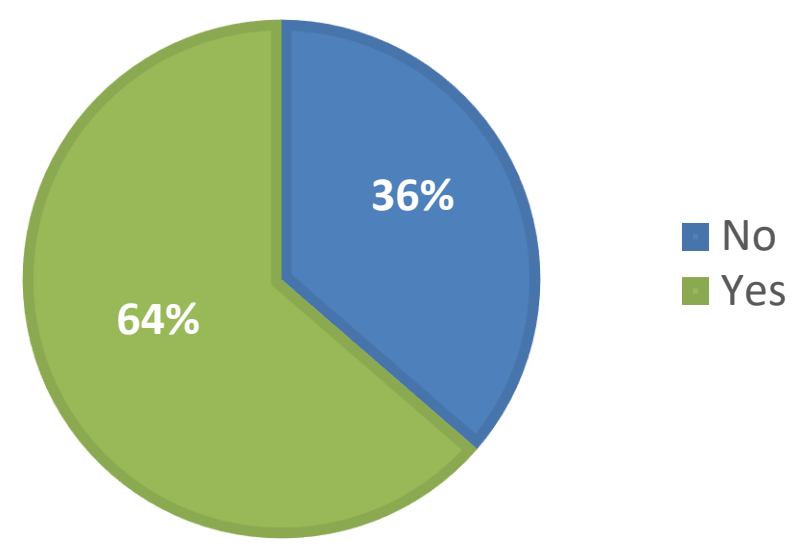
Do you have regional offices in your country, other than your headquarters?



II. Ways and means: geography

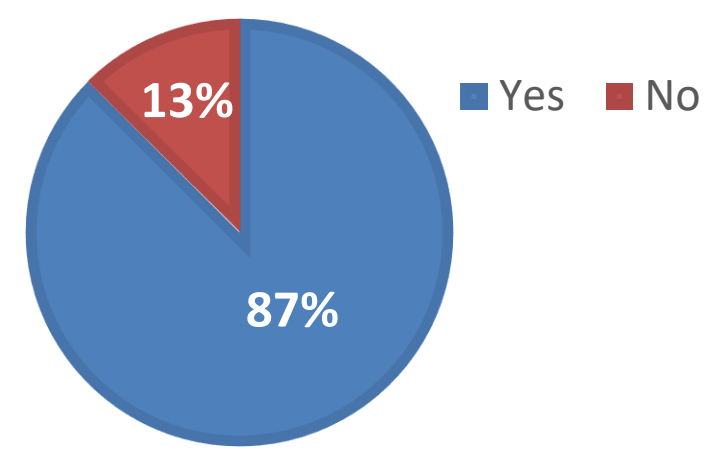
The majority
have its own
network of
offices abroad

Do you have your own network of offices abroad?



22 respondents to this question

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



8 respondents to this question



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

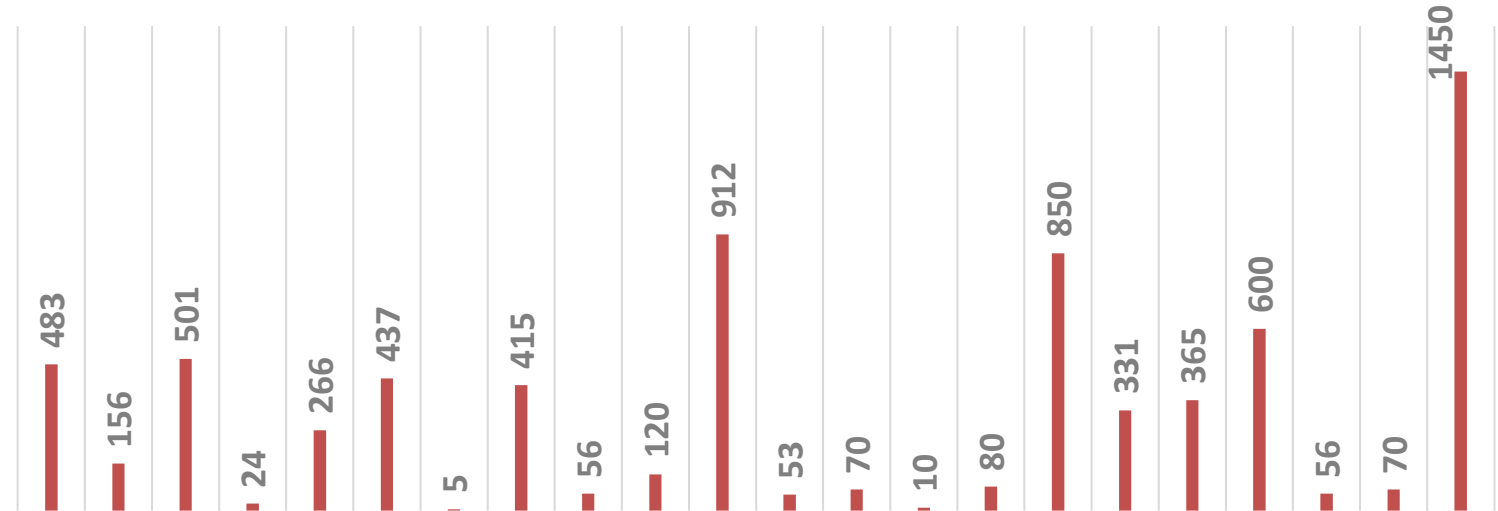
offices **abroad**:

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

II. Ways and means: personnel

ETPOA
membership: a
work force of
7000+ talents

Total number of employees in each organisation (home and abroad)

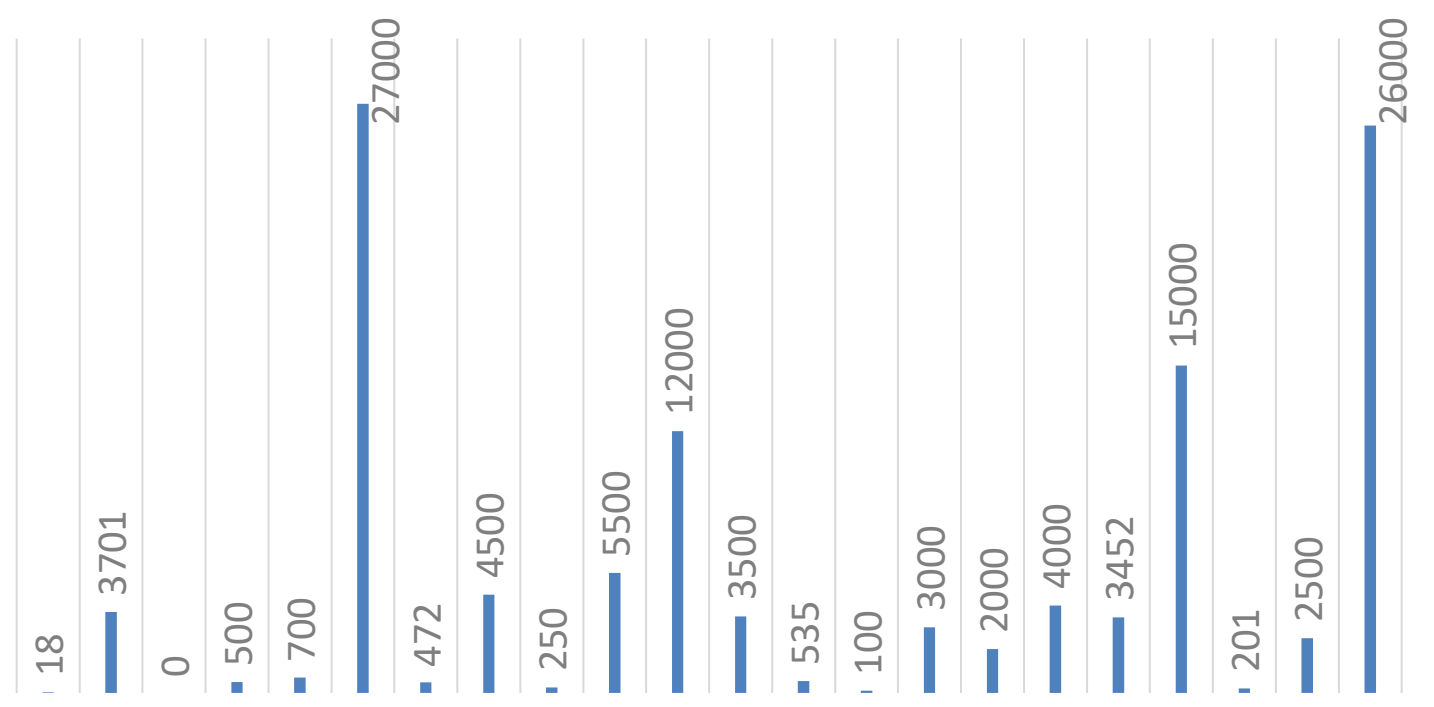


- Total number of employees in the headquarters is 4147.
- Total number of employees abroad is 2420.
- Total number of employees in regional offices throughout the country is 809.

II. Strategy: target groups

The total of clients they serve in one year is 114 929.

Number of active client companies you serve on a yearly basis?

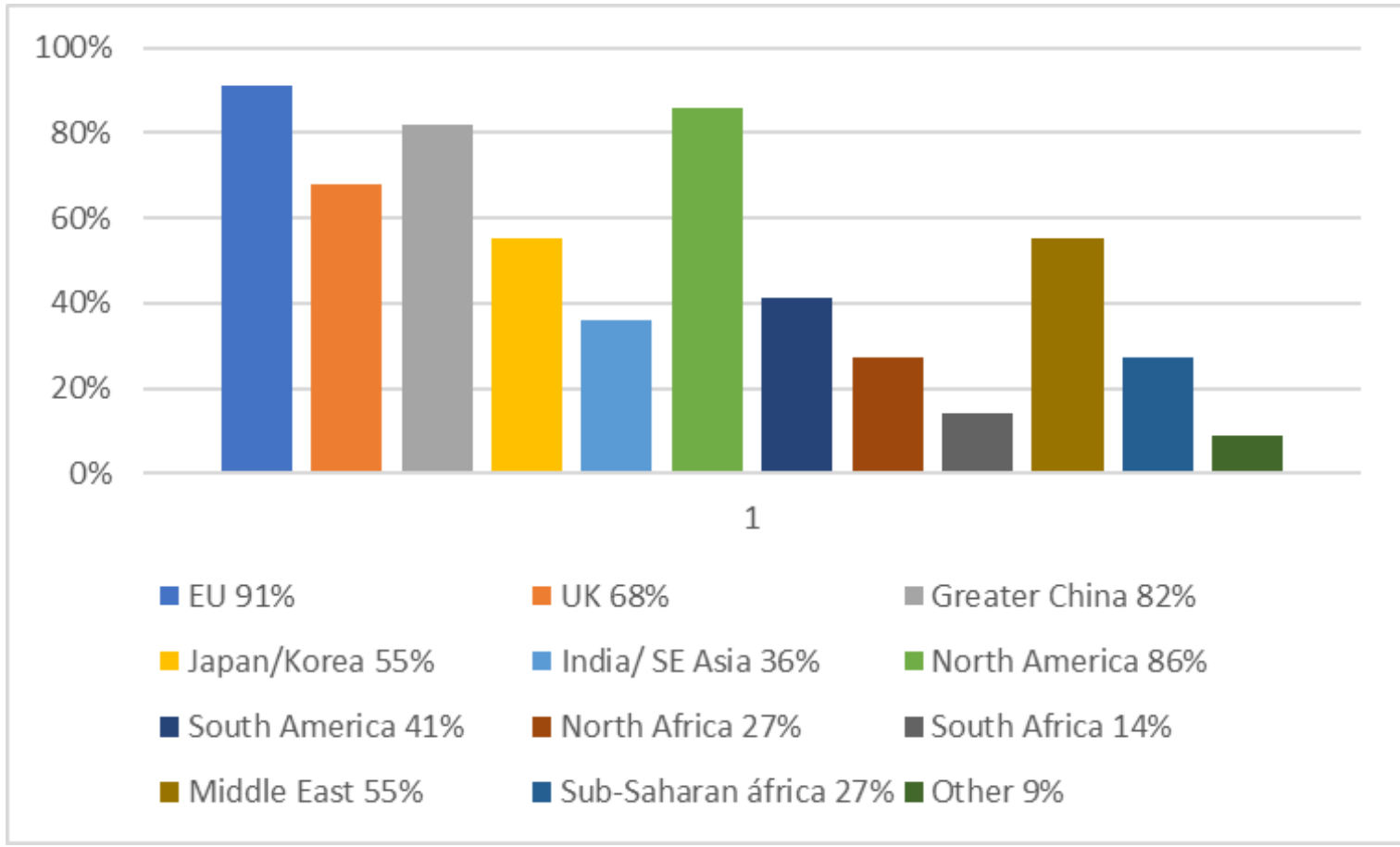


And the total number of active client companies in their CRM database is 238 288.

III. Strategy: Geographic priorities

Main priority export destination for the organisation

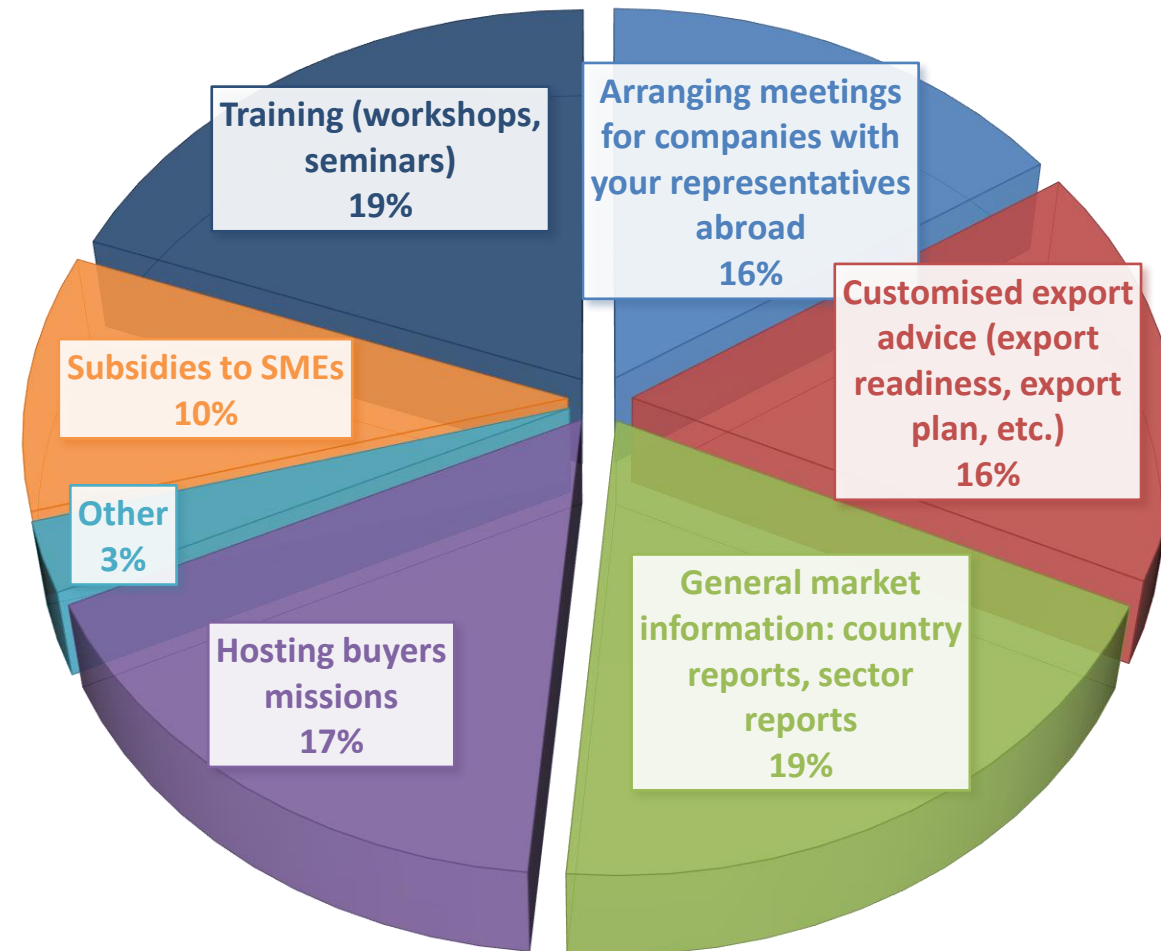
**EU: prior
Export
destination**



IV. Services to client companies

General market information and training on foreign trade are the main services offered

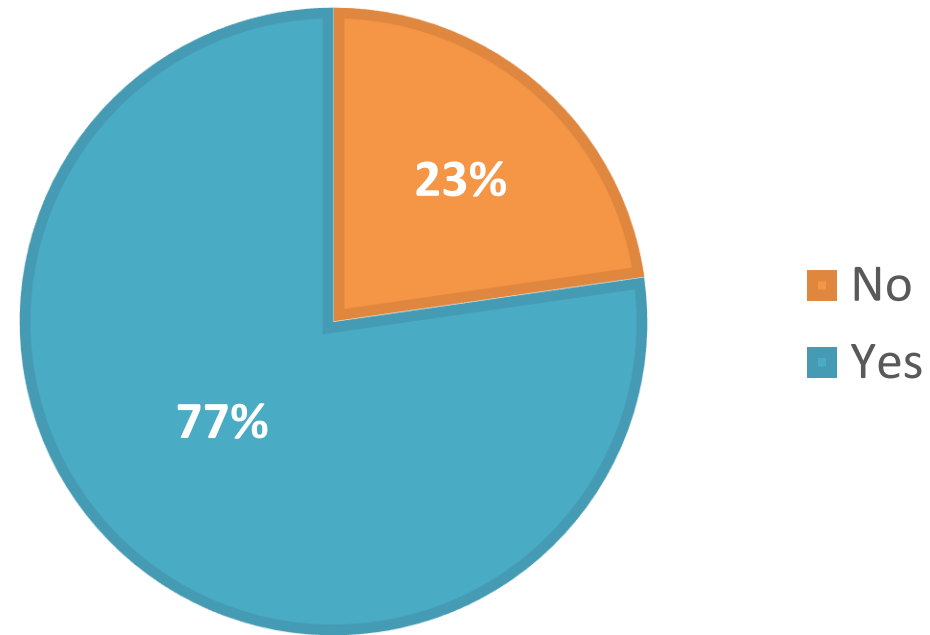
What types of services do you offer in your own country to companies?



IV. Services to client companies

The large majority have introduced new services

Since 2018 did you introduce new services?



Some of the new services introduced are: **Digital Services and HelpDesks (Covid- 19 and Brexit)**

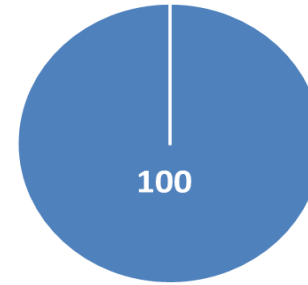
IV. Engagement with EU initiatives

Well aware,
but little
engaged...

... so far

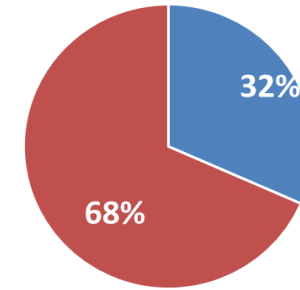
Enterprise Europe Network (EEN)

¿Have you heard of?



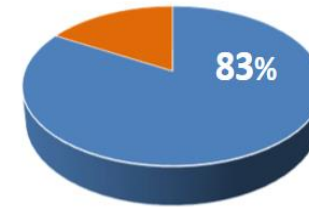
■ Yes

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



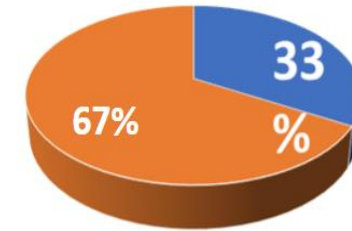
■ Yes ■ No 19 respondents

EU-Japan Centre for Industrial Cooperation



■ Yes ■ No

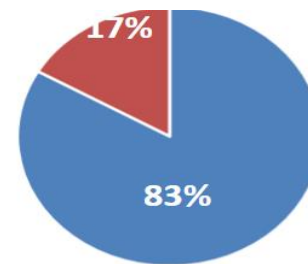
18 respondents to this question



■ Yes

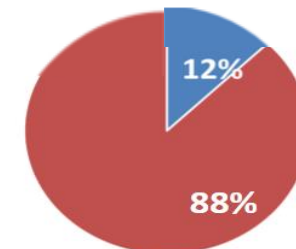
15 respondents to this question

EU SME Centre (China)



■ Yes ■ No

18 respondents to this question



■ Yes

16 respondents to this question

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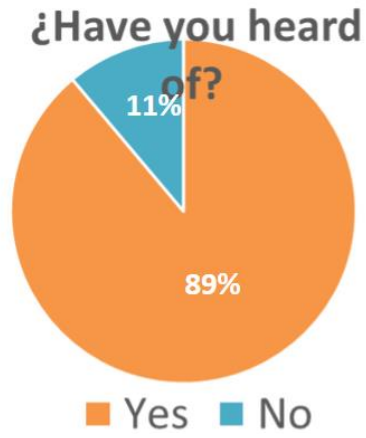
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IV. Engagement with EU initiatives

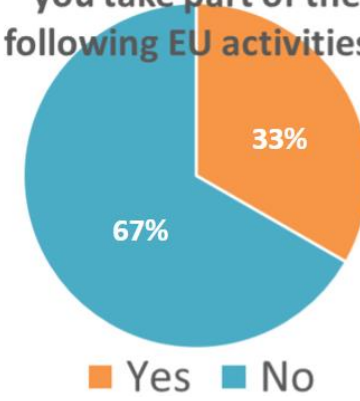
Well aware, but little engaged...

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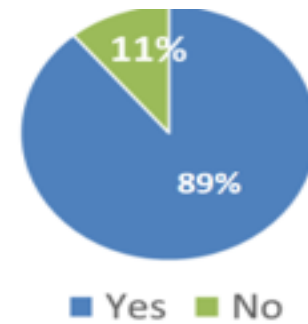
European IPR Helpdesk



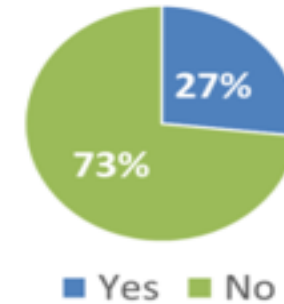
¿Is your organisation currently involved or do you take part of the following EU activities?



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

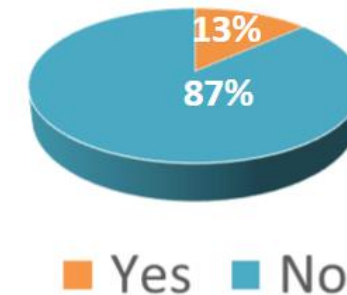
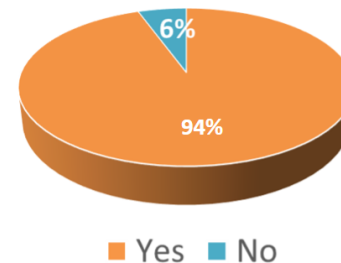


18 respondents to this question



15 respondents to this question

European pavilions on trade fairs abroad



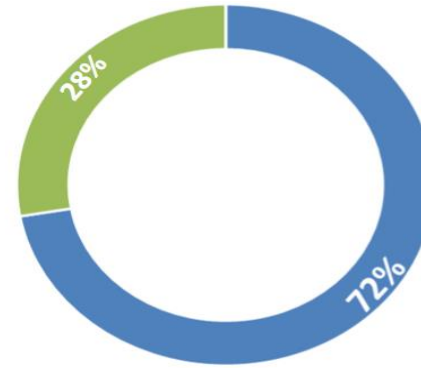
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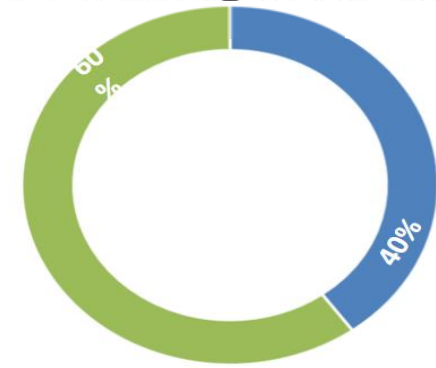
Market Entry
Handbook (DG
AGRI)

¿Have you heard of?



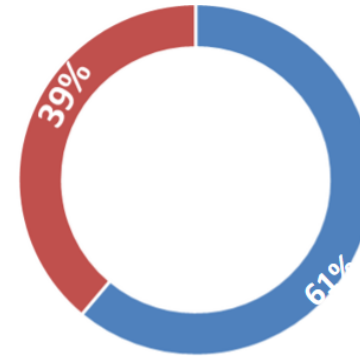
■ Yes ■ No

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

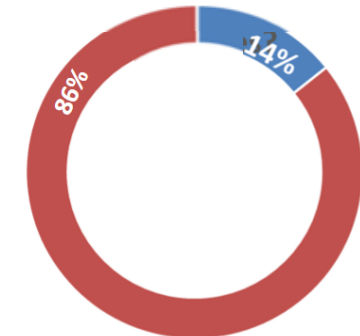


■ Yes ■ No

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

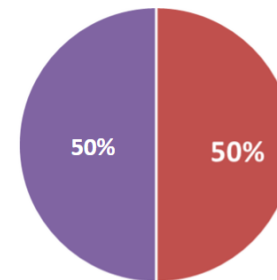


■ Yes ■ No

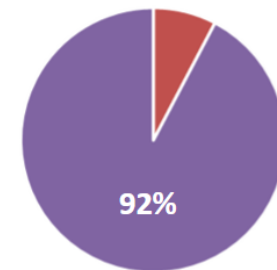


■ Yes

Missions led by other DGs



■ Yes ■ No



■ Yes ■ No

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