



CBI
Ministry of Foreign Affairs of the Netherlands

Centre for the Promotion of Imports from developing countries



CBI: THE expert in export from developing countries



For four decades the CBI has contributed to sustainable economic growth in developing countries. Over the years we've successfully implemented programmes all over the world; we're known from Vietnam to Tanzania to Colombia. And we're proud to support sectors as diverse as agriculture, consumer, industrial products and services.

Pascal Lamy, Director-General of the WTO recently stated the assistance offered by the CBI are of great importance to entrepreneurs in developing countries. Together with our network partners we have worked hard to accomplish this.

Many European importers have also benefitted from our work and have forged sustainable business relationships through our teaming up with local business support organisations.

You may ask yourself how does the CBI know what makes exporters' clocks tick? Based on field information and working

closely together with our partners, the CBI provides tailor-made services for all of our countries and sectors.

After reading this, I hope you'd like to learn more about what we can do together. Drop in or visit our website (www.cbi.eu).

We are looking forward to doing business with you!

A handwritten signature in black ink, appearing to read 'Hans Klunder', written over a white background.

Hans Klunder, Managing Director CBI

Who are we?

Over the last 40 years, we have opened the doors of European trade to thousands of exporters in developing countries. Our role as a knowledge broker is characterised by us working closely with our network and our integrated approach to sustainable economic development. Furthermore, CSR is a guiding principle for all CBI activities. The focus of the CBI is on an important link in the export value chain. We offer a needs-driven approach to both exporters as well as their business support organisations (BSOs) and governmental authorities. We focus on the link between producing exporters and European buyers. We contribute to strengthening the competitive position of exporters sustainably, assisting them in trading on the European markets.

The CBI is the Centre for the Promotion of Imports from developing countries. We are the agency of the Ministry of Foreign Affairs of the Netherlands.

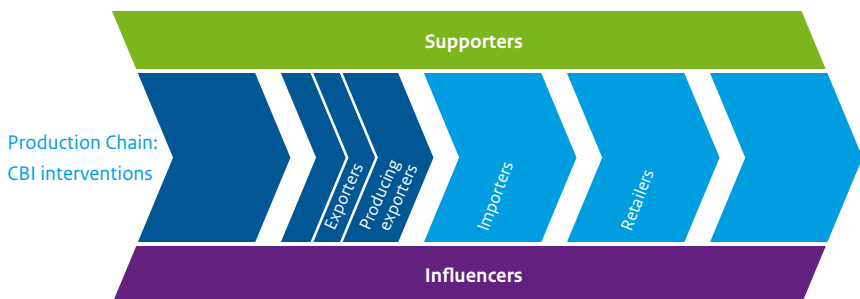
What do we do?

The CBI's mission is to contribute to sustainable economic development in developing countries through the expansion of exports from these countries.

Millennium Development Goals

By doing the work we do, the CBI contributes to reaching the first (eradicate extreme poverty and hunger) and eighth (develop global partnership for development targets) of the UN's Millennium Development Goals.

Export Value System





From the field

‘The CBI made us,’ says Venus Genson who founded the Venus Group of Companies in the Philippines. ‘We had no access to Europe until the CBI provided it for us, helping us to understand the markets and taking us to trade fairs. An essential part of business is meeting other people who are willing to share their knowledge, experience and network with you. The CBI’s training and market-entry support changed the shape of our business. We had already developed a solid export base in the USA, however, it was access to the European markets that gave us our real break. Now 40% of our exports go to Europe, 40% to the USA and the remaining 20% are regional.’

The CBI can assist you



Business Support Organisations

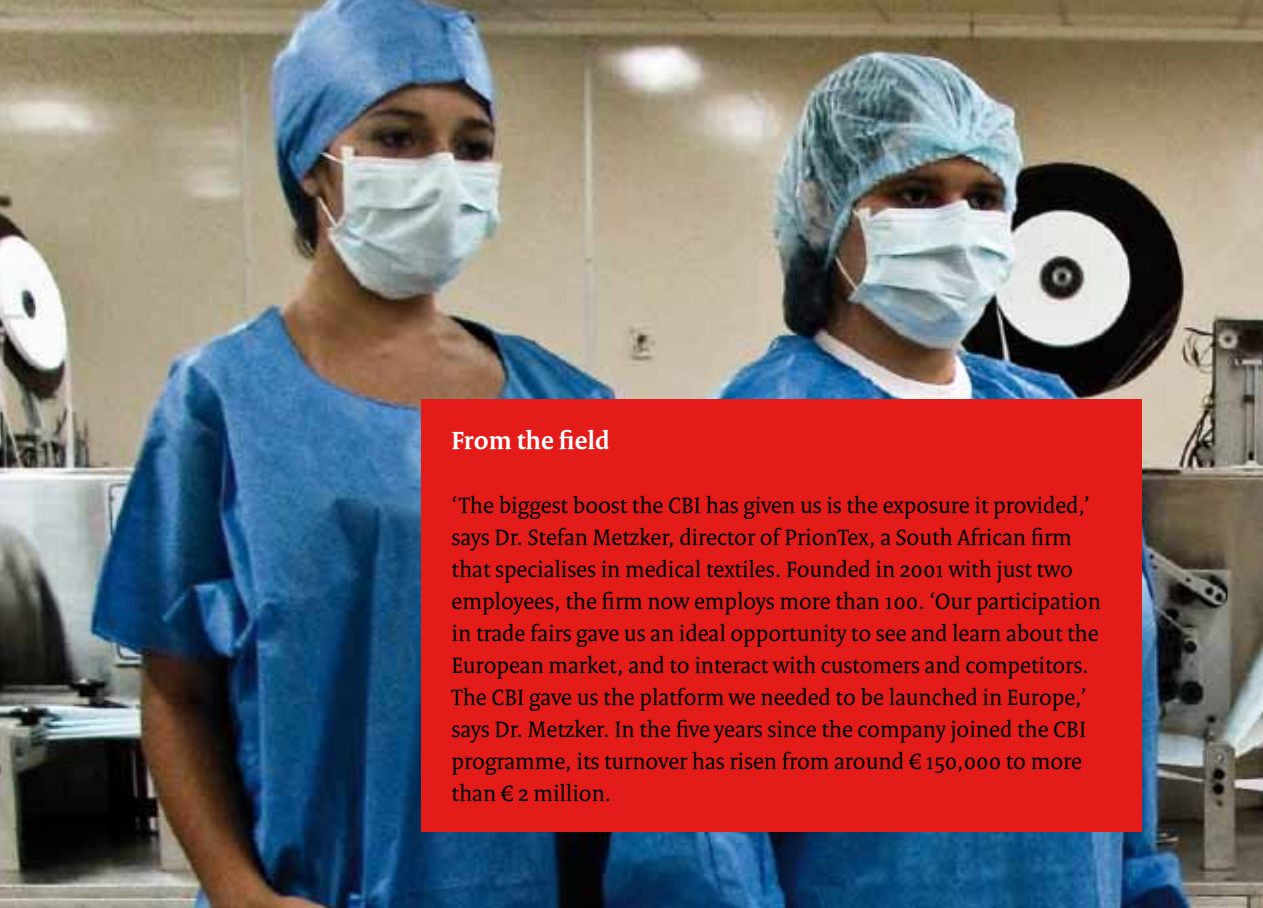
In your efforts to assist your clients and members to develop and promote their exports, your BSO will inevitably encounter questions such as how to comply with European market access requirements, how to keep up with the latest prices and trends, or how to spot new market opportunities? The CBI programmes support you in playing a proactive role in the export value system. We advise and coach you to compile and implement strategic and operational business plans, and to evaluate your performance in order to continuously improve your services.

Together we draw-up a made-to-measure assistance package, evaluate your and your clients' needs, growth prospects and EU market opportunities while keeping an eye on potential impediments, and finding solutions for them.

www.cbi.eu/supporters

From the field

The CBI and ITPC for Ho Chi Min City joined forces in 2005. The intensive cooperation brought three disciplines together; Increasing local export expertise, creating a web-based market information portal and strategically improving the business support infrastructure. The outcome of the cooperation is that ITPC's clients satisfaction has risen because of the improved consultancy, training and market information services from the BSO.



From the field

‘The biggest boost the CBI has given us is the exposure it provided,’ says Dr. Stefan Metzker, director of PrionTex, a South African firm that specialises in medical textiles. Founded in 2001 with just two employees, the firm now employs more than 100. ‘Our participation in trade fairs gave us an ideal opportunity to see and learn about the European market, and to interact with customers and competitors. The CBI gave us the platform we needed to be launched in Europe,’ says Dr. Metzker. In the five years since the company joined the CBI programme, its turnover has risen from around € 150,000 to more than € 2 million.

Policy makers...

...in developing countries

As a policy maker in a developing country, you work on cultivating a favourable business climate that improves and promotes exports. But how can you gain insight in the opportunities and access requirements of the European market? The CBI offers an advice package to help you gain these insights. We have a clear perception of the European market changes and via or with our local BSO partners we stimulate your policy support so you are able to respond to these changes and optimally exploit all chances.

...in Europe

European policy makers are constantly searching for ways to research and improve the global outcome of their trade policies. You may come across questions like; What is the global and regional economic effect of trade policy changes; What is the impact of legislation on exporters in developing countries? Aimed specifically at policy makers in Europe, the CBI has developed a Policy Intelligence service. It delivers practical, tailored information from the field, giving you insight into the impact of trade policies and legislation to exporters in developing countries. It provides input for policy dialogues from a developing country’s perspective.

In close cooperation we can determine how the CBI can assist you, a policy maker in a developing country or Europe.

www.cbi.eu



Exporters

In your ambition to successfully export your product or service to Europe, you will come across questions such as how do I find the right buyer? Does my product meet EU market requirements and is it in line with the latest European trends?

The CBI offers you a helping hand. All our programmes are aimed at boosting the competitiveness of your business on the European markets. Whether that means coaching you to enhance the professionalisation of your business operations or assisting you when taking part in an international/regional trade fair.

Our experts are keen to share their market knowledge, product knowledge and buyers' network.

www.cbi.eu/suppliers

Importers

The need to find high-quality products at competitive prices is more important than ever. Outsourcing or buying from developing countries can cut costs and strengthen your market position. But in which country should you look for a suitable partner and do their products meet the required standards?

Fact is, the CBI or one of its partner organisations has probably already found the partner you are looking for. A partner that complies with strict European rules and regulations. Many European companies have already established sustainable relationships with suppliers in developing countries with the assistance of the CBI.

www.cbi.eu/buyers

CBI products and services

Tailor-made

The CBI is active in a number of disciplines: Export Coaching, Institutional Development, Input for Policy Makers, Market Intelligence and Human Resource Development.

These disciplines, in various sectors, can be applied in a tailored and integrated manner to a country's needs. This way the products reinforce each other in practice so the whole is more than the sum of its parts.

An overview of CBI products and services:

1. Strategic conference

The strategic conference or round-table discussion aims to identify and discuss (sector-specific) challenges at country or regional level, allowing the relevant **stakeholders** in international trade to achieve better coordination and cooperation in the value chain.

Results:

- A strategic approach to challenges discussed and the continuation or establishment of the network or task force;
- Agreements and plan of action for improved services to promote international trade;
- Division of roles and tasks amongst stakeholders;
- Commitment to a collective approach and the trajectory

2. Institutional development for Business Support Organisations

These modules are aimed at **BSOs** to assist them in strengthening their role in the export value system:

- BSO diagnosis and Intervention Design
- BSOD Export Intelligence
- BSOD Export Development and Export Promotion

3. Export coaching for exporting SMEs

These six modules are designed to help **exporters** compete on European markets:

- Business Audit and Action Plan
- Business Development
- Export Capacity Building
- (Voluntary) Certification
- Market Entry Regional
- Market Entry EU

4. Market Intelligence

Exporters, BSOs, importers and policy makers will find the answers to all their questions in the Market Intelligence

Modules:

- Market Intelligence
- Tailored Intelligence
- Export Intelligence
- Policy Intelligence
- Market Access Requirements

5. Human Resource Development

Our Human Resource Development modules are aimed at creating knowledge and developing skills for **exporters** and **BSOs** staff members:

- Online training courses
- Training courses in the EU
- Training courses in the CBI target country

The courses are related tot the five stages of the export process:

- Preparing your organisation
- Doing market research

- Creating strategy
- Product development
- Marketing and promotion

Interested?

Feel free to contact us for detailed information on our products and services at cbi@cbi.eu www.cbi.eu

From the field

Anders Klang, director of Sweden's Mästerljus Klang AB is always on the lookout for new potential in developing countries. At the CBI pavilion during the Paperworld Trade Fair in Frankfurt, he met a supplier with whom he is delighted. 'It was easy to get straight to business,' says Klang, who has since placed several orders for children's colouring books. 'We are doing good business. The quality is good and consistent and delivery on time,' says Klang, who now has suppliers in several developing countries.

CBI and our experts

Based in The Netherlands, Europe's largest and most bustling gateway to the continent's vast surface logistics network, the CBI has 60 employees at its office and a powerful global network of around 250 experts. The CBI focuses on more than 45 countries.

Advice, coaching and knowledge management are the basis of our integrated approach across the entire value system, with a clear focus on export, which offers exporters, BSOs and local governmental authorities the ultimate expertise.

Partnership

Many hands make light work, so to assure you of the most efficient assistance, we cooperate closely with similarly motivated organisations and institutions that offer complementary services such as USAID, International Trade Centre (ITC), Netherlands embassies, Agentschap NL and other bilateral partners. This is what makes the CBI THE expert in export development and export promotion from developing countries.

'Joining forces with the CBI is a perfect fit for me. It will enable me to do what I enjoy, to be rewarded for it and help my country in the process'

CBI's Indian external expert Suresh Fernandez



Let's do business

After reading this you must be interested to find out how the CBI can assist you and how we can work together! You are welcome to visit the CBI in Rotterdam or visit our website. Among the links you are sure to find something to your liking.

The CBI website offers surveys, publications, a market intelligence database with hundreds of documents and many other useful links: www.cbi.eu/marketinfo

As a BSO or policy maker, it's likely that you want to find out what we can do for you. With one click you can gain insight into the services we could offer your exporters. www.cbi.eu/supporters

Has your company got what it takes to compete on the tough European market? Try the export-readiness checker on our website: www.cbi.eu/exportready

For importers, there is an online company database available that lists all of our successful businesses by sector and country.

Find your future business partner at: www.cbi.eu/companydatabase

At the CBI's website, you will also find detailed information on all our countries, programmes and services. You can identify the name and contact details of the CBI's expert relevant to your needs and questions. Register and download the relevant information. If you reside in one of our target countries all downloads are free!

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