TRADE PROMOTION ORGANIZATIONS CONFRONTED WITH TECHNOLOGY, MEDIA AND TELECOMMUNICATIONS « REVOLUTIONS »

Beijing 17/5/2002
THE CONVERGENCE OF ELECTRONIC DATA AND TELECOMMUNICATIONS, TOGETHER WITH DIGITAL INFORMATION:

• puts an entirely new meaning on the concepts of editing and service products

• brings forward new opportunities but also new requirements and a new competitive environment
FOUR MAJOR CHANGES IN THE T.P.O.s’ MARKET:

1. Customers / enterprises value differently the use and the price of information

2. ... and they get re-organized accordingly
FOUR MAJOR CHANGES IN THE T.P.O.s’ MARKET:

3. Technological cycles in the information sector are much shorter than before, not yet stabilized and capital intensive.

4. Matching demand and offer of information products and services requires the adoption of new models enhancing the value of the information chain.
TO COPE WITH THESE CHANGES AND COVER THE WHOLE SPECTRUM OF THEIR « TECHNOLOGICALLY - EXTENDED DUTIES »,

T.P.O.s WOULD HAVE TO BE :

• MULTI - MEDIA
• MULTI - SERVICES
• MULTI - PARTNERS

... all that, being FINANCIALLY « ONE-LEGGED »
T.P.O.s’ PARADIGM SHIFT

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From Classical Export Promoter to Modern ... ???
3- The Information as a BUSINESS

2 - SECTORIAL AND GEOGRAPHICAL EXPERTISE

1 - GENERAL INFORMATION

4 - CONSULTANCY

CFCE / most T.P.O.s

AXIS: TYPE OF INFORMATION

Strategical information

Taylor-made Information

AXIS: CLIENT ORIENTATION

Information as a « Raw material »
CFCE : OUR 7 MAJOR STRATEGICAL OPTIONS

- Going for all digital information
- Automating a « workflow – optimized » editing chain
- Multi-base searching in natural language
- Offering added-value counseling services
- Being client-driven with CRM modern tools
- Looking for a strong positioning on e-business with partners
- Controlling overall quality and applying for ISO certification
OUR INTERNET CHALLENGE

- An interactive and multimedia exchange environment combining in real-time, the Web and the telephone
- An advanced customisation of the access and content of all services offered: « my business »
- A comprehensive offer of information and services on international markets to establish the customer’s loyalty and develop the internet surfer community around this electronic mall for export-oriented services
- A speeded-up development for organized, competitive and strategic watches
- A strong back office in order to manage all customers’ and partners’ transactions.
PLANET - EXPORT

Des professionnels vous simplifient le monde

présentation

boutique

services

événements

web-conseillers à votre service

À la Une...

mon espace

Vendredi 29 mars 2002