

6th World Conference of TPOs



ICEX



**ARE OTHER TSIs (SECTOR ASSOCIATIONS, CHAMBERS OF
COMMERCE, REGIONAL TPOs)
AN AID TO NATIONAL TPOs TRADE PROMOTION EFFORTS ?**

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COOPERATION WITH INTERNATIONAL TPOs

- GEPCI (European Association for the Promotion of International Commerce.)
 - Participates in European Commission funded programs
 - Activities aimed at assisting the intr'l development of European Business. Annual Meeting. Exchange of Information

- ETPO (European Trade Promotion Organisation)
 - 31 organisations
 - Working Group on Information Processing (ETPO-WGIP)
 - Exchange of Information

- RED IBEROAMERICANA DE ORGANISMOS DE PROMOCION
 - ICEX founding member (1999)
 - Annual meeting. Working groups: debates on strategies.
 - Agreement with ICEX: Civil Servants training programmes (Seminars On Line)

TPOs – TSIs: THE SPANISH CASE

	NATIONWIDE	LOCAL LEVEL
PUBLIC INSTITUTIONS	ICEX	Autonomic Institutions (17)
PRIVATE SECTOR	Sectorial Associations High Council of Spanish CC (CSC)	Chambers of Commerce (85)

ICEX AND SPANISH TSIs SHARE THE MAIN OBJECTIVES IN THE INTERNATIONALISATION PROCESS:

- Increase the number of companies exporting on a regular basis
- Diversify the export markets for Spanish products and services
- Increase the number of exporting sectors and their share in the overall Spanish economy.
- Promote Spanish investment abroad
- Improve the image of Made in Spain

GENERAL STRATEGY:

PROMOTION

- Programmes and trade promotion

INFORMATION

- Trade information about Spain and foreign markets

TRAINING

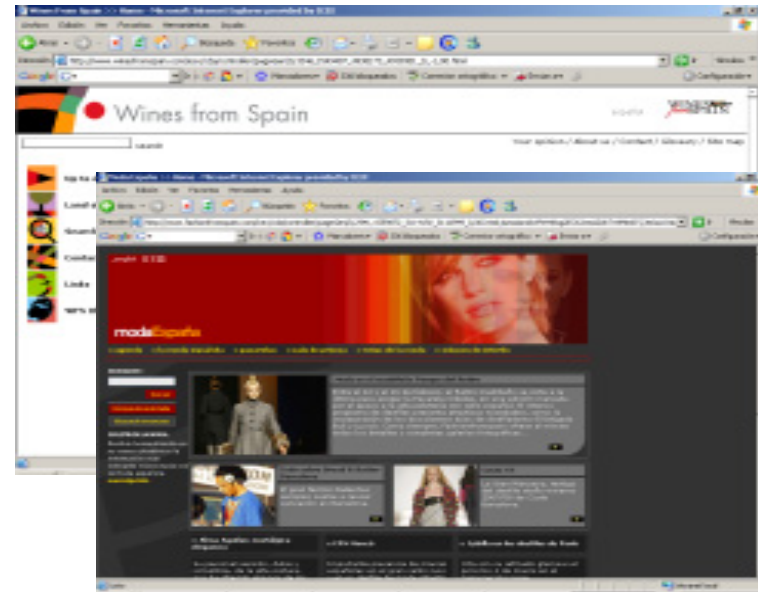
- Training in business internationalisation

INVESTMENT

- Support for business and investment cooperation

COOPERATION WITH SECTORIAL ASSOCIATIONS (I): SECTORIAL MARKETING PLANS

- Marketing Plans: series of promotional activities focused on a specific sector.
- Sectorial Marketing Plans are defined and funded jointly with sectorial Associations and/or Autonomic Institutions.
- Main activities include:
 - Trade Fairs
 - Trade Missions
 - Advertising Campaigns
 - Promotional Material
 - Wine and food tasting, catwalks
 - Seminars and conferences
 - Sector Portals
 - www.winesfromspain.com
 - www.fashionfromspain.com
 -and much more



COOPERATION WITH SECTORIAL ASSOCIATIONS (II): SECTORIAL MARKETING PLANS

- Each year, ICEX conducts:
 - 110 integral plans of sectorial promotion
 - 440 trade fairs participation totaling 5000 companies
 - 440 direct and inverse trade missions
 - 1300 sectorial promotion activities

- For 110 different sectors (Sectorial Associations) in more than 80 countries

COOPERATION WITH CHAMBERS OF COMMERCE & AUTONOMIC INSTITUTIONS (I): Plan Cameral



- Working since 1991
- ICEX + Spanish Chambers of Commerce + Autonomic Institutions
- The promotion activities carried out by all these Institutions are included in a single document “Promotion Unified Document”.
- Autonomic Coordinating Groups: meetings in which all the Institutions are present with the aim of supervising promotion activities.

COOPERATION WITH CHAMBERS OF COMMERCE & AUTONOMIC INSTITUTIONS (II):

PIPE: Initiation Plan for Foreign Promotion



- Since 1997, nationwide.
- Shared management between Institutions focused on foreign trade promotion:
 - *it shows the will of a joint promotion of the programme*
- Targeted at SMEs .
- The programme includes specialized advisory by external professionals on foreign trade, and financial support.
- More than 4.600 SMEs have joined PIPE.

OTHER INSTITUTIONAL COORDINATION INITIATIVES (I)

AGRIFOOD PROMOTION COORDINATION COMMITTEE

- Sectorial Coordination Committee; Nationwide.
- Annual meetings to coordinate the international promotion instruments among all members (Spanish Pavilions, Trade Missions, Market Research, etc).
- Achievements: exchange of information, joint & coordinated attendance at International trade fairs.
- Pilot Project: AgriFood Promotion Plan in China (2007-2009)

OTHER INSTITUTIONAL COORDINATION INITIATIVES (II)

INTER-REGIONAL COUNCIL FOR INTERNATIONALISATION

- Nation Wide. Since 2005
- Members: ICEX, Autonomic Trade Promotions Institutions, Spanish Chambers of Commerce and CEOE (Spanish Confederation of Entrepreneurial Organizations)
- Working Committee: information exchange, sharing experiences and defining a common promotion strategy.

WHAT CAN OTHER TSIs OFFER TO THE INTERNATIONALISATION PROCESS?

- Sector Associations:
 - Key sector information
 - Who's Who
 - Link between companies and TPO
 - Logistics Coordinator of promotion activities
- Chambers of Commerce:
 - Knowledge of locally-based firms: Who's Who
 - Proximity to the locally-based companies
 - Tracking and tracing of the internationalisation processes
- Regional - Level TPOs:
 - Complementary services and programmes
 - International Network

CONCLUSIONS

- TPOs – TSIs Complementary services
- TSIs provide:
 - Thorough Knowledge of Sectors
 - Who's Who
 - Additional funds and resources
- The key to success is in the coordination among all the Institutions
- TPOs are the natural leaders of the coordination process



muchas gracias