6th World Conference of TPOs

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 int'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

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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](http://www.winesfromspain.com)
    - [www.fashionfromspain.com](http://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