

APEX-BRASIL'S IMPACT AND RESULTS MEASUREMENT SYSTEM

Impact/result	Awareness	Management behaviour change	Business generation	International competitiveness	Sustainable exports
Measurement tools	<ul style="list-style-type: none"> Qualitative surveys with clients before and after the use of services 	<ul style="list-style-type: none"> Qualitative surveys with clients before and after the use of services Quantitative indicators related to strategy, management and production 	<ul style="list-style-type: none"> Quantitative indicators related to value and quantum of exports 	<ul style="list-style-type: none"> Quantitative indicators related to company competences 	<ul style="list-style-type: none"> Quantitative indicators related to company performance in external markets
Data source	<ul style="list-style-type: none"> Apex-Brasil customer relationship management database 	<ul style="list-style-type: none"> Apex-Brasil customer relationship management database Government statistics databases 	<ul style="list-style-type: none"> Official statistics databases 	<ul style="list-style-type: none"> Apex-Brasil customer relationship management database Government statistics databases 	<ul style="list-style-type: none"> Apex-Brasil customer relationship management database Government statistics databases
Example of performance indicator	<ul style="list-style-type: none"> Change in awareness about the opportunities in a specific market 	<ul style="list-style-type: none"> Adoption of new management tools, insertion in new markets, qualified job generation 	<ul style="list-style-type: none"> Export volume after use of Apex-Brasil services 	<ul style="list-style-type: none"> Qualified job generation Insertion in new markets Adoption of new organizational models in external markets 	<ul style="list-style-type: none"> Insertion and advance in internationalization process Market share in external markets Added value in exports Free on board prices