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Overview of Ubifrance's annual TPO benchmark

TPO benchmark : an essential tool !

- **to improve constantly TPO internal organisation and offer through best practise monitoring**
- **to help government in better designing its trade policy and set TPO priorities for action**
- **to measure each TPO impact services compared to other agencies**

UBIFRANCE's yearly mandate !

- **20 000 SMEs to be brought on foreign markets**
- **Impact measurement : one out of five accompanied SMEs must generate sales**
- **7 000 new VIE departures abroad within the post graduate program**

Scope of the benchmark

- The study focuses on the comparison of services offered to SMEs by UBIFRANCE and by TPOs in the countries where UBIFRANCE has an office (60) :
 - Type of services ?
 - Charged or free services ?
 - SMEs public subsidies?
 - Impact & Follow Up ?

- Results enable UBIFRANCE to adjust its range of services and its internal management



Charged or free services ?

- for 60% of the agencies : services provided are free
- for 33%: the services delivered are charged
- 15% of agencies do only charge a portion of the service's cost: identification and qualification of foreign prospects
- for 7% of agencies: only customized services are paid





Type of services rendered ?

- 55% of agencies focus on export promotion
- 45% focus both on export promotion and foreign investment
- Most of large agencies are seeking foreign investments to complete their country's export offer



New services added in Ubifrance offer, thanks to the benchmark

- **Packaged services to SMEs on long term basis**
- **Invitations of foreign buyers to come to France**
- **International Access Market dedicated approaches for 52 sectors**
- **New networking services**



Follow Up !

A 2012 impact survey from IPSOS institute conducted on 2011 activity of Ubifrance shows :

- 8 out of 10 supported companies identified potential partners on foreign markets**
- 6 out of 10 generated sales (or plan to generate sales in the coming year)**





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**Thank you for your attention
and have a good day !**