Checklist for the Evaluation of FOREIGN TRADE REPRESENTATION NETWORKS
24 August 2010

1. Contact Information
   - HQ: Country, City
   - Name of network
   - Parent organization
   - Network coordinator details
   - Survey contact(s)

2. FTR Network: Institutional linkage & coordination
   - Ministry of External Relations?
   - Ministry of Trade/Foreign Trade/Economy/Other Ministry?
   - Public Trade Promotion Organization?
   - Other parent organization?
   - Supervision: who and how?
   - Coordination mechanisms
   - Attach: web pages; text files;

3. FTR Network: Geographical extension
   - Nr. of countries covered?
   - Cities; total nr of FTR offices?
   - Nr of Trade Representatives?
   - Attach: list; maps; web pages

4. FTR Network: Strategies
   - National Export Strategy: priority markets?
   - National Export Strategy: priority export sectors?
   - Network strategy: priority target clients?
   - Network strategy: priority services?
   - Internal specialization (HQ/Field/within FTR)
   - External specialization (other TSI & networks?)
   - Attach: documents (pdf; word; ppt?)

5. FTR Staff: Status and training
   - FTR are career diplomats? Other status?
   - Usual duration of assignment?
   - Job Description/ToR/Initial qualifications?
   - Initial training/Other training opportunities
   - There is a FTR manual? Detailed guidelines?
   - Regular meetings of the FTR network?
   - Local professional staff is contracted?
   - Attach documents...

6. FTR Services
   - Standard list of services for all FTR offices?
   - Which are the "core" services offered by the network?
   - Which services are being charged to the users?
   - Any service duplicating those of Headquarters?
   - Attach: lists of services; price lists

7. FTR Information systems
   - Website for the entire network?
   - Website of the Embassy?
   - Website of the Trade office?
   - Linked with HQ?
   - Linked with Natl TPO?
   - Linked with other TSI?
   - CRM/Client Support System?
   - Trade Intelligence System?
   - Other network resource?

8. FTR Work processes: tools, templates and methods used
   - There are guidelines for specific tasks?
   - Templates are being used?
   - Which office software are being used?
   - Which communication software & tools?
   - Other tools being used?
   - Attach copies of templates & documents...

9. Monitoring the performance of the FTR office/ of the staff
   - Annual targets for each FTR office?
   - Annual targets for each FTR staff?
   - Performance measurement and targets?
   - Reporting on activities and results: nature and frequency
   - Monitoring/Periodical evaluation: how?
   - Attach: documents...

10. Major difficulties and limitations encountered
    - Resources?
    - Strategies?