# 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?
  - Website for the entire network?
  - Website of the Embassy?
  - Website of the Trade office?
- CRM/ Client Support System?
  - Linked with HQ?
  - Linded with Natl TPO?
  - Linked with other TSIs?
- 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?
- Success criteria used?
- 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?
  - Finance
  - Human Resources
  - Networks
  - Information & Knowhow
  - Infrastructure
- Strategies?