Export Strategy: 
The Role of the TPO

“CORPEI – Ecuador case”

October 2008
Export Strategy: The Role of the TPO

CORPEI is:

- It’s the national & official Export & Investment Promotion Agency of Ecuador
- But: It’s a public/private institution
- The Board of Directors is Private (Majority)/Public (Minority)
Export Strategy: The Role of the TPO

The classical strategic areas:

- Knowing where to find the business opportunities from the demand side (Markets, niches, importers, consumers, potential investors, special commercial advantages <GSP>)
- Knowing what are the obstacles to access a market (Market access restraints/Tariff & non tariff barriers <technical, sanitary/fito., rules of origen…)
- (This through Market Intelligence, Trade Offices Network…)
- Knowing “Who is Who in the local & international market” (Networking)
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- Teaching how to lower the risk when you sale in the international market (Specially for potential exporters)
- Teaching how to stay & grow in the long term in the international market (Specially firms that are already exporting)
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- Promoting the country, its sectors/firms & its star products & services (Country Image/Branding)
- Helping the exporters to conclude business deals (From traditional promotion services <Fairs, missions, agendas..> to sale forces/account managers)
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Export Strategy Areas that relate & affect Export & Investment Promotion:

- Building bridges between the private sector & the public sector (Lobbying activities)
- Knowing where the technology & the know how can be found
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- Obtaining technical cooperation funds (Specially non refundable)
- Participating in the development or/& execution of policies related to export & investment promotion (Competitiveness agendas, reforms in the legal framework, international commercial negotiations…)
- Helping the producers prepare themselves to begging an export business (Value chains, association processes <between firms & helping to create business associations>, export consortiums, etc.)
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- How to do an adequate coordination & monitoring between related institutions:
  - Inter institutional Comities
  - E government
- How to do the monitoring & management inside the house:
  - Costumer Relationship Management (CRM)
  - Balanced Scorecard
COMPETITIVENESS AGENDA

PRESIDENCIA DE LA REPÚBLICA
SECRETARÍA GENERAL PARA LA PRODUCCIÓN

CORPORACIÓN DE PROMOCIÓN DE EXPORTACIONES E INVERSIONES - CORPEI

AGENDA INTERNA DEL SECTOR PRODUCTIVO

Diciembre de 2004

CORPEI