

APEX-BRASIL'S IMPACT ASSESSMENT SYSTEM



World TPO Network Conference
Kuala Lumpur, October 18th, 2012

APEX-BRASIL STRATEGIC GOALS

- **Mission:** To foster the competitiveness of Brazilian Companies by promoting their internacionalization and the attraction of foreign direct investment.
- **Vision:** Brazil in the world: innovative, competitive and sustainable.
- **Key Strategic Themes:** internacionalization of Brazilian companies; competitiveness; image promotion; FDI attraction

Awareness

MARKET INTELLIGENCE



Behaviour Change

ENTREPRENEURIAL TRAINING



INTERNATIONALIZATION STRATEGIES



Business Generation

BUSINESS AND IMAGE PROMOTION



INVESTMENT ATTRACTION



Expansion of International Operations

Which are **THE BEST MARKETS AND OPPORTUNITIES** to **expand** my international operations?

How to **PREPARE** my company to **EXPAND** my **INTERNATIONAL OPERATIONS**?

Which is the best **STRATEGY** to **EXPAND MY INTERNATIONAL OPERATIONS** at the selected markets?

How to **SECURE MORE BUSINESS DEALS** based on the expansion of my international operations?

How to **PREPARE** my company to **RECEIVE FDI**?

How to **ATTRACT FDI** into my company?

Consolidation in International Markets

Which are the best **MARKETS** and **OPPORTUNITIES** to **BOOST** my international sales?

How to **PREPARE** my company to **BOOST INTERNATIONAL SALES**?

Which is the best **STRATEGY** to **BOOST INTERNATIONAL SALES** at the selected markets?

How to **DISTINCTIVELY POSITION** my **PRODUCT** at the selected markets?

How to **ACCESS** potential **BUYERS** in order to **BOOST** my international sales?

International Presence

Which are the best **MARKETS** and **OPPORTUNITIES** for my company's initial exports?

How to **PREPARE** my company to **START** exporting?

Which is the best **STRATEGY** to **START** exporting to the selected markets?

How to **ACCESS** potential **BUYERS** to launch my exporting operations?

Sustainable Competitiveness of Enterprises

Sustainable Business

	Awareness	Behavior Change	Business Generation
Measurement tools	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 •Track of quantitative indicators related to strategy, management and production 	Quantitative indicators related to value and quantum of exports
Source	Apex-Brasil CRM database	<ul style="list-style-type: none"> •Apex-Brasil CRM database •Official statistics databases 	Official statistics databases
Example of indicator	Change in awareness about the opportunities in a specific market	Adoption of new management tools, insertion in new markets, qualified job generation	Exports generation after usage of Apex-Brasil services

Competitiveness

Sustainable Exports

Measurement tools

Quantitative indicators related to companies' capabilities

Quantitative indicators related to companies' performance in external markets

Source

- Apex-Brasil CRM database
- Official statistics databases

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- Official statistics databases

Example of indicator

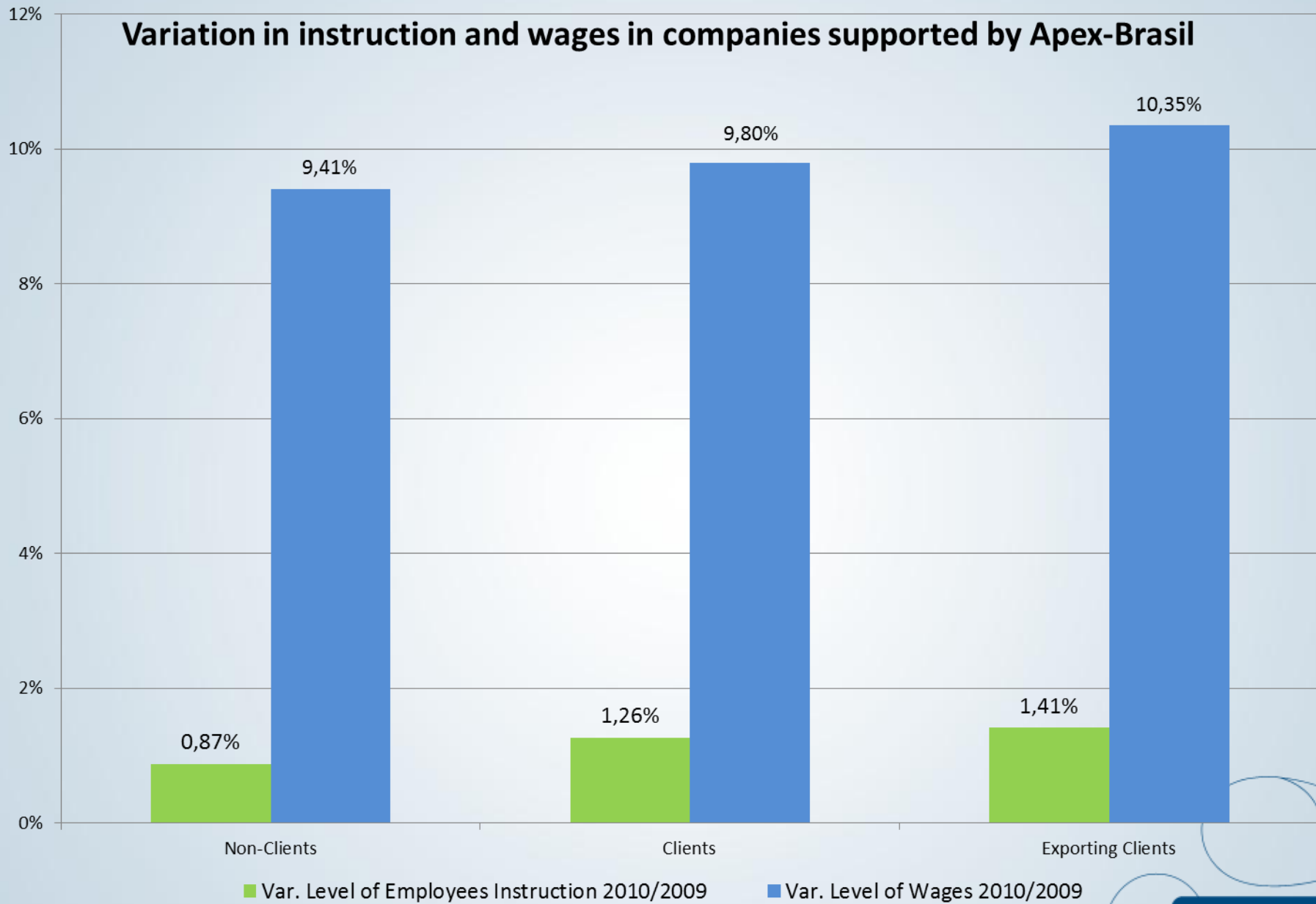
- Qualified job generation
- Insertion in new markets
- Adoption of new organizational models in external markets

- Insertion and advance in internationalization process
- Market share in external markets
- Added value in exports
- FOB prices

Number of employees in companies supported by Apex-Brasil



Variation in instruction and wages in companies supported by Apex-Brasil



Thank you

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