

TSI SERVICES

Tentative list of services delivered by Trade Support Institutions (TSI)

SERVICE CATEGORIES

- A - Trade Intelligence**
- B - Export development**
- C - Business promotion**
- D - Facilitation**

TYPE OF DELIVERY

- | | |
|------------|---|
| INF | Provision of information |
| ADV | Advice / Consultancy |
| TRA | Training |
| MET | Methodologies, guides, guidelines |
| CHA | Charged services |
| WEB | Services highlighted in the website of the TSI |
| FTR | Important role played by Foreign Trade Representations / overseas trade offices |

Trade Intelligence	Export Development	Business promotion	Facilitation
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TRADE INTELLIGENCE

SUB-CATEGORY	Y/N	SERVICE DESCRIPTION
DISSEMINATION		
		Enquiry/ Reply service
		Web pages; website with trade information
		Newsletter - Bulletin - Magazine (regular publications)
		Alerts / Selective dissemination
		Access to a trade library / Reference centre
		Catalogue/ Database of trade information resources
BUSINESS CONTACTS		
		Local company directory / database
		Exporters directory/ database
		Virtual catalogue of products and services
		Foreign importers / Foreign partners
		Competitive intelligence
		Credit worthiness reports / Credit rating
		Business opportunities / Trade leads
		Information on tenders / Information on projects
		Trade fair information
MARKET INFORMATION		
		Market characteristics
		Market trends
MARKET ANALYSIS		
		Market identification / Market potential
		Product-specific market briefs / Sector studies
		Market reports by geographical markets (country/ region)
		Market selection analysis
		Diversification studies

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EXPORT DEVELOPMENT

SUB-CATEGORY	Y/N	SERVICE DESCRIPTION
EXPORT READINESS		
		Export potential studies
		Export readiness assessment
		Product design and development
		Preparation of marketing plans
		Incubator services
EXPORT COUNSELLING		
		Export finance
		Export quality; standards; technical regulations
		Compliance with market access requirements
		Export packaging and labelling
		Trade laws and trade regulations; legal aspects of trade
		Costing and pricing
		International purchasing and supply chain management
		Trade facilitation: customs, transports, logistics
		Intellectual property
EXPORT ENVIRONMENT		
		Contribution to the design of export strategies
		Initiatives to build public-private partnerships
		Services offered in cooperation with other TSIs
		Use of ICT and new technologies
		Trade and environment
		Corporate Social Responsibility aspects

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BUSINESS PROMOTION

	SUB-CATEGORY	Y/N	SERVICE DESCRIPTION
	BUSINESS GENERATION		
			Preparation of business agendas
			Exporters' missions
			Invitation of buyers
			Trade fair participation
			Buyer-Seller meetings; business rounds
			Other promotional events (e.g.: food testing)
	INVESTMENT ATTRACTION		
			Identification of investment opportunities
			Visits to potential investors
			Invitation of potential investors
			Investment seminars (how to invest in - -)
	MARKETING / BRANDING		
			Press release
			Use of local/ foreign media
			Use of promotional materials
			Marketing campaigns
			Country branding

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FACILITATION

SUB-CATEGORY	Y/N	SERVICE DESCRIPTION
EXPORT PROCEDURES		Export procedures
		Issuance of certificates (e.g.: certificates of origin)
		One-stop-shop / Single windows
BUSINESS IN TRADE POLICY		
		Participation in trade negotiations
		Encouraging private/public dialogue and partnerships
		Following up on trade agreements
LOBBYING / ADVOCACY		
		Lobbying in the country
		Lobbying in the markets (FTR)
INFRASTRUCTURE		
		Office facilities
		Meeting facilities
		Web site design and development; web applications
		Internet access provision
HUMAN RESOURCES		
		Language courses
		Translation - Interpretation
		Training courses in international trade
		E-training / Distance learning programmes