



Sistema Económico
Latinoamericano y del Caribe

Latin American and Caribbean
Economic System

Sistema Econômico
Latino-Americano e do Caribe

Système Economique
Latinoaméricain et Caribéen



Exporting Sector Promotion Strategies and Policies

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Intra-Regional Relations

Workshop on Internationalization and Promotion of Caribbean SMEs Consortiums

Santo Domingo, Dominican Republic

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EXPORTING SECTOR PROMOTION STRATEGIES AND POLICIES



**Workshop on
Internationalization
and SME Promotion
Caribbean
Consortium**

8th – 10th July. Santo Domingo

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1. SUPPORT TO BEGINNERS

362

trade fairs in over 44 countries, with participation of over 6,300 firms

367

trade missions, both outbound and inbound, and study trips, with participation of 2,000 firms

151

promotion events and technical meetings

6

Business and Investment Meetings, with strong institutional backing

2

Multilateral Partnership Meetings, with strong institutional backing

368

firms participating in the new ICEX Next programme, and 8,000 participating in the PIPE Club

4,769

customised services provided

1. SUPPORT TO BEGINNERS

420

Internship Programme

61,330

firms signed up to services on www.icex.es

209

training activities, with 6,000 firms participating

28,100

firms registered with the icex on-line Classroom

89,000

queries answered through the CAUCE information service

22,300

firms registered with "*Pasaporte al Exterior*"

648,000

Monthly visits to ICEX websites

In 2013 there will be a significant increase in the number of Business and investment, Meetings and Multilateral Partnerships

1. SUPPORT TO BEGINNERS

1.2. ICEX NEXT



WHAT? : Help your business internationalize, increase your revenue and improve your global competitiveness

HOW? : Expert consultancy, introducing you to new markets, customized services

WHAT DO WE OFFER TO YOU? : More than 12.000 € aid for your international project, expert personnel in foreign offices

1. SUPPORT TO BEGINNERS

1.2. ICEX NEXT

ICEX Next

TO WHOM? : Targeted to spanish SMEs wishing to internationalize or consolidate their presence in foreign countries.

WHAT DO SMEs NEED?

- Own product o service
- Export figure no higher than 30% overall billing
- To have competitive factors: technology, innovation, design, trademark,...
- To have qualified personnel, motivated and committed to the international project.
- Enough financial capacity to carry on the project.

WHAT DO WE OFFER TO SMEs?

- 60 hours expert consultancy
- Strategic consultancy for internationalization plan design (30 hours)
- In-market consultancy(30 hours)
- Economic support during 24 months (research expenditures, international promotion and recruitment)

1. SUPPORT TO BEGINNERS

1.2. ICEX NEXT

ICEX Next

FINANCING	TOTAL	ICEX 100%	COMPANY
BUSINESS MODEL ANALYSIS	300 €	300 €	0 €
FINANCING	TOTAL	ICEX 50%	50% COMPANY
CONSULTANCY (compulsory)	2.400 €	1.200 €	1.200 €
CONSULTANCY (optional)	2.400 €	1.200 €	1.200 €
PROMOTION EXPENSES+ HUMAN RESOURCES	20.000 €	10.000€	10.000 €
TOTAL	25.100 €	12.700 €	12.400 €

1. SUPPORT TO BEGINNERS

1.1. ICEX NEXT

Red NEXT (Red PIPE)



1. SUPPORT TO BEGINNERS

1.2. ICEX NEXT

The screenshot shows a web browser window displaying the LinkedIn group page for 'Red PIPE'. The browser's address bar shows the URL: www.linkedin.com/groups?mostPopular=&gid=3212582&goback=.gmp_3212582.gde_3212582_member_51902211. The page header includes the LinkedIn logo, the user's account type ('Básica'), and navigation links like 'Inicio', 'Perfil', 'Contactos', 'Grupos', 'Empleos', 'Buzón', 'Empresas', and 'Más'. The group name 'Red PIPE' is prominently displayed, along with tabs for 'Debates', 'Miembros', 'Promociones', 'Empleos', 'Búsqueda', 'Gestionar', and 'Más...'. A text input field for starting a discussion is visible, with a character count of 200. Below this, there are sections for 'Últimos debates' (Recent discussions) and 'Personas a las que sigo' (People you follow). The 'Últimos debates' section features a post about a business opportunity in Qassim, Saudi Arabia, with a photo of a woman. The 'Personas a las que sigo' section shows a post by Veronica Burguillo Herrero about a hospital construction project. At the bottom, there are sections for 'Debates más populares' (Most popular discussions) and 'LinkedIn. Funcionalidades' (LinkedIn. Features), which includes an advertisement for job posting. The browser's taskbar at the bottom shows the Windows Start button, several open applications, and the system clock set to 9:53.

2. ACCESS TO MARKET

CUSTOM MADE SERVICES

WHAT ARE CUSTOM MADE SERVICES?:

They are value added services provided by 96 foreign offices upon request by the spanish companies. We have rates for all of the services.



TYPES OF SERVICES:

1. Identification of partners

1.1. Simple identification

1.2. Identification with product information on the market

1.3. Identification with full detailed presentation of the company

2. Bussiness Agendas

2.1. Individual agenda

2.2. Trade mission agenda

2.3. Study mission

3. Custom made market information

4. Trade inbound missions

5. Logistic support



2. ACCESS TO MARKET

CUSTOM MADE SERVICES

TYPE OF SERVICE	UE PRICES	NON UE PRICES
Identification of partners	300 €	250 €
Identification with product information on the market	600 €	500 €
Identification with full detailed presentation of the company	900 €	750 €
Bussiness Agendas	900 €	750 €
Custom made market information	Depending on the job	Depending on the job
Trade inbound missions	600 €	500 €
Logistic support	Depending on the job	Depending on the job



- Discounts available

2. ACCESS TO MARKET

CUSTOM MADE SERVICES

➤ During the year 2012 we provided **4.765** services in all Commercial Office Network. In 2010 there were **3.384** and in 2011 **3.099**.

➤ The most demanded services in 2012 were:

- Business Agendas with 2.523 services
- Identification of partners with 1.830 services

➤ The most demanded markets were:

BRASIL	209
DUBAI	188
RUSIA	170
ARGEL	159
SOUTHAFRICA	150
CHILE	136

3. GROWTH

3.1. TRADE SHOWS

OFFICIAL PAVILION: Set of Spanish companies, usually from the same industrial branch that showcase together. ICEX organizes everything and gives exhibitors a turnkey service that includes: space rental, decoration, logistics and promotion

INFORMATION PAVILION: ICEX holds a large stand at a fair, and spanish companies use it for comercial meetings with foreign companies.



COUNTRY	NUMBER OF SPANISH PAVILIONS	Showcasing companies
USA	11	210
France	5	260
Rusia	5	209
China	4	138
Germany	4	164
Brasil	3	57
UAE	3	187
Algeria	2	61
Morocco	2	41
Singapore	2	71
United Kingdom	2	37
Greece	1	14
Japan	1	99
Mexico	1	60
South Korea	1	4
TOTAL	47	1612

Industry Branch	NUMBER OF FAIRS
Foods and wines	11
Infrastructure, environment, energy and TIC's	12
Fashion, habitat and cultural industries	12
Industrial technology and professional services	12
TOTAL	47

3. GROWTH

3.2. PROMOTIONAL CAMPAIGNS

COMMUNICATION CAMPAIGNS: These are advertising and communication actions for a specific industry branch in target markets.

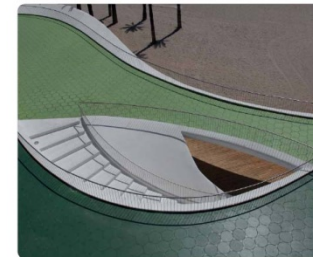
DIRECT PROMOTIONS: fashion catwalk, exhibitions and point of sale promotions

TECHNICAL SESSIONS trade promotion meetings and technical seminars.



CERASPAÑA/24
2020 / CERÁMICA / ARQUITECTURA / DISEÑO

TILE OF SPAIN ALFABETICO DEL MUNDO
LA CERÁMICA. LA MEJOR ALABRIDA EN TUS REFORMAS
"PROMISED TO BRING" LA CERÁMICA VITE LA MEJOR
GANADORES DE LOS VIII PREMIOS CERÁMICA
DE ARQUITECTURA E INTERIORISMO



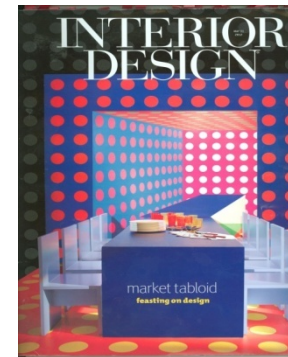
3. GROWTH

3.3. MEDIA PLANNING

Buying Advertising space in the main media in target markets.

AIMS:

- ❖ Make the most of individual positioning (advertising vs Advertorials)
- ❖ Common strategy
- ❖ Maximize spanish companies brands
- ❖ Strengthen relationships between our commercial offices and media players.



3. GROWTH

3.3. MEDIA PLANS

■ Written media:

- **Germany.**- AIT, AD Germany and H.O.M.E.
- **France.**- Maison Française, AD, AMC, Archicr  e, Intramuros, Elle Dec  , C  te Sud and Ideat.
- **Italy.**- Domus, Interni, Abitare, DDN and Elle Decor.
- **United Kingdom.**- Wallpaper, Icon, Elle Decoration and Sleeper.
- **USA.**- Metropolis, Interior Design, Hospitality Design, T Magazine, Hospitality Architecture + Design and Surface.
- **Rusia.**- Interior Design, Elle Decoration, The Best Interiors and Salon Interior
- **International.**- Frame.

■ On-line media:

- Architonic
- Todl.
- The library



4. SELLING FROM YOUR FACTORY

4.1. ICEX SOURCING

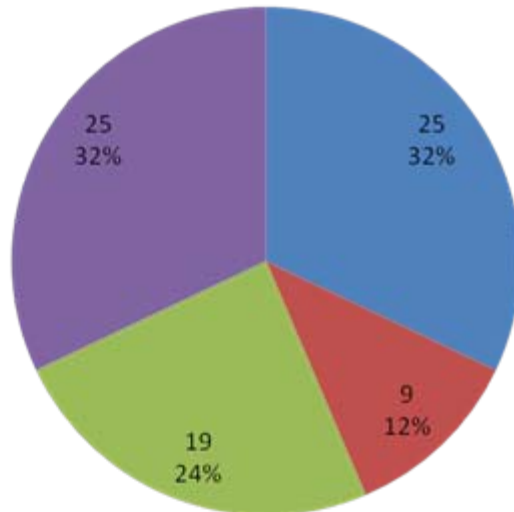
Provide Spanish companies with business opportunities through our commercial offices.

SECTOR	COMMERCIAL OPPORTUNITIES	SPANISH COMPANIES CONTACTED
Foods and wines	25	156
Infrastructure, environment, energy and TIC's	9	12
Fashion, habitat and cultural industries	19	309
Industrial technology and professional services	25	95
TOTAL	78	572

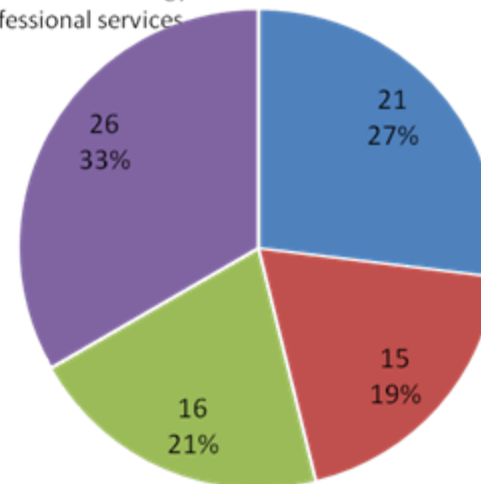


4. SELLING FROM YOUR FACTORY

4.1. ICEX SOURCING



- Foods and wines
 - Infrastructure, environment, energy and TIC's
 - Fashion, habitat and cultural industries
 - Industrial technology and professional services
- Total**



- AFRICA
- AMERICA
- ASIA
- EUROPA

4. SELLING FROM YOUR FACTORY

4.2. ICEX GRAN DISTRIBUCION

AIM: Position Spain as a focus country for the large european retail chains.

LANDI from Switzerland

Based in Dotzigen is a trading and services company that operates throughout Switzerland in the non-food and parts of the food and agriculture industry branches

INDUSTRY BRANCHES	CONTACTED COMPANIES	SELECTED COMPANIES	INTERVIEWED COMPANIES
PLANTS	29	5	3
WORK CLOTHES	17	9	4
FEEDS	20	4	
OUTDOOR FURNITURE	7	6	5
MANUFACTURED HOME	7	1	1
PORCELAIN	16	5	4
HARDWARE	52	16	7
BARBACUES		2	
TOTAL	148	48	24

4. SELLING FROM YOUR FACTORY

4.2. ICEX GRAN DISTRIBUCIÓN

ARGOS from United Kingdom.

Home Retail Group is the market leader in the home and general merchandise market.

INDUSTRY BRANCHES	CONTACT COMPANIES	SELECTED COMPANIES
ALFOMBRAS	4	1
BICICLETAS	4	
CAMPING	7	2
CERÁMICA	3	
COLCHONES	1	1
TEXTIL HOGAR	17	
CUBERTERÍAS	4	1
ALMOHADAS	5	4
MUEBLE JARDÍN	6	2
VIDRIO	1	1
PARASOLES	3	2
PLÁSTICO	7	3
MUEBLE DORMITORIO	11	6
MUEBLE TAPIZADO	10	3
MUEBLE AUXILIAR	6	3
MUEBLE OFICINA	9	3
ELECTRODOMÉSTICOS	2	1
TEXTIL HOGAR CAMA	8	1
TEXTIL HOGAR TOALLAS	4	
MUEBLE AUXI COCINA	4	4
OTROS	3	2
TOTAL	119	40

BRICORAMA from France.







Home improvement retailer based in [Noisy-le-Grand](#)

INDUSTRY BRANCHES	SELECTED COMPANIES
AZULEJO	16
MUEBLE BAÑO	7
HERRAJES	14
ILUMINACIÓN	7
PISCINAS	3
TOTAL	47

4. SELLING FROM YOUR FACTORY

4.2. ICEX GRAN DISTRIBUCIÓN

COLRUYT GROUP from Belgium

-  : lowest prices and so much more
-  : save yourself time, money and trouble
-  : business market with emphasis on service
- 
-  : the consciously enjoying customer
-  : seasonal store, pleasure for the whole family
-  : quality fuel at low prices

SECTORS
FRUTAS Y VERDURAS
ALIMENTOS PREPARADOS
CONGELADOS
PESCADO FRESCO
VINOS
JUGUETE
MENAJE COCINA

TUS from Bosnian, Herzegovina

Tus Holding joins offers of shopping, entertainment, recreation, catering, telecommunications, and real estate and besides Slovenia, operates on the markets of Bosnia and Herzegovina, and Macedonia

SECTORS
FRUTAS Y VERDURAS