
Successful EU market entry with the CBI's export development programme for pipe and process equipment products

To international entrepreneurs, Europe is potentially one of the most profitable markets in the world. At the same time it also a very complex, competitive and dynamic market. Its structures are changing constantly and buyer motives today are different than they were five years ago. Exporters are constantly facing new regulations and market standards, especially with regard to safety, quality, packaging and the environment. Exporters eager to access the EU market must prepare themselves carefully and thoroughly.

But the time is ripe for exporters. Rising production costs are forcing many European companies to purchase outside the EU and imports have shown major growth in recent years. This means there are good opportunities for aspiring exporters. The only question is: how do you turn them into profitable business?

To help you export to the European market or to improve your export position, the CBI has developed a very practical export development programme for pipe and process equipment. The programme is run by independent consultants whose extensive knowledge and networks throughout Europe guarantee high-quality, specialised and up-to-date content. As an approved participant,

you will receive individual support over a number of years by means of on-site consultancy, training schemes, market information, trade fair participation and business-to-business activities. Depending on its specific needs, your company may also receive support in the field of product and production improvement, quality control, export marketing and market entry. On the other side of the negotiating table, our programme is geared to helping EU buyers obtain new supply sources in developing countries.

The CBI: targeted export support

The Centre for the Promotion of Imports from developing countries (CBI) does what its name suggests - it assists entrepreneurs in developing countries in selling to markets in Europe. For this purpose, it has developed a wide range of support programmes for many sectors of industry. The CBI also supports local business support organisations, for instance by assisting them in training and market research activities. The CBI's work is financed by the Dutch government, which means participation costs are limited. Its many years of experience and its extensive international network make the CBI one of the most important centres of expertise in export promotion from developing countries. The Centre was founded in 1971 and is an agency of the Dutch Ministry of Foreign Affairs.

A powerful development programme

Our new export development programme for pipe and process equipment is meant for ambitious manufacturers and exporters in pipes, tubes and process equipment who are eager to expand their export activities in the EU. The programme is accessible for companies that meet the following criteria:

- up to 500 employees;
- compliance or the willingness to comply with EU market requirements;
- internationally accredited ISO certification;
- competitive prices and sufficient production capacity;
- willingness and capacity to invest in adaptations of, for instance, product assortment and production processes, if and as required by the European market.

For more detailed information on our admission criteria, please visit our website: www.cbi.nl (> export development > view the criteria).

An easy procedure

Each CBI export development programme operates on a step-by-step approach that is clear and simple to follow. Our programmes include certain regular features but are also flexible and tailored to participants' individual needs.

Different stages

The programme for pipe and process equipment consists of the following stages:

Stage 1. Pre-selection

Based on the incoming application forms, a CBI consultant makes a pre-selection of companies that meet the general admission criteria and are eligible for participation. Factors such as export experience, product development, quality assurance systems, capacity, products, production facilities and marketing know-how are taken into consideration.

Stage 2. Technical support

Once your company is pre-selected, a CBI consultant will visit you to carry out a so-called export audit and to further evaluate crucial factors, such as your production facilities and capacity, the organisation of production and export, price, packaging, marketing, management, product features, international competition, certification, environmental, safety, quality and consumer health regulations, as well as labour conditions. Following this exploration a SWOT analysis will be made. The consultant will simultaneously offer technical support and advice in the fields evaluated.

The consultant's visit, which typically takes one or two days, will result in an action plan describing problems, required measures and deadlines. While you implement this plan, the

CBI will render long-distance assistance and coaching.

In this stage the selection of potential participants is also narrowed down: on the basis of the consultant's findings, the CBI determines definitely whether – and if so, at which speed – your company should go through the programme. Companies that pass this stage are visited for a second time by a CBI consultant.

Stage 3. Export marketing training

In the third stage, participants are invited to a so-called EXPRO seminar in Rotterdam, the Netherlands. The seminar consists of lectures, discussions, case studies and practical assignments in the areas of export marketing, management and sector-specific topics. During the seminar, participants may also visit a European trade fair and a leading buyer and receive individual counselling. Before the seminar, the CBI makes use of the Internet for preparatory e-learning sessions.

Stage 4. Access to the market

Supported by the CBI, you will then be encouraged to attend a major trade fair, such as the Tube, Aquatech, Achema or a similar event. Here you will not only make personal contact with potential partners, but also acquire first-hand and in-depth market experience.

To help you make maximum use of the trade fairs, the CBI will provide:

- publicity and invitations through mailings and telemarketing;
- a stand of approximately 9-12 m²;

- a briefing prior to the fair about the latest market developments;
- advice on the best market approach;
- professional assistance in preparing your presentation;
- hands-on consultancy during the fair.

In principle participants may be invited to take part three times in the trade fairs.

Throughout Stage 4, your company will also be actively involved in other B2B activities carried out by CBI.

Stage 5. Consolidation

In the year following each participation the CBI will help you solidify and expand business contacts.

Participation costs

The CBI is a development organisation operating in a non-commercial market and does not require participants in its programmes to cover all costs.

Participants in an export development programme do pay a non-refundable participation fee of € 1,000,--.

The fee is collected as soon as the CBI has determined that the company is suitable for enrolment. This occurs the moment an understanding has been reached between the CBI and the company on the measures that are to be taken, the assistance the CBI will offer throughout the programme, and the expected results. Usually this agreement is formulated after a CBI consultant has fulfilled an initial so-called Technical Assistance Mission at the company (during stage 2).

Apart from this 'registration fee', companies do not need to pay for CBI services.

International travel expenses incurred by participants attending trainings in Europe may be partially remunerated. If the CBI arranges lodging, transportation and meals participants will not be charged. This arrangement also applies if the CBI conducts training activities in your region. The regular expenses made by the CBI during the programme are not charged to participants either. Other expenses not mentioned here must be covered by participants.

First-time trade fair exhibitors within the CBI's programmes are provided with a completely furnished, free-of-charge stand in the CBI pavilion. Second-time exhibitors are charged the rent for the space they use. Third/time exhibitors are charged an additional € 75,-- of build-up costs for each square metre of stand space they use.

References

The CBI has conducted numerous successful export development programmes for many years and in various sectors, such as electronic components, piping, castings and forgings, mobile equipment, motor parts and medical devices.

More information

For more information about the CBI, the export development programme for pipe and process equipment, or to download an application form, please visit our website at www.cbi.nl. On the site you will also be able to check whether your country is qualified for programme entry.

You may also return the enclosed application forms by post or fax (+ 31) (0)10 411 40 81. You can also send an e-mail to cdieleman@cbi.nl. We will then send you the information you require as soon as possible.

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