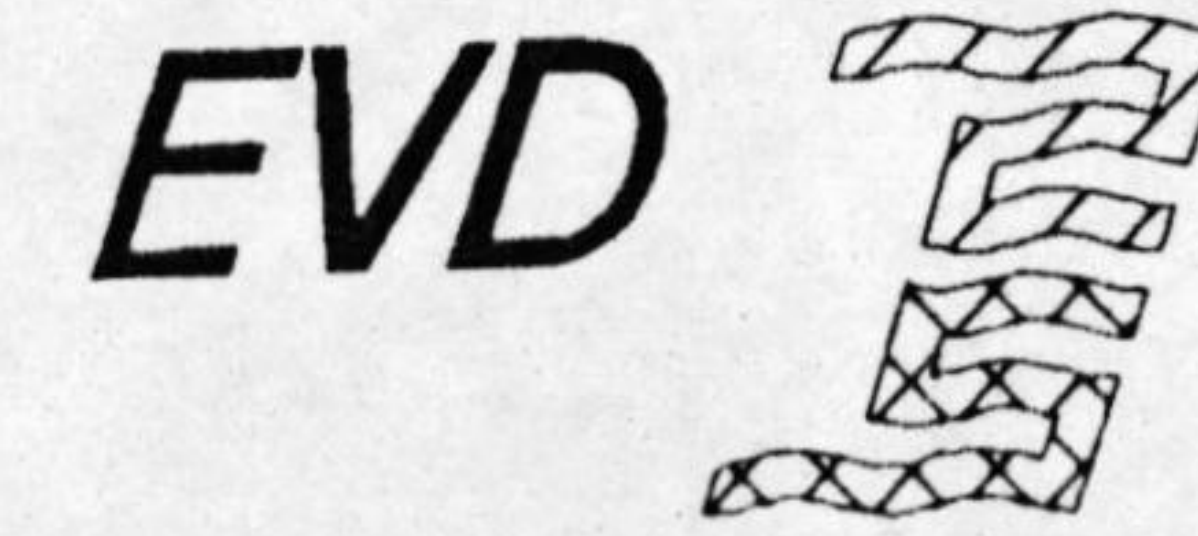


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MINISTERIE VAN ECONOMISCHE ZAKEN

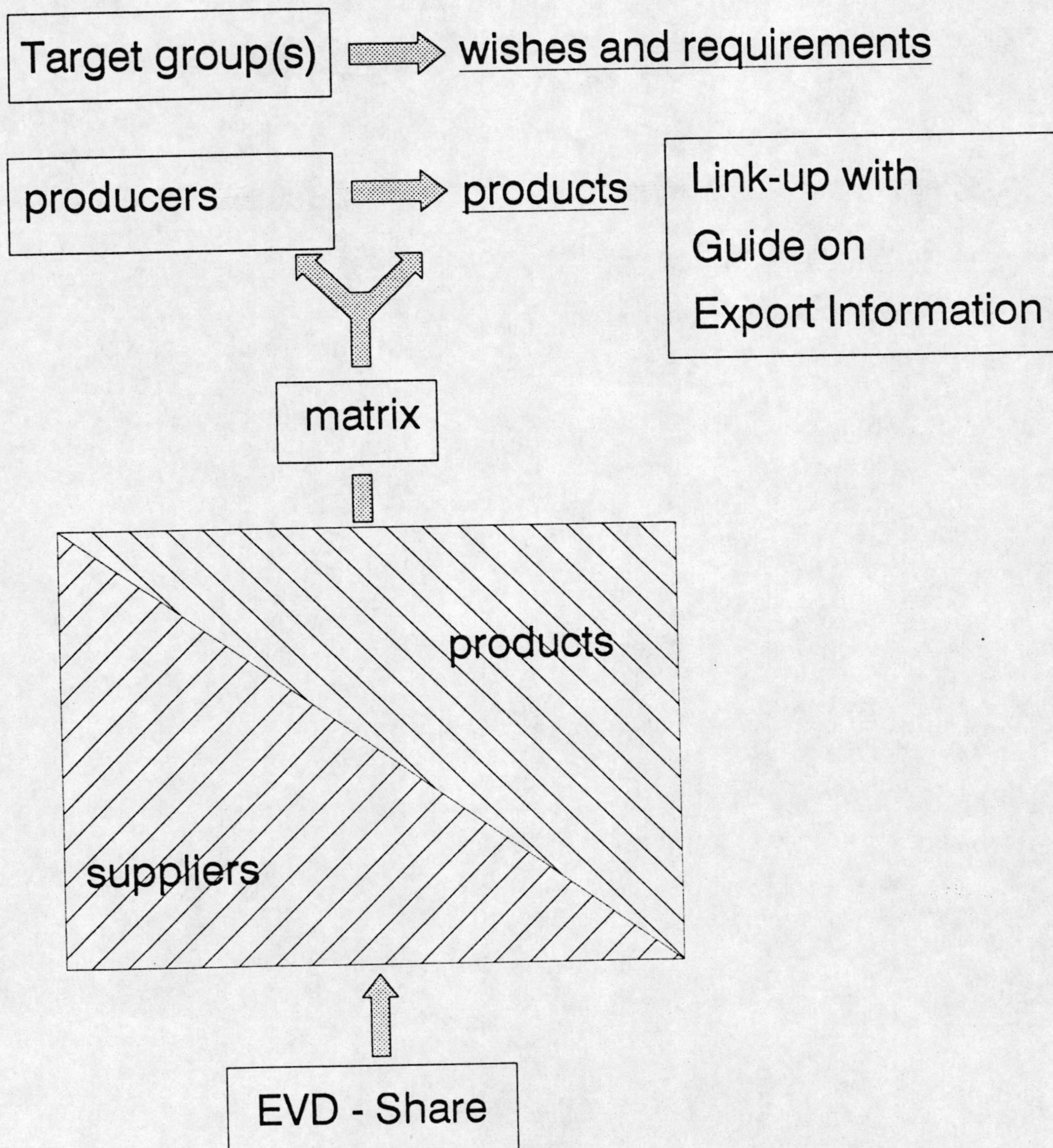
Preparation for internationalisation

- Basic information on international marketing and management
- Step-by-step export plan
- Support organisations and their areas of competence

Provision of information on foreign markets - trade promotion



MINISTERIE VAN ECONOMISCHE ZAKEN

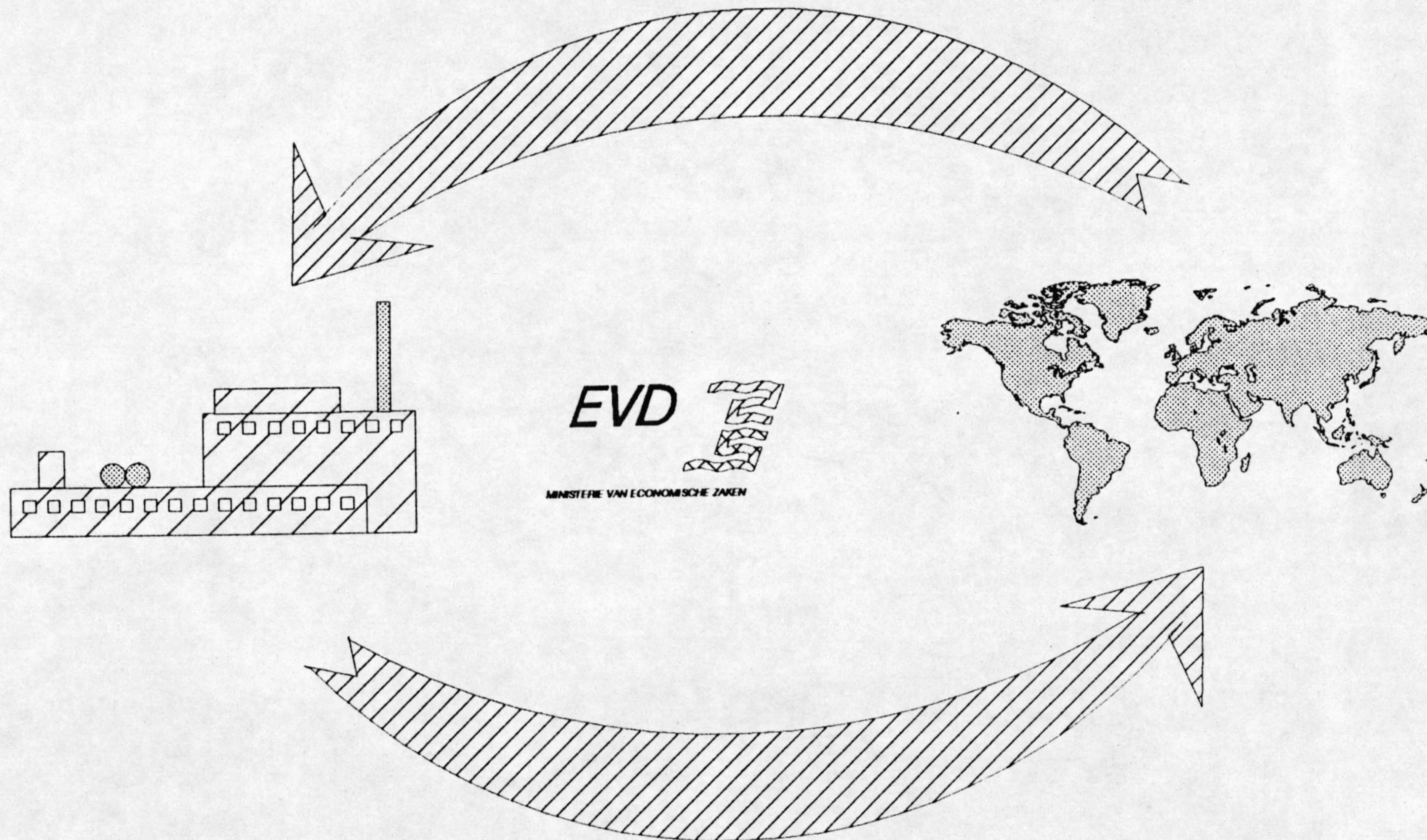




MINISTERIE VAN ECONOMISCHE ZAKEN

The EVD (Netherlands Foreign Trade Agency) is part of the Ministry of Economic Affairs and is the government's national advisory service for the export industry in the Netherlands and for companies preparing for internationalisation. It provides information on foreign markets and promotes Dutch trade through the organisation of collective promotional activities, particular for SMEs. In doing so, the EVD utilises an extensive national and international information and promotional network.

I. Information



II. Provision of information and Promotion

Breakdown of EVD product divisions



Information Division (INF)

Secretariat and
Administration

Data administrator (DA)

General Market
Information Unit (AMI)
-EIC: tel. 070-3798811
- Regional Information Managers
- Statistical/Adressinformation

Programmes, Projects
and Tenders Unit
(PPA)

Foreign Governmental
Regulations Unit (OM)

Documentation
Unit (DOC)

Library
(BIB)

Market research, Publications & Promotions Division (V&P)

Secretariat and
Administration

Planning Unit (PPP)

Market Research &
Publications Unit (OV)

International Promotion
and Publicity Unit (PRO)

1. Sources of Information^{EVD}



MINISTERIE VAN ECONOMISCHE ZAKEN

- Foreign offices Min. of Foreign Affairs
- Official Gazettes
- Multilateral institutions
- International press
- Statistical information offices
- National and international databanks

2. Types of information



MINISTERIE VAN ECONOMISCHE ZAKEN

- Preparation for internationalisation
- Market selection
- Specific market information
 - Foreign governmental regulations
 - Opportunities for public procurement

Market selection



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- Economic and political situation and developments
- Developments in foreign trade and in economic cooperation
- Commercial practice
- Investment climate
- Sectoral developments
- Economic statistics
- Adresses of agents and importers
- Foreign address and telephone books

Foreign governmental regulations



- Customs tariffs
- Import regulations and documents
- Product requirements
- Payment regulations
- Legislation on trade and investment

Opportunities for public procurement

- Operating practice of multilateral institutions such as the EC, World Bank, European Bank for Reconstruction and Development, UN, etc.
 - Programmes: usually multi-annual plans drafted by countries and multilateral institutions
 - Projects: preliminary information about concrete proposals by a country to carry out a programme of work, or to provide goods and services
 - Tenders: invitations to submit tenders to carry out work, or to provide goods and services

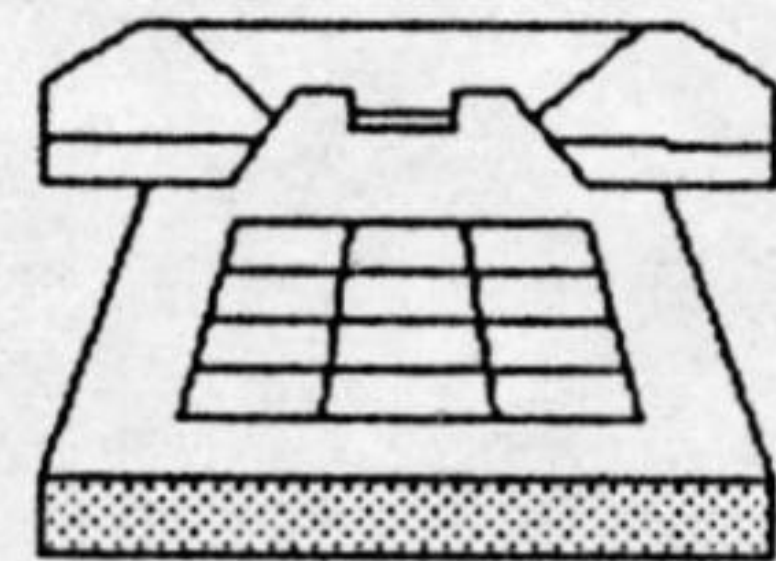
3. Channels of Information



- EVD Information Centre (EIC)
- EVD Library
- Export Magazine
- 'Vademecum Export'

EVD Information Centre (EIC)

- Central repository of advice and information
- Guide within EVD and Ministry of Economic Affairs



31-70-379 8811

EVD Library

- > 100.000 item of literature, including 1800 periodicals, journals and magazines
- Access through electronic information file
- Largest economic and commercial library in the Netherlands

4. Market research, publications promotion

MINISTERIE VAN ECONOMISCHE ZAKEN

- Multi-annual programme on research, publications and promotion; supplements activities of the private sector and provided government can create added value.
- Information programme (bi-annual)
- Promotional programme (annual)

Information programme



MINISTERIE VAN ECONOMISCHE ZAKEN

- Information gatherings (countries, topics in preparation for promotion) - around 50
- Working visits by Foreign Service officials (in collaboration with regional Chambers of Commerce in the Netherlands) - around 40
- Publications
 - Export Magazine
 - other publications, such as "Survey of the Netherlands' economy", "The Netherlands compared internationally", etc.

Contents of EVD-publications

- Information on major developments in the international economy
- Export diary: information and promotional activities
- Foreign governmental regulations, EC News
- > 10.000 programmes, projects and tenders each year

Vademecum Export

- in collaboration with Samsom
Bedrijfsinformatie
- regularly updated survey of foreign
governmental regulations and basic
facts
- > 30 countries

Promotional Programme



- Establishing the following in consultation with embassies and industrial branch organisations:
 - programme countries
 - priority sectors
- Establishing priority sector/market combinations; drawing up multi-annual programme for each combination
- Establishing the annual programme (50-60 activities)

Promotional instruments



- Collective presentation at trade fairs
- Collective business trip/gathering for trade contacts
- Seminar
- Fact-finding trip
- Invitation to decision-maker(s)
- Invitation to foreign trade journalist(s)
- Visit to Multilateral Funds

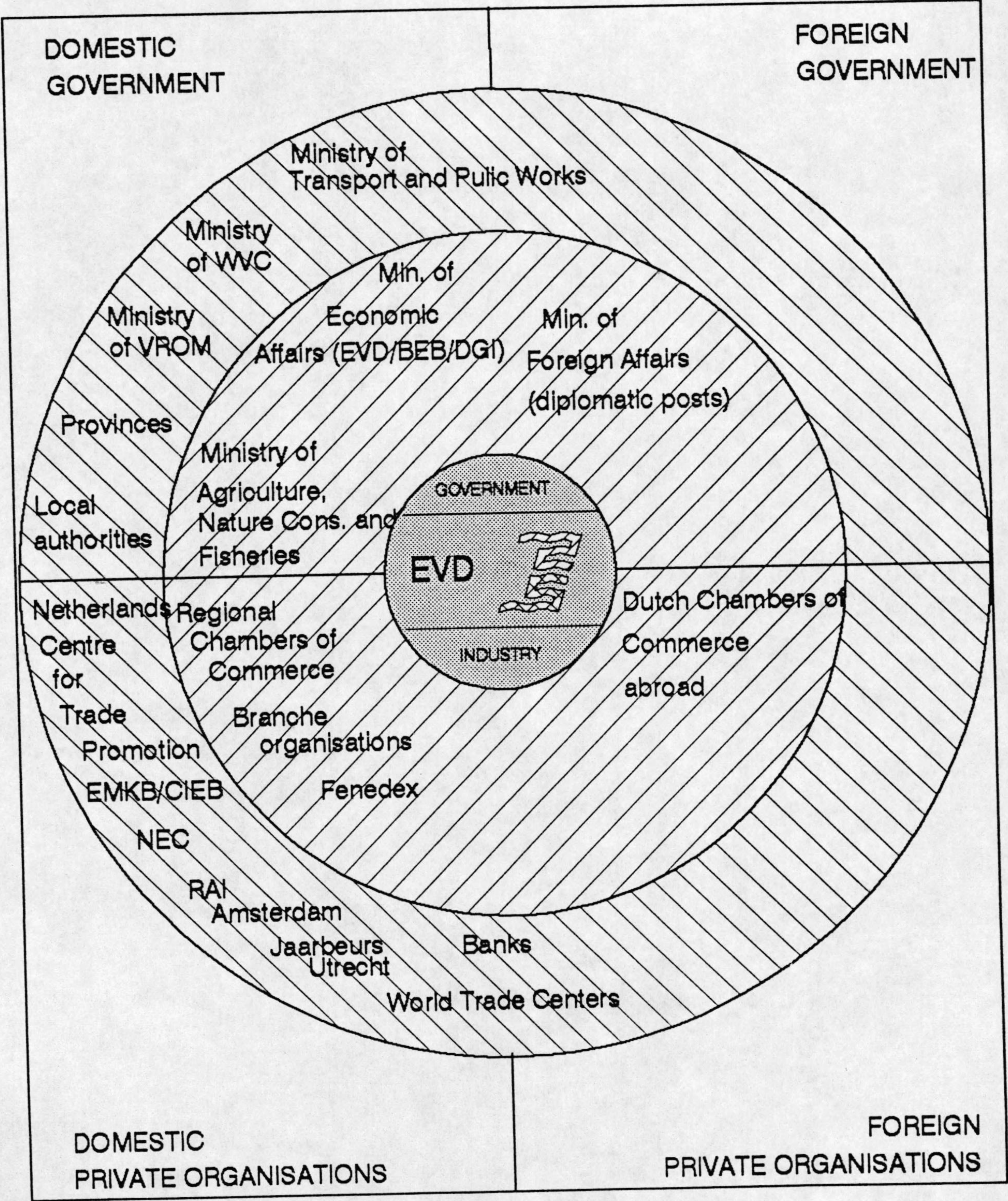
Structure of consultation with industry



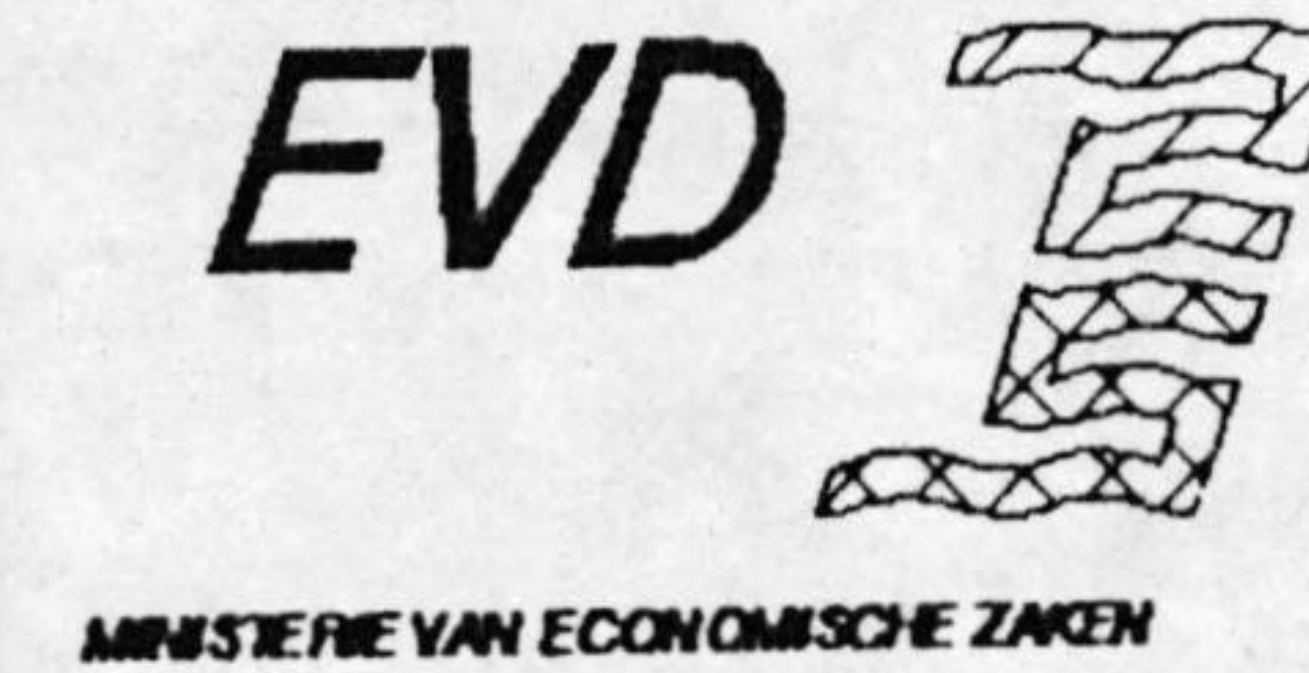
MINISTERIE VAN ECONOMISCHE ZAKEN

- 1. General
 - Advisory Council
 - Exportcouncil for SMEs
 - CIEB
- 2. Market research / Publications / Promotion
 - Monday morning consultations
- 3. Information:
 - Chambers of Commerce, banks, accountants

Schedule: Collaboration in promoting exports

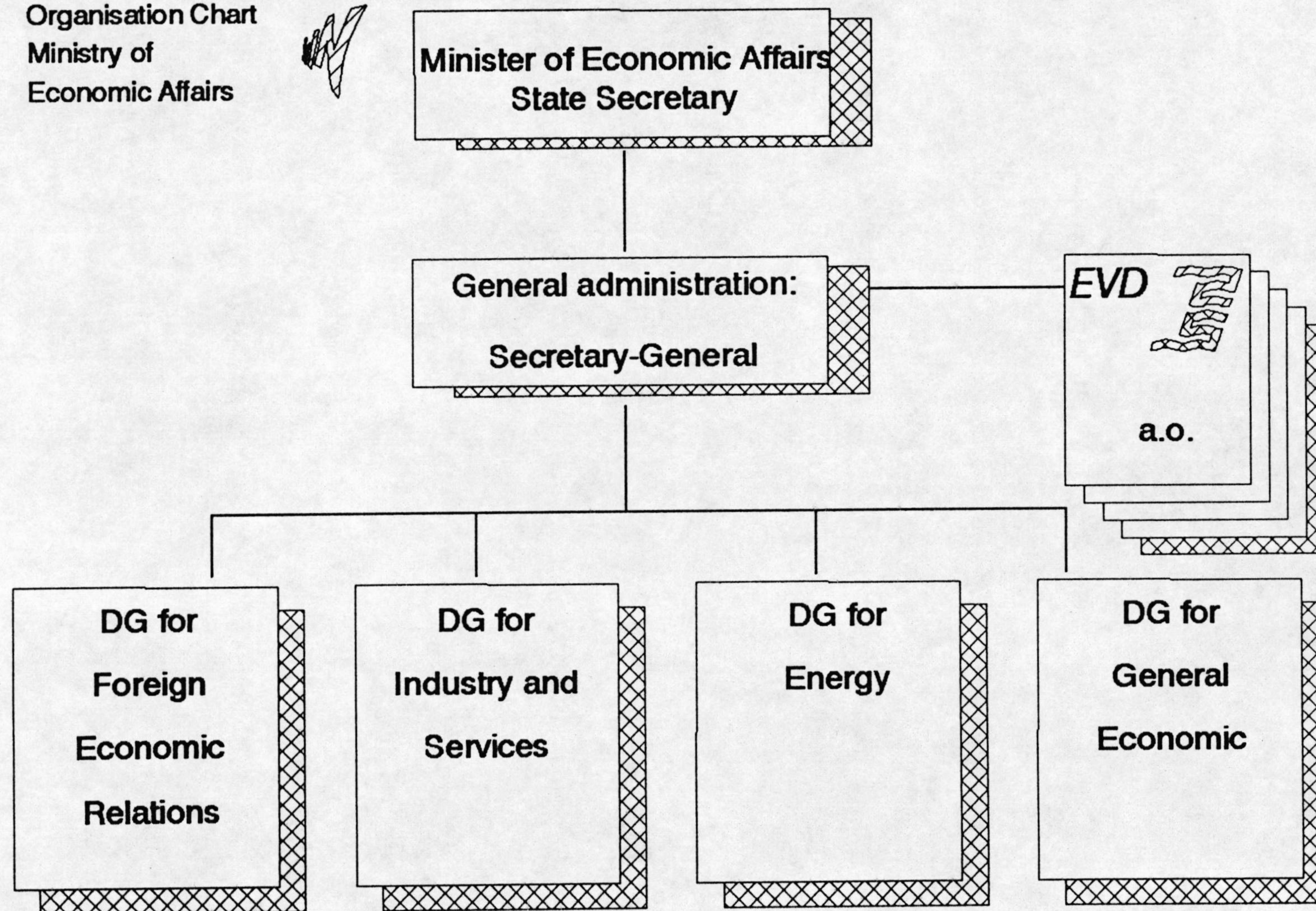


Structure of consultation within government



- Ministry of Economic Affairs
(internal)
- Ministry of Foreign Affairs
- Other Ministries

Organisation Chart
Ministry of
Economic Affairs



In the near future: EVD data bank (EIB)

