



## Agro – Food Programme Export Coaching for companies

*For successful EU market entry*

**1. Company name:**

Contact person :  Mr      Initials: \_\_\_\_\_ Surname: \_\_\_\_\_  
 Mrs      Function: \_\_\_\_\_  
 Miss

**Office address**

Street: \_\_\_\_\_  
 Postal code / City: \_\_\_\_\_  
 Country: \_\_\_\_\_

**Mailing address**

same as office address  
 no  
 yes

Street / P.O. Box: \_\_\_\_\_  
 Postal code / City: \_\_\_\_\_  
 Country: \_\_\_\_\_  
 Phone: \_\_\_\_\_  
 Fax: \_\_\_\_\_  
 E-mail: \_\_\_\_\_  
 Website: \_\_\_\_\_  
 Nearest airport /  
 City: \_\_\_\_\_  
 Distance in km: \_\_\_\_\_  
 Travelling time: \_\_\_\_\_

**Production unit address**

Street: \_\_\_\_\_  
 Postal code / City: \_\_\_\_\_  
 Country: \_\_\_\_\_  
 Nearest airport/City: \_\_\_\_\_

Distance in km: \_\_\_\_\_  
 Travelling time: \_\_\_\_\_

**Other production unit**

no       yes

Full address : \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

**2. Established as:**

manufacturer/producer       agent  
 trader       other, please specify: \_\_\_\_\_

**3. Legal status:**

private company       state-owned corp.  
 partnership       co-operative  
 other, please specify: \_\_\_\_\_

**4. Total nr. of employees:** \_\_\_\_\_

**Established in year:** \_\_\_\_\_

**5. Branch offices in Europe:**

no  
 yes → name, city, country: \_\_\_\_\_

**6. Representatives and/or agents covering the European Union:**

no  
 yes → name, city, country: \_\_\_\_\_

**7. Parent company:**

no       yes → name, city, country: \_\_\_\_\_

**Subsidiaries:**

no       yes → name, city, country: \_\_\_\_\_



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Foreign ownership:  no       yes → percentage, name, city, country:  
 Joint ventures:       no       yes → name, city, country:

8. Did your company export to the EU during the past 3 years?

- no  
 yes: please complete the following, stating value in EUR **per country/per year**

Product details:	Year:	Country:	Buyer's name:	Value in EUR:

9. Did your company export to any other (non-EU) country?

- no  
 yes: please complete the following, stating value in EUR **per country/per year**

Product details:	Year:	Country:	Buyer's name:	Value in EUR:

10. Are any of your products manufactured under licence agreement?

- no  
 yes If yes: mention product(s), 'licensers', country, expiry date: \_\_\_\_\_  
 Does this agreement prohibit exporting to Europe?  
 no  
 yes If yes: mention product(s), countries, expiry date: \_\_\_\_\_

11. Previous/current participation in CBI programmes and/or other European Import Promotion Organisations?

- no  
 yes If yes: mention year, event and name of organisation:

12. Type of business relation you are looking for:

- import                       agency                       contract manufacturing  
 private labelling           co-makership               joint venture technology  
 joint venture finance       other, please specify:

13. Basic financial data covering a span of the past three years: What was your enterprise's current ratio (current assets as a percentage of current liabilities), net profit margin (profit before interest as percentage of turnover) and solvability (own capital as percentage of total assets)?



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Year	Current ratio	Net profit margin	Solvability

14. Does your enterprise work according to a written business plan?

Yes → Please submit a copy of your business plan  No

15. Did your enterprise conduct or outsource any product innovation-related research during the past year?

Yes  No

16. Does your enterprise have its own R&D (Research & Development) division?

Yes  No

17. Does your enterprise hold any internationally recognized quality- or safety certification, such as GLOBALGAP, ISO, HACCP for example?

Yes → Please submit a copy of same  In progress  No

18. How many of your enterprise's employees are involved in export management and administrative processing of export contracts on a daily basis?

No. of employees \_\_\_\_

19. Does your enterprise have an export budget to finance export promotion?

Yes  No

20. Suppose your enterprise had to borrow capital. Would your enterprise currently meet the requirements (in terms of adequate cash flow, reputation, profitability, etc.) to obtain borrowed capital (loans) from a bank/financial institution?

Yes  No

21. Does your enterprise employ the services of specialized external advisors (other than CBI) in respect of drafting and realising your export intentions?

Yes  No

22. Did your enterprise visit or exhibit in any international trade fairs during the past three years?

Yes, as an exhibitor → Please indicate which trade fairs \_\_\_\_\_

Yes, as a visitor → Please indicate which trade fairs \_\_\_\_\_

No

23. Is your enterprise registered with any Business Support organisation(s) or similar organisation(s)?

Yes → Please indicate which organisation(s) \_\_\_\_\_

No



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24. Does your enterprise have a written export plan?

- Yes → Please submit a copy of same  
 No → Please answer the following questions:

What are your expectations of exporting to the EU (specify countries, potential clients, products and expected turnover for the next three years)?


What activities are planned to realize these expectations?


25. How many people in the company speak the English language? Nr. \_\_\_\_

26. Does your enterprise employ staff whose background includes study or working experience in Europe, the US or Canada?

- Yes, study  
 Yes, less than 1 year of working experience  
 Yes, more than 1 year of working experience  
 No

27. Give an overview of all products (quantities in metric tons) you have produced / you will produce and indicate which quantities have been exported:

Year	2010		2011		FUTURE	
	Production	Export	Production	Export	Product capacity	Export capacity
Products						

28. Which activities does your company perform:



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Raw material production:

<input type="checkbox"/> yes <input type="checkbox"/> no      If yes, give the following information (per product)
Plant species (scientific name):
Product name (s):
Acreage:
Number of crops (per year):
Total annual production of product (kg):
Harvesting season(s):
Which harvesting method(s) is/are used:
Indicate the product(s) end-use/application(s):

Processing:

<input type="checkbox"/> yes <input type="checkbox"/> no      If yes, give the following information
Type of ingredient (raw material / plant extract), please specify:
Source of raw material: <input type="checkbox"/> own growing (please give percentage per product):
<input type="checkbox"/> other suppliers (please give percentage per product and indicate type(s) of supplier e.g. farmers, traders):
Describe per product which forms of processing are carried out by your company and which forms of processing are done by others:
In case of mechanical processing, give a description of the equipment used:

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29. Indicate the product end-use / application:

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30. Describe (food) additives used:

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31. Describe and specify the packaging materials used:

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32. Indicate shipping possibilities and frequencies:

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33. To what extent is your company involved in organic production?

<input type="checkbox"/> Our production is not organic and we have no short-term plans in that direction
<input type="checkbox"/> Our production is not organic, but we have concrete plans to start organic production
<input type="checkbox"/> Our production is 100% organic
<input type="checkbox"/> Our production is partly organic (please indicate per product % organic / % not organic):

34. a In case you have concrete short-term plans to start or extend organic production, give detailed information on:

- Products intended for organic production:
- Acreage suitable for organic production:
- Acreage under conversion:
- Estimated timing of first crop:
- Expected yield (kg):

34.b. In case (part of) your products are organically produced, to what extent is the growing and/or processing certified?

<input type="checkbox"/> Growing is certified by (give name of certifying body and add copy of your certificate(s):
<input type="checkbox"/> Growing is not yet certified (indicate expected time of certification and give the name of certifying body that you intend you use for certification):
<input type="checkbox"/> Processing is certified by (give name of certifying body and add copy of certificate(s):
<input type="checkbox"/> Processing is not yet certified (indicate expected time of certification and give the name of the certifying body that you intend to use for certification):

35. Does your company have any other certifications in the fields of sustainability or social issues, e.g. Rainforest Alliance, Utz certified or Fair Trade?



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<input type="checkbox"/> yes → please indicate which certifications:
<input type="checkbox"/> no

36. Person submitting the above information:

Name:	Function:	Date:

**All questions answered? Mail to:**

**CBI: [aheutink@cbi.eu](mailto:aheutink@cbi.eu) or fax to: +31 (0) 10 411 3455**

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**(INCLUDE THE DETAILS OF YOUR BSO TO WHICH THE APPLICATION SHOULD BE SENT)**

### **CHECKLIST OF INFORMATION FOR THE APPLICATION**

PLEASE NOTE THAT ANY INFORMATION PROVIDED BY YOUR COMPANY TO CBI WILL BE KEPT STRICTLY CONFIDENTIAL.

Only **complete** applications will be handled by CBI. In order to make a proper evaluation of the possibilities of your company we would request you to send full information as indicated below:

- Completed application form
- Brochure/catalogue/photographs/product data sheets
- Copy of any internationally recognised quality- or safety certification, e.g. CE or ISO
- Annual report (if available)
- Organisation chart
- Business plan (if available)
- Export plan (if available).