



Import Promotion Desk – Your trade promotion partner

Support in the development of export promotion services

The Import Promotion Desk (IPD) cooperates closely with national export promotion organisations and trade associations, so-called Business Support Organisations (BSOs). The project of the German Federal Ministry for Economic Cooperation and Development (BMZ) supports BSOs in selected partner countries in further developing their foreign trade promotion services. After a thorough analysis of current activities and capacities, IPD works together with the BSOs to optimise their services. The aim is to develop sustainable structures for export promotion and to improve a demand-oriented offer for export enterprises in the country. Strengthening local structures in this way boosts the economic competitiveness of developing and emerging countries.



Commitment of IPD

Further development of export promotion

Export promotion plays an essential role in better integrating developing and emerging countries into global trade. BSOs in the regions and countries have the potential to be important enablers for export companies. They can support them with data and facts about the sales market, know-how about marketing and international negotiations or services for sales promotion, e.g. in the context of international trade fairs.

IPD works closely with both individual export companies in the IPD programme and with the BSOs as export promotion organisations to enhance trade with the European market. The BSOs are key partners of the IPD because they reach many export companies as multipliers and support them with their services. The main focus of IPD is to develop demand-oriented and sustainable services together with the BSOs, which pay off in the export efforts of the companies. IPD passes on its export experience and market knowledge to the BSOs and supports them in setting up their own structures and services so that the BSOs can then develop and offer them independently in the future.

Cooperation

Presence in the partner countries

IPD works with many different BSOs in its selected partner countries. They either specialise in individual IPD sectors (e.g. natural ingredients for food, pharmaceuticals and cosmetics, fresh produce, cut flowers, sustainable seafood, IT outsourcing, or sustainable tourism), or they promote foreign trade across sectors. Accordingly, the IPD network in its partner countries is very broad. To avoid duplication of structures, IPD also brings BSOs together to implement projects jointly. IPD experts are regularly on site or exchange information virtually with their colleagues in the BSOs.

Since 2021, IPD has also opened regional offices in selected partner countries to strengthen cooperation with BSOs on the ground. In the IPD hubs in Abidjan (Côte d'Ivoire), Quito (Ecuador), Casablanca (Morocco), Colombo (Sri Lanka) and Tashkent (Uzbekistan), IPD experts work door to door with BSOs. In addition, the IPD regional offices are also responsible for the surrounding partner countries. Here, too, the short distances and regular personal contact help to jointly expand the range of services for local export companies.



IPD support

Flexible and demand-oriented – from analysis to implementation

Step 1

Joint analysis & planning realistic goals

IPD's work starts with a thorough analysis of the current export promotion services. This primarily takes into account the needs of export companies in the country. IPD compares the existing offer with the demand and identifies possible gaps or optimisation potential. Another key step of the analysis is to examine the capacities of the BSOs. As the BSOs are to develop and offer their services independently in the future, internal structures and processes must be evaluated accordingly and existing competences realistically determined.

The expansion or conception of new export offers must be achievable, measurable, realistic, and scheduled. This is the prerequisite for a successful and sustainable implementation of export promotion services that benefit companies in the country. As a result of the analysis, BSO staff and IPD experts jointly identify the area(s) in which the BSO will improve its export offers.

Step 2

Development with IPD capacity building methods

BSO and IPD work hand in hand in the concrete development of the service. The IPD experts provide support in the form of capacity building activities tailored precisely to the needs of the BSO. They provide strategic advice, impart the tried-and-tested IPD tools in coaching sessions, on-site and virtual training courses, and pass on their export know-how, e.g. in good practice examples. Depending on the planned service, IPD also calls on external partners to provide their expertise. The BSOs, for their part, acquire knowledge, build up competencies, adapt and integrate IPD tools into their own processes and structures.

In addition, IPD also brings together BSOs from different partner countries who are developing the similar or complementary services for their companies. In this way, experiences and ideas can be exchanged across countries within the framework of joint trainings. This creates important synergies.

Thanks to these capacity building methods, which are precisely tailored to BSOs, each BSO is able to create new or further develop existing export services in a sustainable way considering the general framework conditions and the needs of export companies in the country.



At a glance

IPD advisory and support

- Corporate communications and marketing
- Export strategy and export marketing plans
- Corporate social responsibility (CSR)
- Digital services, such as webinars, virtual matchmaking
- Market research and market intelligence
- Trainings, e.g. PreFair workshop
- Participation in trade fairs
- Preparation of B2B events
- Follow-up and evaluation of services



Step 3

Implementation with IPD by your side

Not only the development phase, but also the first implementation phase is closely accompanied by IPD experts in order to be a possible sparring partner for BSO colleagues. During the introduction of the new export service, IPD keeps an eye on all BSO processes. These are evaluated for relevance, efficiency, and impact to implement any necessary adjustments to taken measures. This intensive follow-up by IPD enables the BSO to continuously improve the services. Only in this way can export companies benefit from BSO services in the long term.

Three project examples – Insight into BSO work of IPD

Côte d'Ivoire

Website development

Information platform for exporters

Analysis

IPD's partner in Côte d'Ivoire, the Conseil National des Exportations (CNE), needs a modern website to inform exporters about its services, connect stakeholders and have a content hub for social media activities.



Implementation

A website was professionally developed by a service provider. The CNE team received training on social media and website editing. The aim is for CNE to update the new website regularly and to use the opportunities offered by social media channels for communication with export companies as well as for location marketing.

Output

CNE takes care of the maintenance of the website, updates it regularly with information about events and trade fairs and publishes articles. A new section will provide information on export trends for the various Ivorian products.

CSR Training

Preparing for market requirements



Pro Ecuador to develop an information service to transfer the CSR know-how to the export companies.

Output

Pro Ecuador has organised three information webinars on CSR for companies and published a CSR guide on its website. In addition, Pro Ecuador is planning to disseminate CSR know-how more widely within the organisation so that every advisor can point out the specific requirements of the EU market in his or her discussions with companies. In addition, CSR is to become an integral part of information events.

Analysis

Export companies in Ecuador are not sufficiently informed about current sustainability trends in the European market and may therefore find it difficult to respond to EU requirements.

Implementation

Four employees of IPD's partner organisation Pro Ecuador were trained on CSR activities, especially on the topics of sustainability and traceability (online trainings + tasks + coaching). After the training, IPD experts supported

Country booth

Professionalisation of the trade fair presence

Analysis

Sri Lanka's country stand at international trade fairs can be used even better for the presentation of export companies and their products. At the same time, a new, sustainable model for organising and financing country stands is needed.

Implementation

The IPD Regional Hub worked together with the Sri Lanka Export Development Board (EDB) to professionalize and make more efficient the organization of the trade show presence. IPD provided input on optimising processes, documentation, selection of co-exhibitors and financing. In addition, IPD demonstrated the benefits of pre-fair workshops to optimally prepare exhibitors for the requirements of the market, questions from buyers and sales talks.

Output

After EDB had organised the participation at SIAL and Biofach together with IPD in 2022, the EDB implemented the country booth at Biofach 2023 independently, financing it completely through the exhibitors' participation

fee. In addition, EDB successfully introduced pre-fair workshops. The pre fair workshop is subsequently supplemented by an awareness rising session on CSR and have already been adopted as a fixed module for the EDB's international trade fair appearances.



Interested in finding out more about our BSO work?
Please get in touch with us!

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