



CBI

Ministry of Foreign Affairs of the Netherlands

CBI

Centre for the Promotion of
Imports from developing countries



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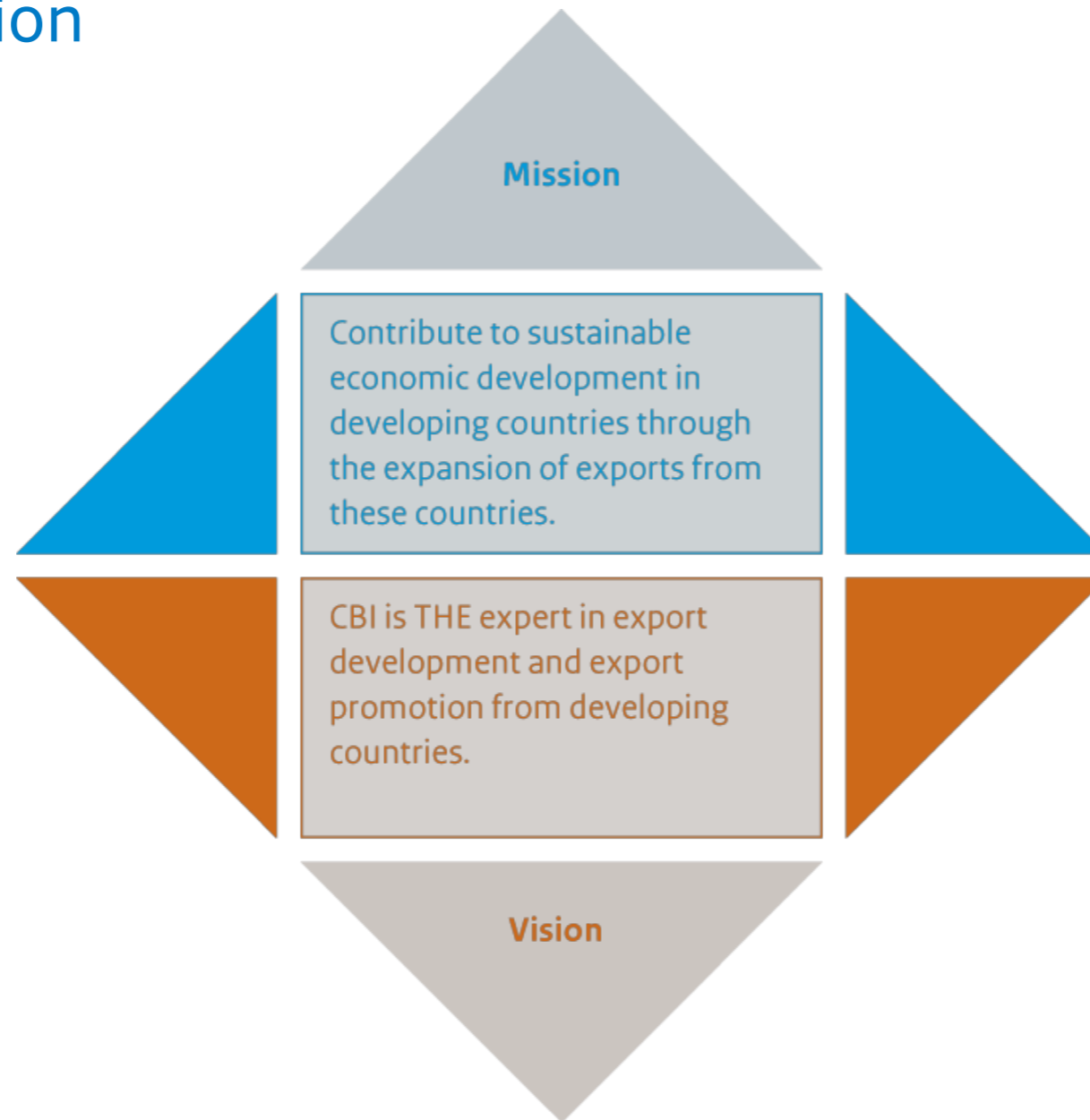
Ministry of Foreign Affairs of the Netherlands

CBI

An agency of the Dutch
Ministry of Foreign affairs

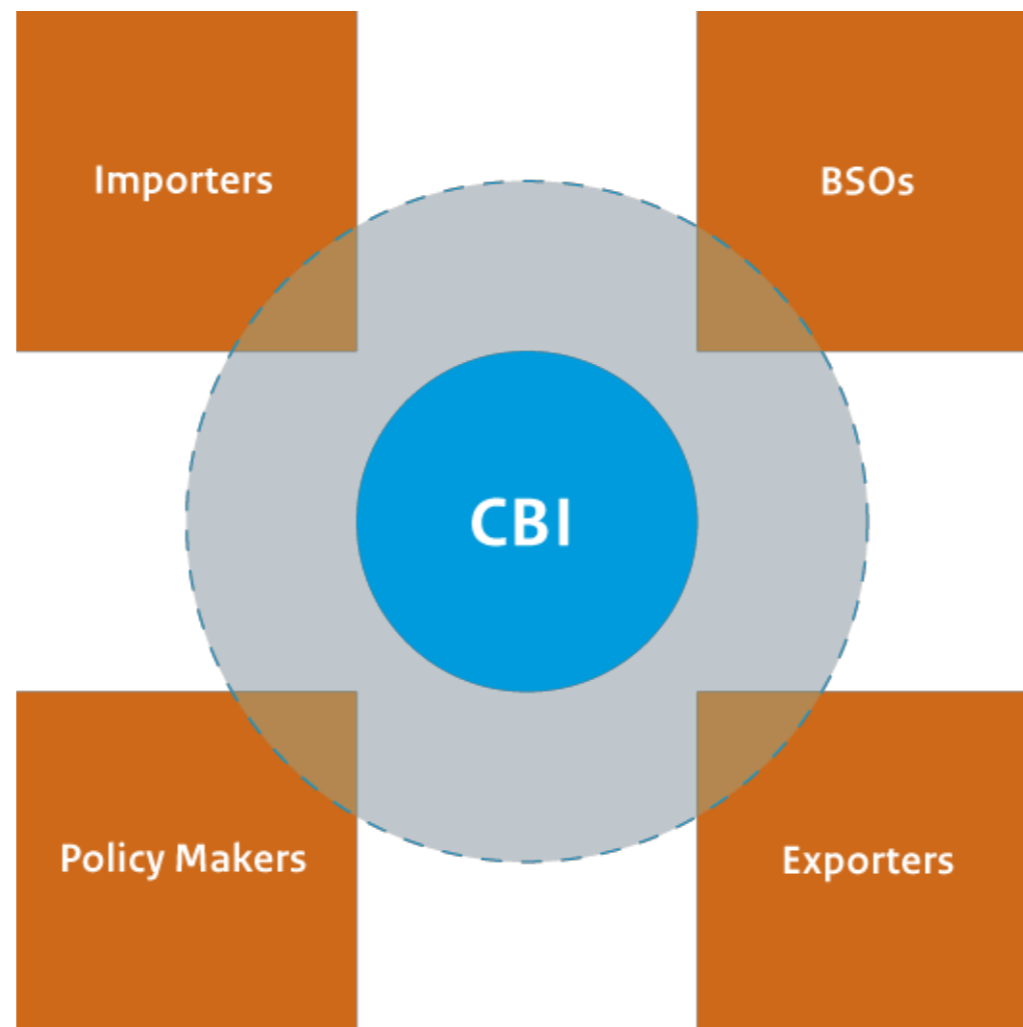


Mission and Vision



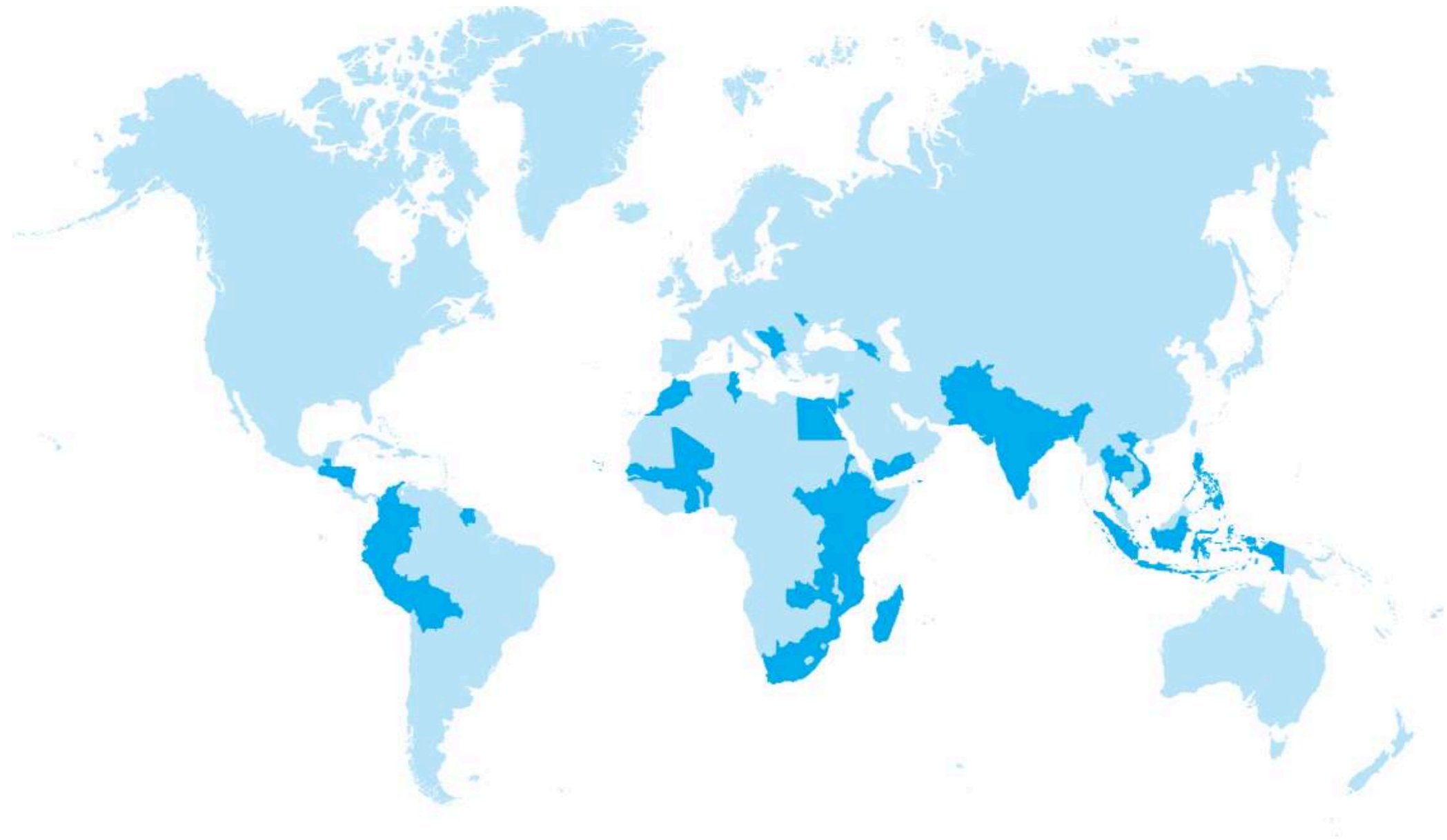


Target groups





CBI currently operates in 49 developing countries





CBI Services

Export Coaching	Institutional Development	Human Resource Development	Company Database	Market Intelligence
<p>Multi-year projects for enterprises wishing to export to the European Union and their own region. Are you an ambitious entrepreneur in a developing country with plans for exporting? Then CBI's Export Coaching is designed for you.</p>	<p>Capacity Development for intermediate organisations that support exporters to export to the European Union and your own region. The CBI's tailored modules will equip you with the knowledge and skills required to increase the number and quality of your services.</p>	<p>The objective of HRD (training programmes) is to create and develop (European) export related knowledge, skills and attitudes among representatives of SME clients and/or BSO staff. CBI offers a range of training courses on (European) export and European market related issues.</p>	<p>Looking for a reliable supplier in a developing country? Avoid risks and save time and costs by using CBI's company database.</p>	<p>The CBI Market Intelligence Portfolio provides up-to-date EU market insights for 23 sectors concerning the trends, competitive field, trade channel and requirements.</p>



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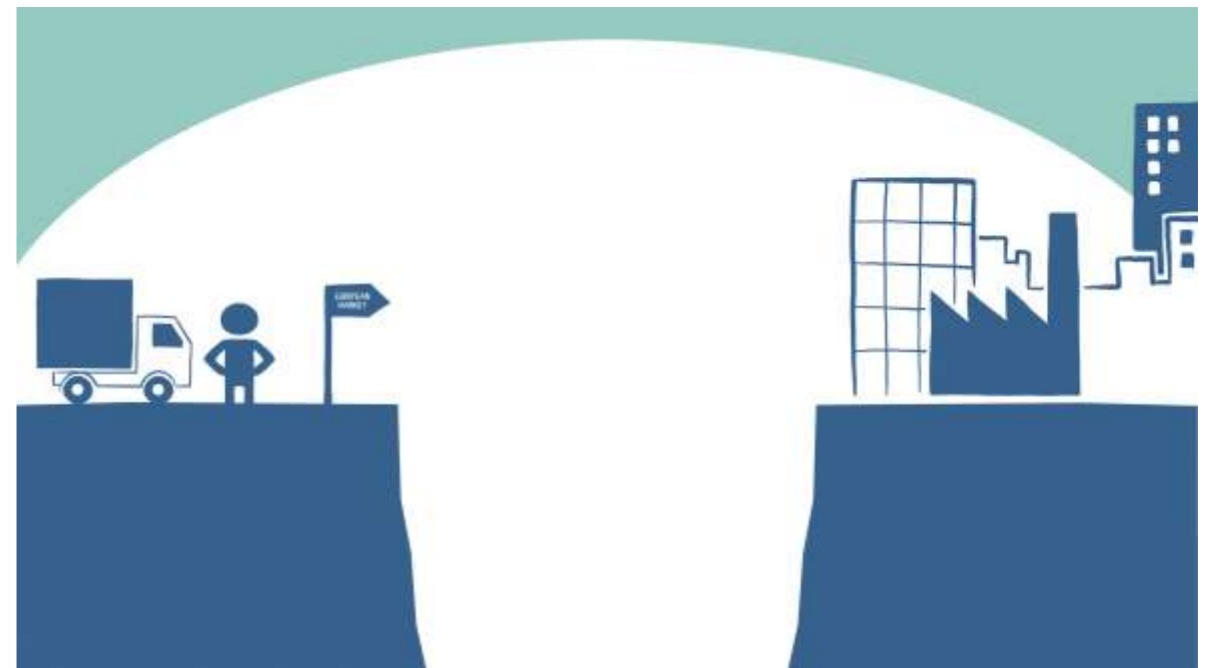
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Market Intelligence



From information to intelligence

- > Information (facts and figures) won't get you across the gap that separates your company from the EU markets
- > What you need is intelligence: data analyses, foresights, insight into trends and business opportunities and practical considerations for action

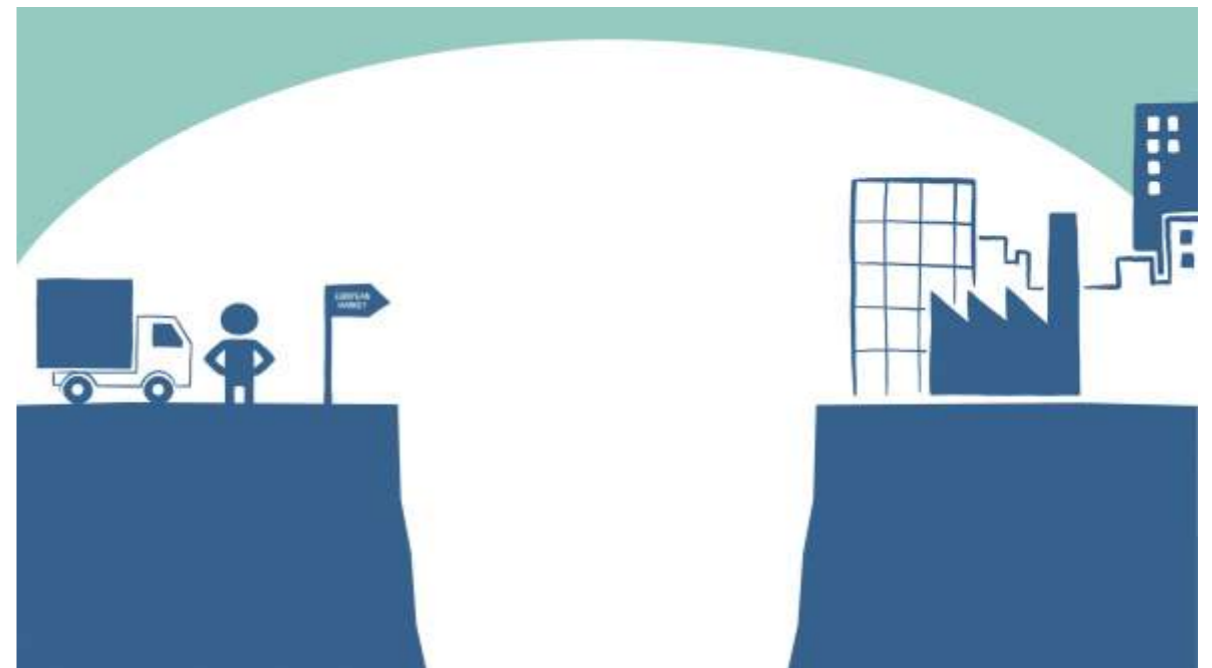




Intelligence = more insight in less time

> Characteristics of CBI Market Intelligence:

- Practical
- Professional
- Reliable
- Supportive
- Insightful (future-oriented)
- Empowering





4 Market sectors, > 20 Subsectors

Agricultural, Fishery and Forestry products

- > Cut Flowers and Foliage
- > Coffee, Tea and Cocoa
- > Natural Colours, Flavours and Thickeners
- > Processed Fruit and Vegetables
- > Spices and Herbs
- > Vegetable Oils and Fats
- > Fish and Seafood
- > Fresh Fruit and Vegetables
- > Natural Ingredients for Cosmetics
- > Natural Ingredients for Pharmaceuticals
- > Timber and Timber Products
- > Wine



Consumer products

- > Apparel
- > Home Decoration
- > Home Textiles



Industrial products

- > Automotive Parts and Components
- > Electronics and Electrical Engineering
- > Metal Parts and Components (Subcontracting)
- > Motion, Drives, Control and Automation
- > Pipes and Process Equipment



Services products

- > Business Process Outsourcing (BPO)
- > Information Technology Outsourcing (ITO)
- > Tourism





CBI Market Intelligence Guide

Get ready



Get linked



CBI, expert in exports & Europe's leading provider of European market intelligence for SMEs from developing countries

Get set

Tap into CBI's Peer Group-based Market Intelligence Portfolio for answers to your most urgent export questions



Go!

Get to work on export opportunities and practical considerations uniquely outlined for your situation





> HOW

CBI's Market Intelligence
Process

> WHAT

CBI's Market Intelligence
Product Portfolio

> WHERE

CBI's Market Intelligence
Platform



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> How

CBI's Market Intelligence
Process



Information versus intelligence

- Developments
- Trends
- Foresights (short term)
- Foresights (long term, scenario-oriented)
- Opportunities
- Considerations for action

Developments

Trends

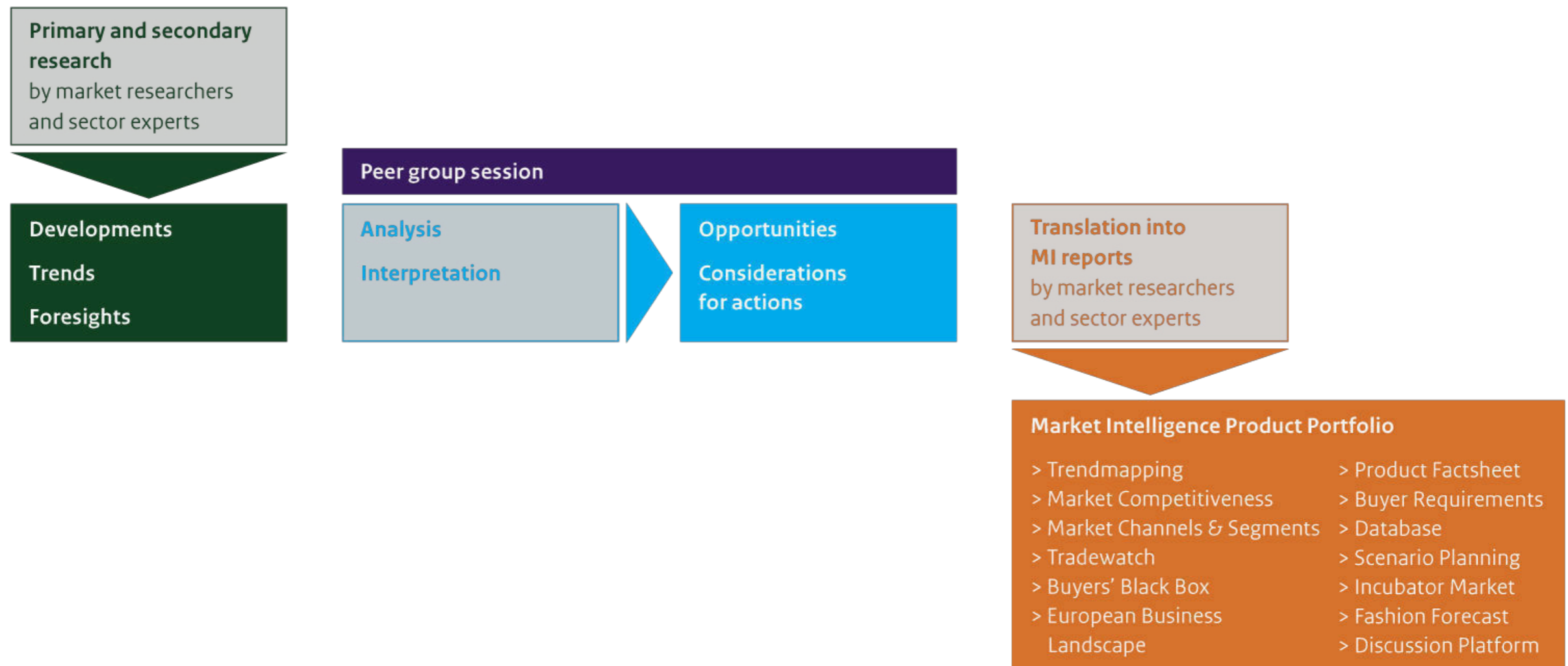
Foresights

Opportunities

Considerations
for actions



Market Intelligence process





Peer Group session





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> **What**

CBI's Market Intelligence
Product Portfolio



See

European trends and their implications for your future



CBI Trendmapping:

Insights and foresights on key European market dynamics, short- and long-term



CBI Tradewatch:

Broadcasting your trade statistics



Navigate

Europe's market channels and segments



CBI Market Channels & Segments:
Your trade route on the European market



Navigate

Europe's business landscapes and assess the competition



CBI Market Competitiveness:

The competitive forces that shape your market



CBI European Business Landscape:

Find your European support organization



Penetrate

The minds of European buyers



CBI Buyers' Black Box:

Learn what's on the mind of an European buyer

Grasp

European legislative & non-legislative requirements for exporters



CBI Buyer Requirements:

1,000+ documents on legislative and non-legislative requirements



Focus

On your most promising product-market combination in Europe



CBI Product Factsheet:

Practical market insights on your product as seen on European markets



Know

All you need to know about EU market essentials



CBI Database:

An overview of EU market essentials for exporters, including tailored, demand-driven market studies and tailored studies on (unintended) policy effects in developing countries

Tailored Intelligence

- For BSOs or CBI Programme Managers (on-demand)
- Focus on a specific (EU) market for a specific sector

Policy Intelligence

- For policy makers in the EU or the South
- Up to date and tailored practical information

Export Intelligence

- For BSOs and exporters
- Manuals on EU market essentials of exporting to Europe



Anticipate

Shifts and future market developments



CBI Scenario Planning:

Strategic future roadmap development for BSOs



CBI Incubator Market:

Investigating recent shifts on European markets



CBI Fashion Forecast:

Upcoming fashion trends and developments (styles, colours, fabrics, design)



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> Where

CBI's Market Intelligence
Platform



http://www.cbi.eu/marketintel_platform

The screenshot shows a web browser window with the URL http://cbi.nl/marketintel_platform. The page title is "Market Information | CBI - Centre for the Promotion of Imports from developing countries". The browser's address bar shows the URL and a search box with the text "Google".

The website header includes the CBI logo and the text "CBI Ministry of Foreign Affairs of the Netherlands". Below the header is a navigation menu with the following items: Home, Market Information (selected), Services, Success stories, and About CBI. There is also a search box with the text "search".

The main content area is titled "Market Intelligence" and includes the following text:

Home > Market Information

> Home
> Market Information
> Services
> Success stories
> About CBI

Market Intelligence

The CBI Market Intelligence Portfolio provides up-to-date EU market insights for 23 sectors concerning the trends, competitive field, trade channel and requirements. It is a valuable source of intelligence for exporters to prepare and maintain their export marketing activities. For an overview of the MI Portfolio that you can find for your sector, check below.

For an instruction on how to use the CBI Market Intelligence Platform, watch the instruction film

Select your market sector:

Select market sector...

Market Intelligence Platform: Intro

Portfolio description:

CBI Trendmapping

Insights and foresights on key European market dynamics: provides exporters from developing countries a clear analysis and interpretation of the key trends and their foresights (short and long-term) that (will) occur on the EU and EFTA market for their sector. Exporters can use this market intelligence on the EU and EFTA market to anticipate on the trends and foresights (short and long-term).

CBI Market Competitiveness

The competitive forces that shape your market: provides exporters from developing countries with a clear understanding of the competitive nature of the EU and



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**Understanding
tomorrow's
markets**

Contact CBI Market Intelligence

www.cbi.eu/marketintel_platform

marketinfo@cbi.eu

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