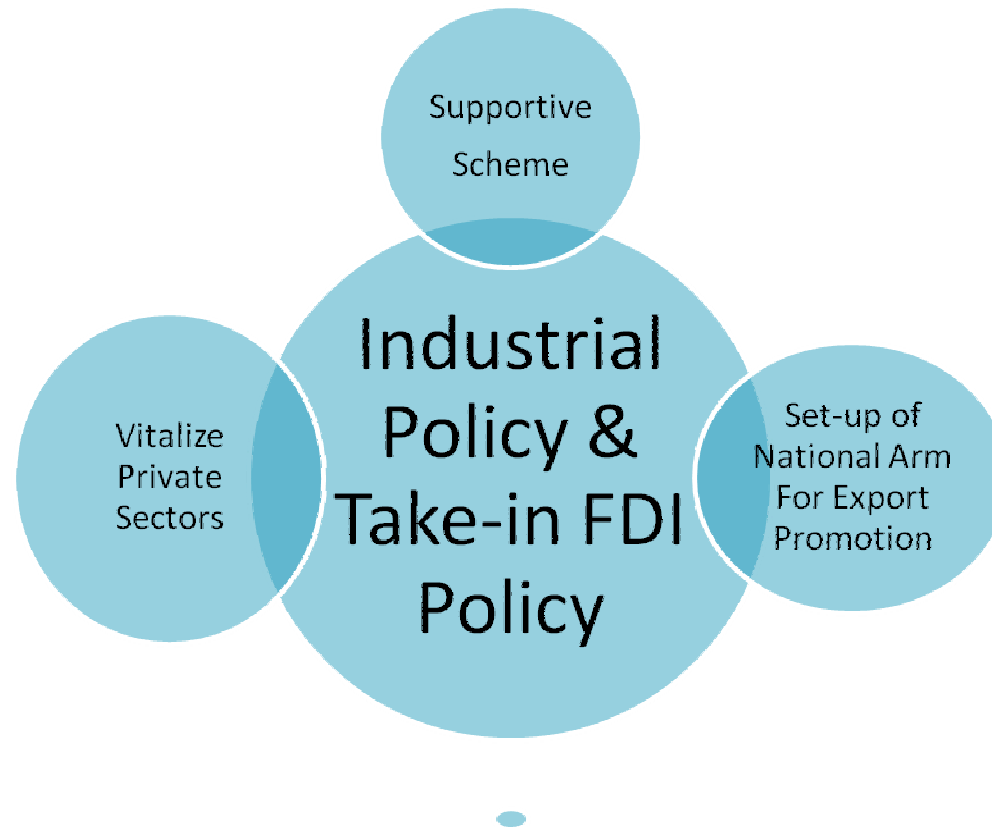


# **Practical Measures of Export Promotion**

Experience at JETRO and EEPC

Saburo Yuzawa

# Framework of Export Promotion



## *Supportive Regime*

- ▲ *Export Finance*
- ▲ *Export insurance*
- ▲ *Export Inspection*

## *Vitalize Private Sectors*

- ▲ *Organize National Conference for Export promotion*
- ▲ *Spread National Awareness About Importance of Export*
- ▲ *Establish URLs of Export Industries with manufacturers/Exporters ' Profiles*

## *Set up National Arm for Export Promotion Services*

- ▲ *Provide Foreign Market Information, Trade Matching Service and Help Local Exporters Join Foreign Trade Fairs*

Overseas Market Research

Domestic Service of Foreign  
Market Information

JETRO's Pivotal  
Export Promotion  
Activities

Help Private Sectors Participate  
in Foreign Trade Fairs &  
Dispatch Trade Missions

Matching Service For Export  
Business Formation

## *Overseas Market Research*

- ▲ *By JETRO Staffs Abroad and Research Companies*
- ▲ *Upon request from Companies/Trade Entities as Paid Research Request*

## *Domestic Service of Foreign Market Information*

- ▲ *By Printed Matters; Daily, Weekly, Monthly, Annually and by casually issued publication*
- ▲ *By Seminars, Press Release*
- ▲ *By Face to Face & Telephone Consultation , Library service*

## *Help Private Sectors Participate in Trade Fairs, Dispatch Missions*

- ▲ *Financial Support, Market Research*
- ▲ *PR Activities on Japanese Industries*

## *Matching Service for Export Business Formation*

- ▲ *Information Service on Daily Publication and by Overseas JETRO's Approach to Importers*

# JICA'S Cooperation on The EEPC (Egyptian Export Promotion Center) Project (Nov.2006-Nov.2010)

## Establish Fundamental Services

- Build Seven Websites of Leading Export Industries
- Provide Foreign Trade Statistics Service

## Help Plan Export Strategy

- Paid Foreign Market Research Over 20 Countries
- Direct Interview Survey At Egyptian Booth in Foreign Trade Fairs (Market Preference Survey)

## Practical Export Marketing

- Market Japan Program
- Inter-Industrial Exchange Program

# Website Building of 7 Major Export Councils

## Agricultural EC



## Engineering EC



## Leather EC



## Building Materials EC



## Furniture EC



## Home Textile EC



## Export Council for Medical Industries EGYPT

## Medical Industries EC



المجالس التصديرية: الهندسية، الأخشاب، الجلود، مواد البناء، المفروشات المنزلية، الزراعية، الادوية  
اكثر من 1000 شركة ممثلة للصناعات التصديرية المصرية

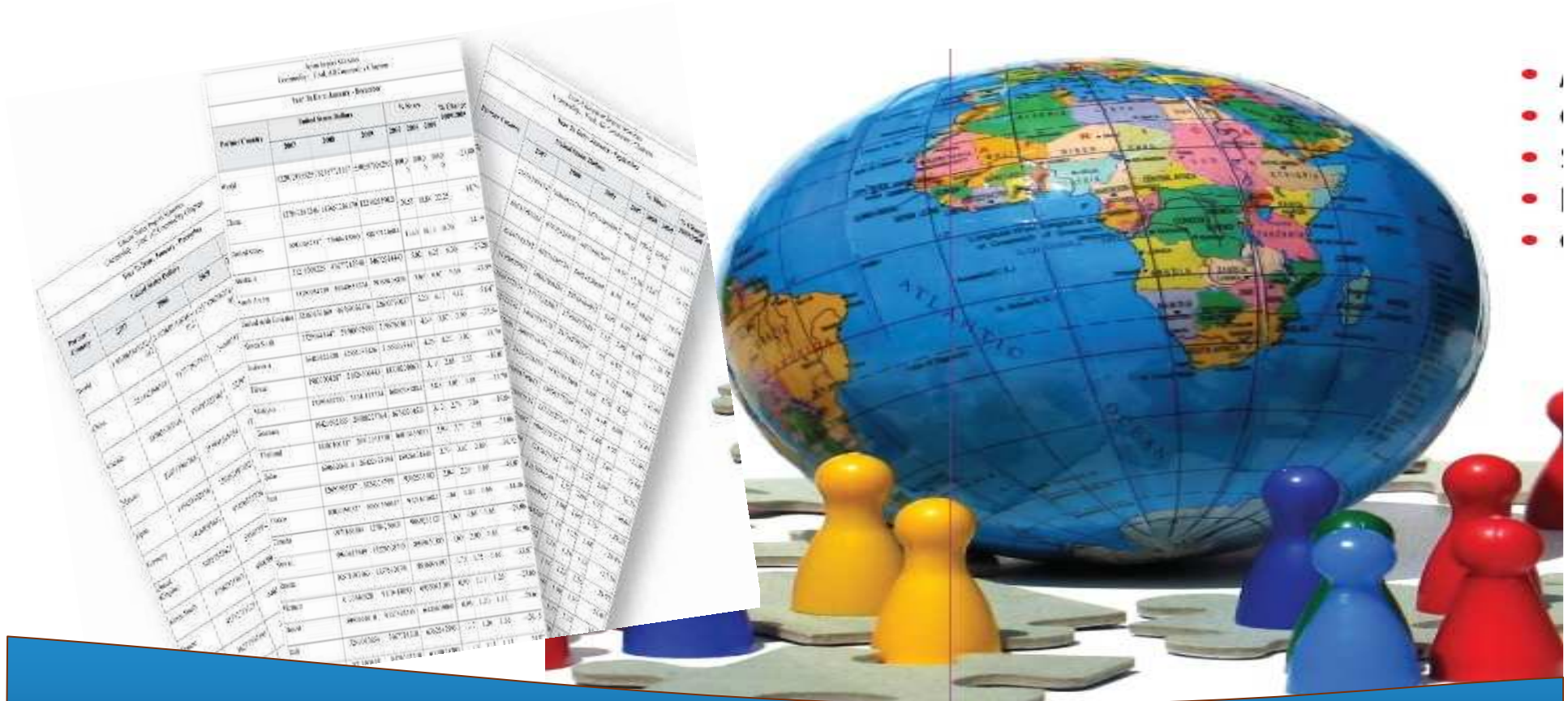
## Build 7 Websites of Leading Export Industries Framework of the Scheme

- ▲ **Crucial requirement** in the World trade arena for export promotion.
- ▲ Cost; About **US\$15-20 thousand** for each financed by JICA maintenance cost paid by Council.
- ▲ Design; Repeated discussion among Exp. Councils, EEPC(JICA) and Developer on info tabs like company profile, statistics etc.
- ▲ Outcome; Enable **to identify exporters, enhance ownership** & aggressiveness toward further export.



الإحصائيات التجارية لما يقرب من 30 دولة متوفرة الآن مجاناً للمجالس و الشركات

**New Foreign Trade Statistics service** has been greatly sought after by the Export Community



**Started May 2009**  
**Trade data report of 34 countries in service**

*Establish Fundamental Services*

## Provide Foreign Trade Statistics of 34 Countries Framework of the Activity

- ▲ Raised due to unreliability of local statistics ; **most required** by Export Councils as EEPCC service
- ▲ **Indispensable** to forge export strategy
- ▲ **Unaffordable price** of commercial database for individual firm
- ▲ Subscribe with outside database developer under paid contract; GTIS(US), **about US\$ 3500 per country**
- ▲ **Gov. budget expected** after termination of JICA Project

شبكة المسح التسويقي عبر البحار (للدول عالية الدخل) جاهزة الان للمصدرين المحليين بتكلفة قدرها (100-150)\$ للبند الواحد ضمن مجموعة من البنود، يقوم بهذا البحث مستشاريين اجانب.

و الزيادة الصادرات، الشركات المصرية و المؤسسات مدعون لمعرفة اخر تطورات السوق و المنافسة العالمية.

## New Service Has Been Launched.

### On-demand Foreign Market Survey,

**One Item Survey**

, now starting !



**EPC'S own network of Foreign Market Information Advisors is in operation!!  
The cost of the survey is \$100 to 150 per survey item**

## One Item Survey : Paid Foreign Market Research

- ▲ Motives ; How to meet exporters' needs of foreign market information—Needs of “ On demand survey abroad”.
- ▲ Free information serves little to exporters' satisfaction.
- ▲ Valued intelligence is costly.
- ▲ Foreign network of research needed to satisfy exporters' demand.
- ▲ Affordable cost crucial to serve exporters; \$100-150/case.
- ▲ “Foreign Market Adviser” system devised over 20 countries.
- ▲ Advisers paid upon each case with no annual retain fee.
- ▲ Correspondence form standardized between advisers & EEPC.

EEPC established by a ministry decree (Ministry of Trade and Industry) serves you for export promotion

## “ONE ITEM SURVEY” IN FOREIGN MARKETS

New survey scheme is underway in collaboration with JETRO (Japan External Trade organization).  
EEPC is ready to meet your demand for overseas information with our own Market Information Advisors in your export market.

**Do you know the retail price of your export products in foreign markets?**

**Do you know why foreign customers/users prefer your rival products?**

EEPC can help you to find tips and solutions by direct survey only for you.  
Right answer is available for only US\$ 100-150 per survey item through EEPC's Foreign Market Information Advisors in the listed countries below.

Survey Items (Customers are requested to choose one or more items in applying for the survey; one item per commodity for US\$ 100 for developing countries and US\$ 150 for industrialized countries)

- Company Profile (10 companies per item) compiled in English
- Company list photo copied from a directory (Max.5 pages for 1 item for 1 type of business)
- Legislation/trade agreement texts (English version if any)



- Major mail order catalogs (max.2)
- Official catalog of specific exhibition (including CD/DVD)
- Sales promotion advertisement/materials on newspapers for 3 weeks
- Retail price (Max.2 outlets per 1 item)
- Clipping articles from a newspaper/magazine on a specific theme

EEPC serves you for export promotion

### FOREIGN MARKETS

EEPC (Japan External Trade organization),  
serves you with our own Market Information Advisors in

**Do you know the retail price of your export products in foreign markets?**  
**Do you know why foreign customers/users prefer your rival products?**

EEPC can help you to find tips and solutions by direct survey only for you.  
Right answer is available for only US\$ 100-150 per survey item through EEPC's Foreign Market Information Advisors in the listed countries below.

Survey Items (Customers are requested to choose one or more items in applying for the survey; one item per commodity for US\$ 100 for developing countries and US\$ 150 for industrialized countries)

Company Profile (10 companies per item) compiled in English

Company list photo copied from a directory (Max.5 pages for 1 item for 1 type of business)

Legislation/trade agreement texts (English version if any)

Major mail order catalogs (max.2)

Draw out visitors' preference on Egyptian products at Trade Fairs through

## **Market Preference Survey**

Conducted in; Cairo (FURNEX 2007) in collaboration with Furniture Export Council  
Tokyo (FOODEX 2008) in collaboration with Food Export Council  
Istanbul (WIN II 2009) in collaboration with Engineering Export Council

## Market Preference Survey ;

### Direct Interview Survey at Fair Booths

- ▲ **Most visitors silently pass** no dropping in Egyptian booths.
- ▲ **Draw out their views** on Egyptian exhibits .
- ▲ Conduct **interview survey** upon designed questionnaire by local researchers.
- ▲ Conducted as joint project between EEPC and Export Councils.
- ▲ Minimized direct cost ; **Below \$3000/case** by exploring competent individual staff and self-elaborated questionnaire .
- ▲ **Supervisor** sent from Councils with travel expenses covered.
- ▲ **Computer analysis** of collected questionnaire by EEPC staff with prior technical training provided by JICA Project.

# Market Japan Program; Entered into the Premium Market Spearheaded by Herbs & Dates





“Market Japan” ;Select champion product to get foothold in Premium market for better country image to spearhead further exports

▲ **Herbs:** Represent thousands’ year history, national identity.

▲ Didn’t exist dominant producing country .

▲ Egypt abounds in lots of original species.

▲ Herb’s apt for in Japanese market ;

Must be **organic** herbs. **health conscious trend**

▲ Intensive promotion at Foodex 2008 collaborating with JETRO

▲ **Dates:** Adequate sweetness of Egyptian dates ( **oasis grown**)

▲ Excellent supplier **specializing in organic agro products.**

▲ Semi-dried dates market left unexplored as niche.

▲ Successful **marketing** in entering premium market .

*Practical Export marketing*

## Inter-Industrial Exchange Program

Aiming to Create Japan-Egypt Business Collaboration  
in Sight of

Developing New Products

With Fourteen Egyptian Companies

Resulting in Two Successful Cases ;

Pharaohnic Ties ; Started sales in Cairo

New Product of Papyrus; Further technical development  
undergoing following the make of trial products.

# *Practical Hints from the EEPC Project*

- 1. Exports Represent National Identity and Pride;  
Enhance Country Image by Export Product*
- 2. Integrity and Enthusiasm in Serving Exporters Lead  
to Export Expansion*
- 3. Empower Trade Associations*
- 4. Explore Export Strategy by Item and Market*
- 5. Develop Less Costly Measures of Promotional Tools*
- 6. Explore Marketable Products from Foreign Market  
Angle on Taste and Preference*

*Thank You*