



Panamerican Surety Association
XXVII General Assembly

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EXPORT PROMOTION AGENCIES

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Export promotion

- Export Credit Agencies
 - Government agency
 - Private with state-backing
- Trade Promotion Organisations – Government
 - Export
 - Inward investments
- Export Promotion Organisations - Private
 - Associations
 - Foundations
 - Formal - Informal

Trade Promotion Organisations Europe



MALTA ENTERPRISE

MINISTRY OF FOREIGN AFFAIRS OF DENMARK
THE TRADE COUNCIL



Trade Promotion Organisations Asia



Australian Government

Austrade



kotra

Korea Trade-Investment
Promotion Agency



JETRO

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INTERNATIONAL CREDIT
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Trade Promotion Organisations - Public

- Promotion of trade and investments
- Matching exporters (SMEs) and buyers
- Promoting cross-border tie-ups
- Trade missions
- Exhibitions – Trade Fairs
- Arbitration and legal support
- Patent and trade mark services
- Education – sharing trade information
- Government assistance co-ordination
- Branding home nation
- Statistics, studies, research

Trade Promotion Organisations - Public

- Ministry of Trade
- Government organisation/agency
- Semi-government
- Non-profit organisation

Export Promotion Organisations - Private

Members:

- Exporters
- Companies with international interests

Goal:

- Sharing of know-how and experience
- Improve quality of exports
- Internationalisation of industry
- Lobbying
- Not a commercial company – export promotion



Nederlands Centrum voor Handelsbevordering
Netherlands Council for Trade Promotion

SPONSORS:



Networking Organisation

Mission:

“Support Dutch companies in reaching sustainable growth in foreign markets.”

- Organisation of internationally connected professionals
- Inform and advice Dutch companies on trade and investments
- Membership per region or per country

- Focus on SMEs
- Platform for internationally active Dutch companies
- Foster business relations between Dutch companies and foreign markets
- 35 Business Councils around the world
- Organising activities (trade shows/missions, event, seminars)
- Individual services and advice

35 Business Councils

The NCH knows the language, the culture and the government and assists companies with doing business abroad:

- Afghanistan
- Algeria
- ASEAN
- China
- Europe
- France
- India
- Indonesia
- Japan
- Kazakhstan
- Latin America
- Malaysia
- MENA
- Poland
- Romania
- Russia
- South Korea
- Taiwan
- Turkey
- Ukraine
- USA & Canada
- Vietnam

Netherlands Council for Trade Promotion

6 Regional Teams:

- Asia
- Europe
- Latin America
- Middle East
- Africa
- USA/Canada



Independent Board – exporters and bankers

Sponsors are Board members and can suggest members of regional Business Councils



Private Foundation of
Exporters and companies
That operate internationally



**Your
export network**

Fenedex

- Independent – non-political
- 1350 members, incl. credit insurers
- Goal:
 - pool knowledge and experience
 - Improve quality of exports
- Own office:
 - Information and education
 - Sharing of member experience
 - Advice
 - Transaction support
 - Work Groups: Global Trade, Legal, Training

Fenedex Own Office

- Knowledge Centre
- Legal services
- Marketing & Communication
- Training & Education
- IT
- Network of specialists:
 - Banking (I/c)
 - VAT
 - Incoterms
- Back office

Fenedex – Member Benefits

- 75% discount on courier services -DHL
- 20% on hourly rate tax advisor
- 70% discount on information report - Graydon
- Free risk analysis letters of credit - Elceco
- 10% discount language courses - Altha Lingua
- Free subsidy or finance research and advice – Leap
- Member-only intranet “My Export Network”

Membership costs: EUR 998 p.a.

THANK YOU!

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