

SURVEY OF TRADE PROMOTION ORGANISATIONS (TPO) / EXPORT PROMOTION AGENCY (EPA)

We appreciate your taking the time to answer this survey. All the questions have been carefully considered. Responses will be treated as confidential.

How to respond:

There are three ways you can complete the survey. First, by scheduling an online meeting, second, by using the link, user and password provided in the email. Third, you can download this form, fill it out as a word document, and send the filled document back to: Yewon Choi at ychoi10@worldbank.org

Specific instructions:

Please note that in this survey “export support and promotion” encompasses all services designed to assist and encourage domestic firms to export goods and services and increase their foreign sales. It includes five types of activities:

1. *Country image building*, such as through advertising and promotional events.
2. *Export support services*, that is, export training and technical assistance, for example on regulatory compliance, logistics, customs, pricing, etc.
3. *Export marketing and promotion*, such as trade fairs, trade missions, follow-up services offered by representatives abroad and importer missions.
4. *Market research and publications*, including general, sector and firm-level information, publications encouraging firms to export, contact databases.
5. *Policy advocacy* aimed at improving the business environment and market access to foreign markets.

This definition of export support and promotion does **not include** export finance, export insurance or fiscal incentives to exporters.

For many of the questions, please provide your best available information.

Country: [countrycode]

Name of agency: [agency]

Date established: [agency_date]

Annual budget for the current year: *Restricted*

Number of employees: [nremp]

This survey was completed by: *Restricted*

Please provide information on the person responsible for submitting the questionnaire or the main contact person, for follow up if necessary.

Name: *Restricted*

Title: *Restricted*

Telephone: *Restricted*

Fax: *Restricted*

Email: *Restricted*

A. STRUCTURE

1. What is the legal and/or organizational status of the agency? (Please place an "X" in one box.) [status], [q1_specifya]

<input type="checkbox"/>	(i) Sub-unit of a ministry (please specify which ministry)	_____
<input type="checkbox"/>	(ii) Autonomous or semi-autonomous agency reporting to a ministry (please specify which ministry)	_____
<input type="checkbox"/>	(iii) Joint public-private entity	_____
<input type="checkbox"/>	(iv) Private	_____
<input type="checkbox"/>	(v) Other (please specify)	_____

2. Membership of the Board or its equivalent

How many members sit on the Board of the agency? [botot] _____

Of these, how many represent the private sector? [bopri] _____

Of these, how many are Cabinet-level public officials? [bocab] _____

B. RESPONSIBILITIES

3. What are the responsibilities of the agency? Please rank the following responsibilities from 1 to 5 in order of their importance, 1 being the most important and 5 the least important. Leave the space blank if you have no direct responsibilities in this area.

	Rank order
(i) Export Support and Promotion (as defined in p.1)	[q3_1]
(ii) Investment Promotion (inward)	[q3_2]
(iii) Export Financing/Insurance/Fiscal Incentives	[q3_3]
(iv) Tourism Promotion	[q3_4]
(v) Other (please specify)	[q3_5]

C. RESOURCES

4. What was the total budget of the agency over the last 10 years? (Always state the total budget. If export promotion activities just make up a share of the agency’s total budget, please state the agency’s overall budget.) *Restricted*

Choose your currency: USD/Local

Amount	Year
	2021
	2020
	2019
	2018
	2017
	2016
	2015
	2014
	2013
	2012
	2011

5. What are the sources of the agency’s budget? Please place a place an “X” below the correct percentage range for each option.

% Total Funding					
0 %	<10%	10-25%	25-50%	50-75%	75-100%

- (i) Public [sou_pub]
- (ii) Private [sou_pri]

(iii) Bilateral and multilateral donors
[sou_don]

(iv) Other (please specify): [sou_oth]

C. EXPENDITURES AND ACTIVITIES

In the next four questions on expenditures and activities we ask you to first report a typical year before the COVID-19 pandemic (that is, 2019), and then on the current expenditures and TPO activities in 2021.

Reporting for 2019

6. Roughly, in 2019 what percentage of the total budget was spent on the following activities? Please place an "X" next to the correct percentage range.

	% of total budget spent on					
	0%	<10%	10-25%	25-50%	50-75%	75-100%
<p>(i) <i>Country image building</i> [act_cou]</p> <ul style="list-style-type: none"> - Advertising - Promotional events, etc. 						
<p>(ii) <i>Export support services</i>, including the following: [act_ess]</p> <ul style="list-style-type: none"> - Export training - Technical assistance and capacity building (regulatory compliance, information on trade finance, logistics, customs, packaging, pricing) 						
<p>(iii) <i>Marketing</i>, including the following: [act_mar]</p> <ul style="list-style-type: none"> - Trade fairs - Trade missions - Follow-up services offered by representatives abroad - Importer missions. 						
<p>(iv) <i>Market research and publications</i>, including the following: [act_res]</p> <ul style="list-style-type: none"> - General, sector and firm level information, such as market surveys - On-line information on export markets - Publications encouraging firms to export - Contact database 						

- (v) *Policy Advocacy* [act_adv]
 - Meetings with legislators/policymakers on constraints faced by exporters
 - Workshops/conferences on constraints faced by exporters
 - Studies, policy-oriented research
- (vi) *Other activities related to export support and promotion* (training for young graduates) [act_oex]
- (vii) *Other activities not related to export support and promotion, such as inward investment promotion, export finance/insurance and fiscal incentives.* [act_oin]

7. Approximately, in 2019, what percentage of the total budget benefitted the following sectors? Please place an "X" next to the correct percentage range.

- (i) Agriculture, Agro-industry, Animal Products (e.g. HS 1 to 24, 44) [sec_agr]
- (ii) Machinery, such as vehicles, transport equipment and parts, turbines (e.g. HS 86-89) [sec_mach]
- (iii) Electrical and Electronic Products (e.g. HS 84, 85, 90, 91) [sec_elect]
- (iv) Garments/Textiles/Leather/Footwear (e.g. HS 41-43, 50-64) [sec_text]
- (v) Other manufacturing products. Please specify: [sec_othman]

- (vi) IT or IT-enabled services (e.g. back-office, accounting) [sec_it]
- (vii) Other more skill-intensive services activities (e.g. legal process outsourcing, engineering) [sec_highit]
- (viii) Tourism/travel services [sec_tou]

- (ix) Other. Please specify: [sec_oth]

% total budget spent on					
0%	<10%	10-25%	25-50%	50-75%	>75%

8. Roughly, in 2019 what percentage of the total budget was spent on the following types of client firms? (Please consider the budget across all activities.)

- (i) New or occasional exporters [cli_new]
- (ii) Established exporters [cli_est]
- (iii) Non-exporters [cli_nonexp]

% of total budget allocated to this client type					
0%	<10%	10-25%	25-50%	50-75%	>75%

9. Roughly, in 2019 what percentage of the total budget was spent on the following size categories of client firms? (Please consider the budget across all activities, and consider your definition of firm size.)

- (i) Micro and Small (0-19 employees) [cli_sma]
- (ii) Medium (20-99 employees) [cli_med]
- (iii) Large (> 100 employees) [cli_lar]

% of total budget allocated to this client type					
0%	<10%	10-25%	25-50%	50-75%	>75%

Reporting for 2021

The same last four questions are now asked for the current year 2021 to understand what changes occurred to your agency’s activities after the onset of the COVID-19 pandemic.

10. Roughly, in 2021 what percentage of the total budget is spent on the following activities? Please place an "X" next to the correct percentage range.

(i) *Country image building* [act_cou]

- Advertising
- Promotional events, etc.

(ii) *Export support services*, including the following: [act_ess]

- Export training
- Technical assistance and capacity building (regulatory compliance, information on trade finance, logistics, customs, packaging, pricing)

(iii) *Marketing*, including the following: [act_mar]

- Trade fairs
- Trade missions
- Follow-up services offered by representatives abroad
- Importer missions.

(iv) *Market research and publications*, including the following: [act_res]

- General, sector and firm level information, such as market surveys
- On-line information on export markets
- Publications encouraging firms to export
- Contact database

(v) *Policy Advocacy* [act_adv]

- Meetings with legislators/policymakers on constraints faced by exporters
- Workshops/conferences on constraints faced by exporters
- Studies, policy-oriented research

(vi) *Other activities related to export support and promotion* (training for young graduates) [act_oex]

(vii) *Other activities not related to export support and promotion, such as inward investment*

% of total budget spent on					
0%	<10%	10-25%	25-50%	50-75%	75-100%

promotion, export finance/ insurance and fiscal incentives. [act_oin]

--	--	--	--	--	--

11. Approximately, in 2021, what percentage of the total budget benefitted the following sectors? Please place an "X" next to the correct percentage range.

	% total budget spent on					
	0%	<10%	10-25%	25-50%	50-75%	>75%
(i) Agriculture, Agro-industry, Animal Products (e.g. HS 1 to 24, 44) [sec_agr]						
(ii) Machinery, such as vehicles, transport equipment and parts, turbines (e.g. HS 86-89) [sec_mach]						
(iii) Electrical and Electronic Products (e.g. HS 84, 85, 90, 91) [sec_elect]						
(iv) Garments/Textiles/Leather/Footwear (e.g. HS 41-43, 50-64) [sec_text]						
(v) Other manufacturing products. Please specify: [sec_othman]						

(vi) IT or IT-enabled services (e.g. back-office, accounting) [sec_it]						
(vii) Other more skill-intensive services activities (e.g. legal process outsourcing, engineering) [sec_highit]						
(viii) Tourism/travel services [sec_tou]						
(ix) Other. Please specify [sec_oth]						

12. Roughly, in 2021 what percentage of the total budget is spent on the following types of client firms? (Please consider the budget across all activities.)

	% of total budget allocated to this client type					
	0%	<10%	10-25%	25-50%	50-75%	>75%
(i) New or occasional exporters [cli_new]						

(ii) Established exporters [cli_est]

(iii) Non-exporters [cli_nonexp]

13. Roughly, in 2021 what percentage of the total budget is spent on the following size categories of client firms? (Please consider the budget across all activities, and consider your definition of firm size.)

(i) Micro and Small (0-19 employees)

[cli_sma]

(ii) Medium (20-99 employees) [cli_med]

(iii) Large (> 100 employees) [cli_lar]

% of total budget allocated to this client type					
0%	<10%	10-25%	25-50%	50-75%	>75%

D. COVID-19 SPECIFIC RESPONSE

14a. Does your agency have a recovery plan in response to the COVID-19 pandemic?

[plan_cov19]

Yes	No	In progress

14b. If 14a is yes, has this recovery plan been approved by your agency? [plan_app]

Yes	No	In progress

15. Please indicate whether the answer is yes or no in each row.

Activity	Did your agency engage in the following virtual activities during the pandemic?	Would your agency engage in the following virtual activities after the pandemic?
Trade missions for individual firms	Yes/No [cov_trade]	Yes/No [pcov_trade]
Collective trade missions	Yes/No [cov_ctrade]	Yes/No [pcov_ctrade]

Trade fairs	Yes/No [cov_fair]	Yes/No [pcov_fair]
B2B matching events	Yes/No [cov_b2b]	Yes/No [pcov_b2b]
Training of SMEs on e-commerce	Yes/No [cov_train]	Yes/No [pcov_train]
Mentoring or accelerator programs for SMEs on e-commerce	Yes/No [cov_ment]	Yes/No [pcov_ment]
Training of SMEs on e-commerce in collaboration with existing e-commerce platforms (eBay, Alibaba, etc.)	Yes/No [cov_ecom]	Yes/No [pcov_ecom]
Training of SMEs on logistics and transport issues related to COVID restrictions	Yes/No [cov_log]	Yes/No [pcov_log]
Help desks	Yes/No [cov_help]	Yes/No [pcov_help]
Others (Specify) e.g. exceptional export finance and insurance _____	Please specify [q15_1j]	Please specify [q15_2j]

16a. Which of the above programs received the largest number of applications? (In addition to virtual activities, you may also refer to activities that took place **in-person**.) [app_nr]

16b. Which of the above programs represented the largest budget share? (In addition to virtual activities, you may also refer to activities that took place **in-person**.) [bud_nr]
