Export Potential Diagnosis

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Main Goals to obtain through the EPD Program

01. Increase efficiency of Public Help to Export Programs
02. Facilitate SME Decision to Start Exporting
03. Reduce Fears to get into International Markets
04. Getting new SMEs into Public View
EPD Main Features

1. Autodiagnosis (getting an immediate picture)
2. Workshop setting (10-20 SMEs simultaneously)
3. Quick basic results (2 hours maximum)
4. If Company decides to complete

Basic conversation with workshop conductor
Written report (with conclusions and recommendations)
EPD: A Tool to Decide

- Is exporting a good way for my company?
- How can I know it beforehand?
Public Institutions have a common problem

- We need to increase number of exporting companies

- But many companies

Reluctant of going abroad

- FEARS?
- RISKS?
- SIZE?
- KNOWLEDGE?
- MANAGEMENT TIME?
But we know

It is a process

We might help from Public Institutions

Strategy?
Operational?
We know the «Basic Rule for Exporting»

Basic Competence + Attitude + Aptitude = SUCCESS
We measure

Four Factors

01 Product Offering
02 Market Reaction
03 Company Features
04 Team and Management
What do we obtain?

1. General Measure of EPD
2. External / Internal Factors Balance
3. Main Restraining Factors (or elements)
4. General Conclusions of Export Decisions to be taken
In short:

01 Quick Results
02 Cheap and Productive
03 Very Positive SME Reaction
04 Good Network Introduction
05 Unobstructive

(helps to introduction for another programs)

SO, GOOD RESULTS!!
Thanks and have a good day in our land!

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