

Building Export Capacity (BEC)

Four Step Framework

**Business
Consultant**

"Let me take the weight off your shoulders and help you to achieve your business goals."

Orla Ryan



Content

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- 01. Rapid Market Assessment (RMA)
- 02. Engage Trade Partners (TSIs)
- 03. Exporter Insights Survey (EIS)
- 04. BEC Actions Report (BAR)

01. Rapid Market Assessment (RMA)



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With 27 markets in the European Union, plus the United Kingdom, conducting a rapid market assessment is essential to ensure the effective and targeted delivery of BEC. This assessment will look both inward at your domestic market and outward toward potential target import countries.

- Identify relevant **target EU markets** for SME exports.
- Analyse market **size and growth** potential for key sectors.
- Evaluate **competitive landscape** and key players.
- Assess **regulatory** requirements and **compliance** standards.
- Determine **market entry** barriers and challenges.
- Map out distribution channels and **logistics** options.
- Identify **consumer behaviours** and demand drivers.
- Evaluate opportunities for **digital technology** adoption.

02. Engage Trade Partners (TSIs)



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Partnering with in-country Trade Support Institutions (TSIs) is unique to the success of BEC. Their local expertise, networks, and credibility facilitate introductions to relevant export focused SMEs. Partnership strategies with TSIs, positions BEC as leading facilitators of export and economic growth,

- Identify key Trade Support Institutions relevant to **target industry sectors**.
- Facilitate introductions between **enterprise customers and TSIs**.
- Leverage TSI networks to **promote** the BEC initiative.
- Collaborate with TSIs to identify **export-ready SMEs**.
- Engage TSIs to highlight **export challenges** faced by SMEs, to the EU27.
- Coordinate with TSIs for **BEC EIS survey** distribution and data collection.
- Utilise TSI expertise to provide **regulatory** and market compliance guidance.

03. Exporter Insights Survey (EIS)



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The BEC Survey interprets data shared by exporters to understand their challenges, and expectations in accessing EU markets. The Ethiopia survey revealed key insights, such as 79% of respondents preferring the German market and 73% identifying buyer relationships as their greatest knowledge gap.

- The survey **design** leverages the framework used for 170 Ethiopian exporters in Jan. 2024.
- **Purpose** is to hear direct from exporters their point of view on trade with the EU27.
- Survey **output** will include data-led insights including market, product, consumer.
- Findings contribute to the final **BEC Actions Report**, to include recommendations.
- The BEC Survey will be **distributed** through digital social channels.
- **Stakeholder partners** contribute to the BEC Survey framework and questions.

04. BEC Actions Report (BAR)

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04. BEC Actions Report (BAR)



The BEC Actions Report is designed to equip enterprise exporters with actionable insights that stimulate the "export readiness" conversation and formulate effective EU27 and UK market entry strategies.

- The report consolidates the **data and insights** from the Assessment and Survey.
- Target **beneficiaries** include enterprise exporters, TSIs plus stakeholder contributors.
- Outputs include a series of recommendations based on **sector scenarios**.
- Consideration is given to "**mega-trends**"; EU Inflation and consumer behaviours.
- Deep dive on tools to address **buyer relationships** and procurement practices.
- Understanding the impact of and how to navigate **global supply chain** disruptions.
- Introduce **digital tools** driving export business efficiencies.
- *Final report content is determined by beneficiary needs throughout the process.*

I hope you found the **Building Export Capacity Framework** meets your business or project needs.

I am available to answer any questions you may have.

Contact: orla.ryan@amabilidad.eu

You can also view my website here: <https://www.amabilidad.eu>

Thank you.

Orla

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