



CBI
Ministry of Foreign Affairs



CBI

Centre for the Promotion of
Imports from developing
countries

Sourcing automotive parts &
components from emerging
markets

Jan Oude Elferink / JOE Global Automotive
Support B.V.

Stuttgart 12-14 June 2012



Mission and Vision

Mission

Contribute to **sustainable economic development** in developing countries through the expansion of exports from these countries

Vision

CBI is **THE expert** in export development and export promotion from developing countries



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CBI is **THE expert** in export development and export promotion from developing countries

Focus

Sustainable strengthening of the competitive capacity of SME-exporters and producers in developing countries with a primary focus on European markets

Stakeholders

Powerful and large worldwide network

Integrated approach

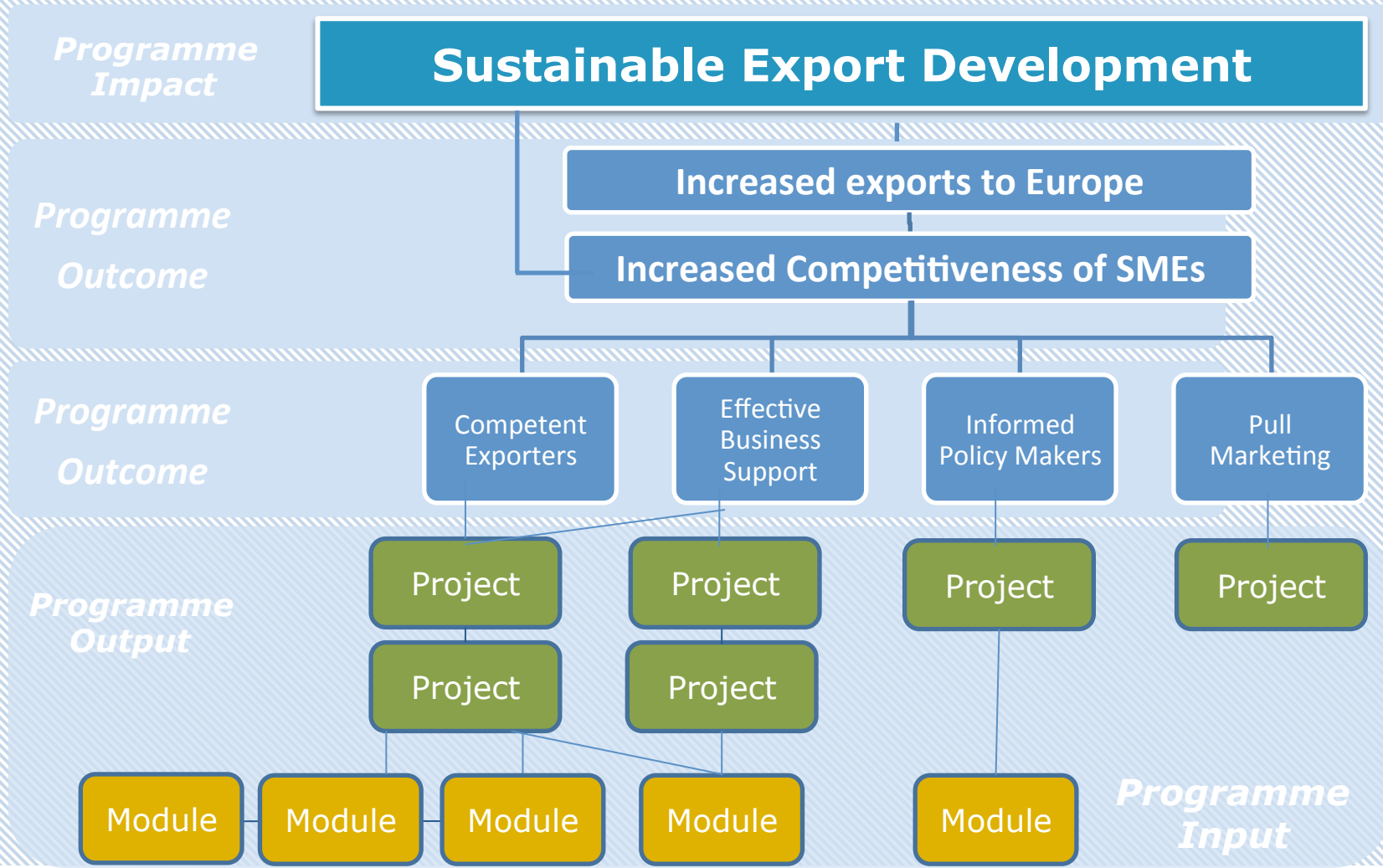
For SMEs, BSOs and governmental authorities

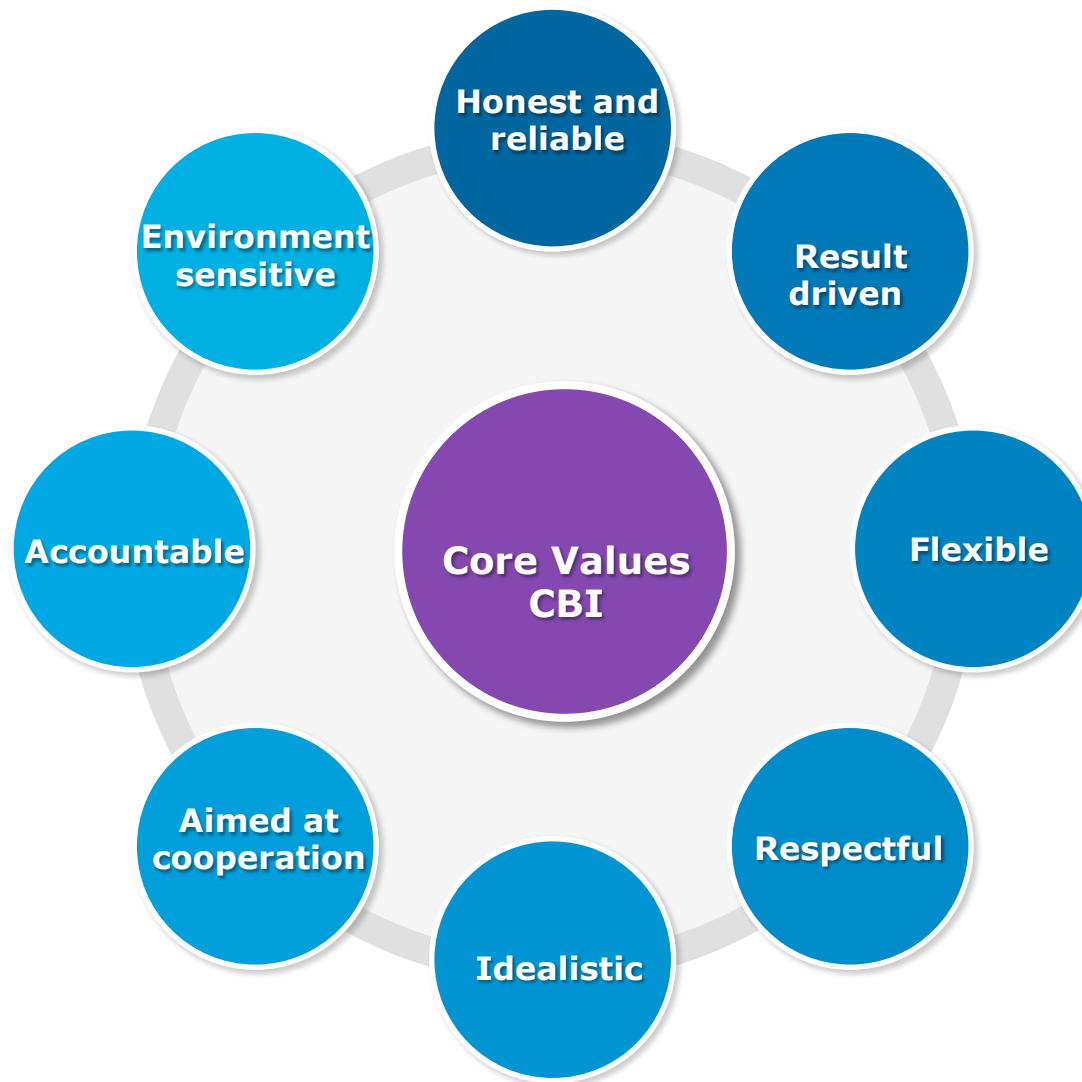
Core Competences

Advice, counselling and knowledge management

CSR

Embracing the principles of corporate social responsibility



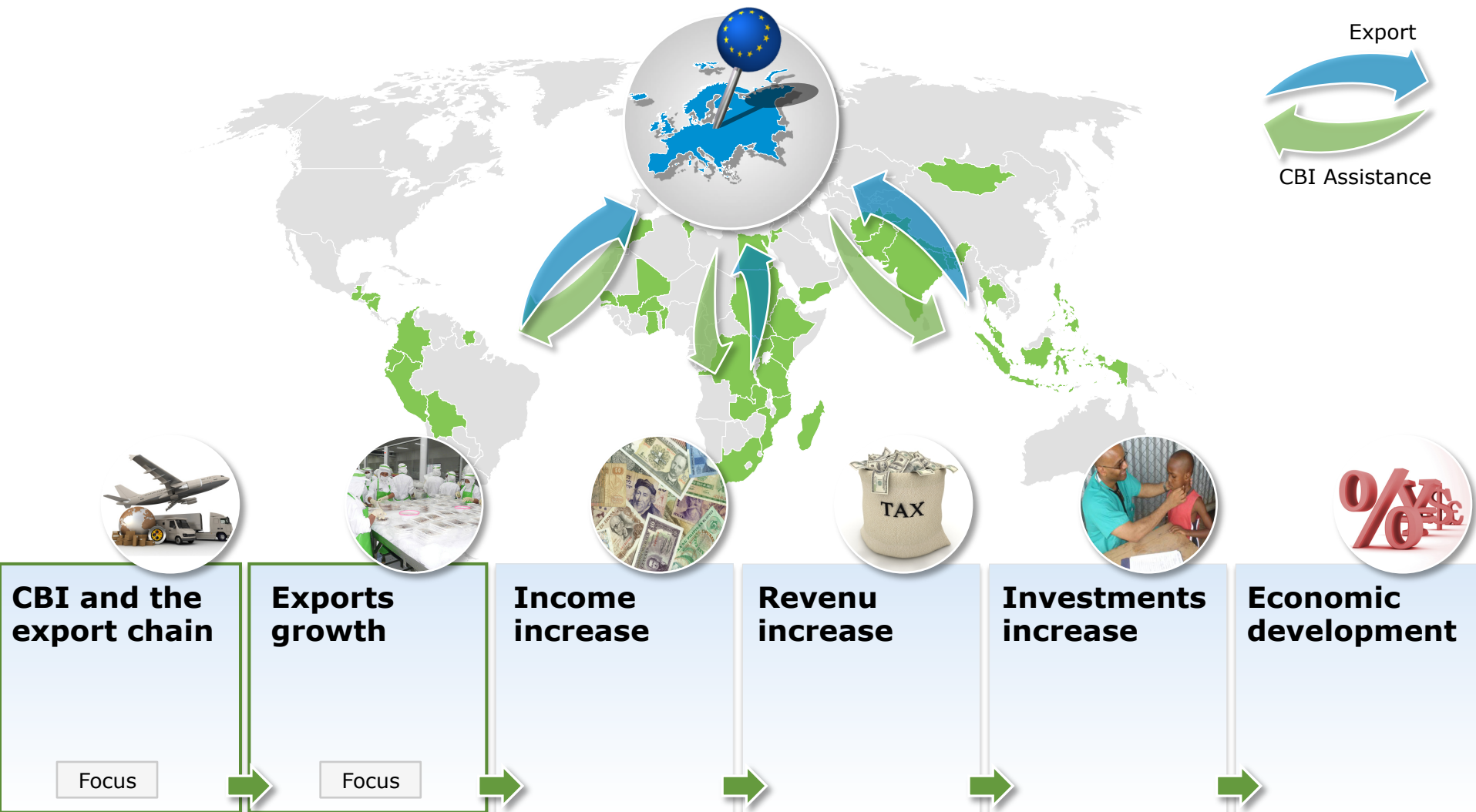




Facts and Figures

- 1971: CBI was established by the Ministry of Foreign Affairs of the Netherlands
- 1998: Transformed into an Governmental Agency
- 60 employees
- Worldwide network of 250 experts







Landen

Focus landen	Overige PSD landen	Exit landen
<ul style="list-style-type: none">Afghanistan, Bangladesh, Benin, Burundi, Ethiopië, Ghana, Indonesië, Jemen, Kenia, Mali, Mozambique, Palestijnse Gebieden, Rwanda, Uganda, Zuid Sudan <p>Transitielanden</p> <ul style="list-style-type: none">Colombia, Vietnam, Zuid Afrika	<ul style="list-style-type: none">Albanië, Armenië, Bolivia, Bosnië Herzegovina, Burkina Faso, DRC, Egypte, Filipijnen, Georgië, Guatemala, Kaapverdië, Kosovo, Macedonië, Madagaskar, Malawi, Moldavië, Mongolië, Marokko, Nepal, Nicaragua, Pakistan, Peru, Senegal, Sri Lanka, Suriname, Tanzania, Thailand, Tunesië, Zambia	<ul style="list-style-type: none">Ecuador, El Salvador, Honduras, India, Jordanië, Montenegro, Servië



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Focus countries

Indonesia
Colombia
Vietnam
South Africa



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Countries

Bosnia Herzegovina
Egypt
Philippines
Pakistan
Sri Lanka
Tunesia



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Exit Countries

India
Ecuador





Sectors

Agricultural



- Fresh fruit and vegetables
- Timber and timber products
- Wine
- Etc.

Industrial



- Automotive
- Castings and forgings
- Medical equipment
- Etc.

Consumer



- Office and school supplies
- Home textiles
- Garments
- Etc.

Services

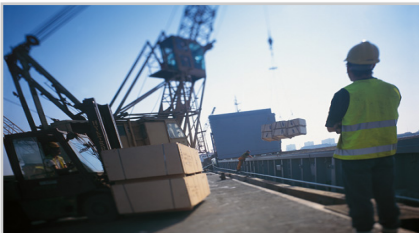


- Tourism
- Business Process Outsourcing
- IT Outsourcing
- Etc.



Modules

ECP Modules



- SMEs
- Increase of the competitive capacity

BSOD Modules



- BSOs
- Improved sustainable service provision

MI Modules



- SME en BSOs
- Effective implementation of the available information

HRD Modules



- SME en BSOs
- Effective implementation of export knowledge and export skills



Principles Knowledge management



**Services and products
lead to actionable
intelligence**



**Enhance, connect and
strengthen our unique
worldwide network**



**We want to learn,
share and we
are critical**



Acquisition model

- **Chamber of commerce**
- **Embassies**
- **Business Support Organisations (BSO's)**
- **Publicity made by previous participants**
- **Fair visitors**



CBI: SCHEDULING FOR PARTICIPANTS

**STAGE 1: PRESELECTION: PRODUCT/MARKET COMBINATION,
ORGANISATION, SIZE, FINANCIALS**

**STAGE 2: TECHNICAL SUPPORT, VISIT OF CONSULTANT, GAP
ANALYSIS, ACTION PLAN (w.r.t. G.A.)**

**STAGE 3: EXPRO SEMINAR ROTTERDAM
EXPORT MARKETING TRAINING**

**STAGE 4: ACCESS TO THE MARKET
PARTICIPATION TO FAIRS
B2B (BUSINESS TO BUSINESS)**

STAGE 5: CONSOLIDATION DURING 4/5 YEARS



I





CBI: SERVICES FOR PARTICIPANTS

- **EU market information**
- **Export Development Programs**
- **Workshops**
- **Company matching**
- **Training of companies staff**





CBI: MARKET INFORMATION

- **EU market surveys**
- **EU market briefs**
- **Export manuals**
- **Access Guide database**
- **Fashion forecast**
- **CBI News Bulletin**
- **Business Centre**



CBI: ASSISTANCE TO EU IMPORTERS

- **PROVIDING ROUTE PLAN**
- **ASSISTING DURING SELECTION**
- **ESTABLISHING CONTACTS**
- **BE PRESENT ON REQUEST**



CBI: COMPANY MATCHING

- **700 exporters ready for the EU market, already audited and trained**
- **450 importing companies in the EU**
- **Exclusive for registered companies**
- **On-line matching through www.cbi.eu**



Warning

Do not think that the problems you have with European suppliers, will not happen with DC suppliers

A supplier is a supplier, where-else in the world



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**CBI HAS SUCCESS
STORIES, BUT NOT ALL
EFFORTS LEAD TO A
GOOD CONTACT AND
ORDERS!**

**SOME CONTACTS
STOPPED AFTER SOME
TIME**

**BUT SUCCESS IS
POSSIBLE!**

CBI Success stories

**THE LAST INDUSTRIAL
PROGRAMS (2005-2010)
HAVE CREATED
42 MILLION EUR
(EU) EXPORT SALES**

TOTAL EXPORT:

**65 million (EU + USA)
with 45
PARTICIPANTS**



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CBI Success stories

**MACHINESHOP IN
NORTH INDIA TRIPLED
ITS CAPACITY DUE TO
EXPORT, EVEN
PROVIDING NOW
AUTOMATIC WINDOW
SHADE SYSTEMS**

**MACHINESHOP IN
PAKISTAN HAS BECOME
KEY SUPPLIER TO FRENCH
AVIATION INDUSTRY**



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CBI Success stories

**INDIAN SHEET METAL
PRODUCER DELIVERS TO
FRANCE, GERMANY AND
GRAS LAWNERS TO DENMARK**

**CENTRIFUGAL CASTING
FOUNDRY IN COLOMBIA
IS KEY SUPPLIER FOR
DELIVERING SLEEVES TO
ONE OF THE LARGEST
COMPRESSOR SUPPLIERS
IN THE WORLD (USA)**



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CBI Success stories

**Egyptian Brake shoes
Manufacturer delivers
global AM needs to OE
System/1st. Tier
suppliers**

**DISAMATIC FOUNDRY IN
CENTER OF INDIA HAS
BECOME WORLD WIDE
SUPPLIER FOR ONE OF
THE LARGEST TRUCK
CONSTRUCTORS IN
EUROPE**



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CBI Success stories

**INDIAN Manufacturer of
Engine Vibration dampers
& Visco Couplings delivers
to some of the big OE
players**

**PAKISTANI FORGING
SHOP DELIVERS
FORGINGS TO GERMAN
SUPPLIERS FOR THE
AUTOMOTIVE INDUSTRY**

More Information

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www.cbi.eu

