**CBI Business Export Coaching Program Sustainable Tourism Ethiopia 2019-2024**

CBI Exporter’s Profile (EP)

*BEC Application form 1 of 3* **confidential**

To apply for the program, download this form, complete it **in English (not handwritten)** and after signing, return it to CBI as a pdf document.

Please note that any information provided by your company to CBI will be kept strictly confidential.

|  |  |  |
| --- | --- | --- |
| **1.** | | |
| Company name |  | |
| Contact person\* | Mr  Ms | |
| Initials: | Surname: |
| Function: | Age: |
|  | | |
| Office address | Street: | |
| Postal code / City: | |
| Country: | |
|  | | |
| Mailing address | same as office address  Yes  No:please fill in the fields below | |
| Street / P.O. Box: | |
| Postal code / City: | |
| Country: | |
| Phone: | |
| Fax: | |
| E-mail: | |
| Website: | |
| Nearest airport / City: | |
| Distance in km: | |
| Travelling time from nearest airport to your office: **minutes** | |

\*Preferably the contact person should also be the person that will participate in all activities organized by CBI.

|  |  |
| --- | --- |
|  | |
| **2.** | |
| Did your company participate/is your company currently participating in a CBI programme and/or another European Import Promotion Organisation’s (e.g. SIPPO, UN-ITC, PUM, GiZ) project that includes technical assistance and trade fair participation? | No  Yes: mention year, event and name of organisation: |

**3**. **Are you willing to provide CBI with financial data from your company on a yearly basis (revenue, gross/net profits), for analysis purposes?**

No

Yes

IF NO – END OF APPLICATION

CBI collects this information from participating companies. This data is aggregated and cannot be traced back to individual companies. It is used for analysis purposes and to present the results CBI achieves with its interventions.

**4.** **As part of this program you will be required to make investments as suggested by CBI, to develop your company in business. Are you willing to make these investments?**

No

Yes

IF NO – END OF APPLICATION

**5.** **Sustainability is at the core of the program. This requires investments in time, finances and human resources. This is a non-negotiable part of the program. Do you agree to this condition?**

No

Yes

IF NO – END OF APPLICATION

**6. Are you committed to invest time to (further) implement CSR best practices within your organization and follow CSR-training seminars?**

No

Yes

IF NO – END OF APPLICATION

**7. Is there a person in a management position within the company that is committed to actively participate in ALL CBI training and peer training seminars (this will be the contact person in the company that will be coached)?**

No

Yes

IF NO – END OF APPLICATION

|  |  |
| --- | --- |
|  |  |

|  |  |  |
| --- | --- | --- |
| **8.** | | |
| Licence: | inbound tour operator | other, please specify: |
| outbound tour operator |
| accommodation |

|  |  |  |
| --- | --- | --- |
| **9.** | | |
| Legal status: | private company | other, please specify: |
| partnership |
| state-owned corp. |
| co-operative |
| **Established in year:** |  |  |

|  |  |  |
| --- | --- | --- |
| **10.** | | |
| Is your company active in the EU/EFTA\* market? | No | Yes, we are active in: |
|  | |

\*EU/EFTA:

- The EU (European Union) member states are: Austria, Belgium, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, Netherlands, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Sweden, United Kingdom.

- The EFTA (European Free Trade Agreement) member states are: Iceland, Liechtenstein, Norway and Switzerland.

|  |  |  |
| --- | --- | --- |
| **11.** | | |
| Branch offices  in Europe: | No | Yes 🡪 name, city, country: |
|  | |

|  |  |  |
| --- | --- | --- |
| **12.** | | |
| Representatives and/or agents covering the European Union: | No | Yes 🡪 name, city, country: |
|  | |

|  |  |  |
| --- | --- | --- |
| **13.** | | |
| **Ownership structure** | | |
| Parent/holding company: | No | Yes 🡪 name, city, country: |
| Subsidiaries: | No | Yes 🡪 name, city, country: |
| Foreign ownership: | No | Yes 🡪      % Ethiopia owned,       % foreign owned: name, city, country: |
| Joint ventures: | No | Yes 🡪 name, city, country: |

|  |  |  |
| --- | --- | --- |
| 14. | | |
| **Please fill out the activities of your company and the total amount of clients for that particular activity (e.g. trekking, beach, cultural and heritage, community based tourism, add as many columns as needed):** | | |
| # | Activity | Number of clients: |
| 1. |  |  |
| 2. |  |  |
| 3. |  |  |
| 4. |  |  |
| 5. |  |  |
| etc |  |  |

**Regarding the next 2 questions (15 and 16) please note that if your company is selected for the program, CBI will be asking for the most exact numbers for 2018.**

|  |  |  |  |
| --- | --- | --- | --- |
|  | | | |
| **15.** | | | |
| Total number of full time employees: |  | **Of which are women (please add number or %):** |  |
| Total number of temporary/seasonal  employees: |  | **Of which are women (please add number or %):** |  |

|  |  |  |
| --- | --- | --- |
| **16.** | | |
| **Total revenue:** | | |
|  | Year | Amount in EUR |
| EU + EFTA | 2016 |  |
|  | 2017 |  |
|  | 2018 |  |
| Other/non-EU + EFTA | 2016 |  |
|  | 2017 |  |
|  | 2018 |  |

|  |  |  |
| --- | --- | --- |
| **17.** | | |
| **Number of clients** | | |
|  | Year | Number of clients: |
| EU + EFTA | 2016 |  |
|  | 2017 |  |
|  | 2018 |  |
| Other/ non-EU + EFTA | 2016 |  |
|  | 2017 |  |
|  | 2018 |  |

|  |  |  |
| --- | --- | --- |
| **18.** | | |
| **Average length of stay** | | |
|  | Year | Number of days: |
| EU + EFTA | 2016 |  |
|  | 2017 |  |
|  | 2018 |  |
| Other/ non-EU + EFTA | 2016 |  |
|  | 2017 |  |
|  | 2018 |  |

|  |  |  |
| --- | --- | --- |
| 19. | | |
| Name your 3 main tourist markets worldwide in the previous year: | | |
| # | Country | Number of clients: |
| 1. |  |  |
| 2. |  |  |
| 3. |  |  |

|  |  |  |
| --- | --- | --- |
| 20. | | |
| Name your 3 major European tourist markets in the previous year: | | |
| # | EU country | Number of clients: |
| 1. |  |  |
| 2. |  |  |
| 3. |  |  |

**CBI Supply Information Form (SIF)**

*BEC Application form 2 of 3*

Please complete in English **Confidential**

1. **What do you consider to be your company’s most important products and/or services? Describe why.**

|  |  |  |
| --- | --- | --- |
| # | Products/services | Please describe why: |
| 1. |  |  |
| 2. |  |  |
| 3. |  |  |

1. **What are you doing/have you done to avoid that your programs negatively impact the environment (flora, fauna) and communities (people)?**

|  |  |
| --- | --- |
| # | Measures |
| 1. |  |
| 2. |  |
| 3. |  |

1. **What are you doing/what have you done to make sure your programs positively contribute to local communities?** **Use as many rows as needed.**

|  |  |
| --- | --- |
| # | Measures |
| 1. |  |
| 2. |  |
| 3. |  |

1. **What community experiences do you offer to your clients? Please specify (add as many rows as needed)**

|  |
| --- |
|  |

1. **Do you already promote community based tourism programs on your website?**

-No

-Yes, please add the web links here:…..

1. **Which European countries do you consider the most interesting for your company? Please add maximum of 5 and briefly explain.**

|  |  |  |
| --- | --- | --- |
| # | Country | Briefly explain |
| 1. |  |  |
| 2. |  |  |
| 3. |  |  |
| 4. |  |  |
| 5. |  |  |

1. **Which European market segments do you consider the most interesting for your company? Please add maximum of 5 and briefly explain.**

|  |  |  |
| --- | --- | --- |
| # | EU market segment | Briefly explain |
| 1. |  |  |
| 2. |  |  |
| 3. |  |  |
| 4. |  |  |
| 5. |  |  |

1. **What are your main problems in doing business with the European market (such as turnover, promotion/publicity, distribution, knowledge)?**

|  |
| --- |
|  |

1. **Do you see potential within your company to (further) sell (new) community experiences to the European market? Please briefly explain your answer.**

|  |
| --- |
|  |

**CBI Export Audit Form (EAF)**

*BEC Application form 3 of 3*

Please complete in English **Confidential**

**Company name:**      

1. **Does your enterprise have a written plan regarding marketing activities on the European market?**

No

Yes **🡪** Please submit a copy in the final section

1. **How do you intend to be active on the European market?** **(specify target countries and services involved, number of tourists expected, business relations sought and expected turnover for the next three years)**

|  |
| --- |
|  |
| **What activities are planned to realize this?** |
|  |

1. **Did your enterprise expand its range of products/services during the past three years? Add as many rows as needed.**

No

Yes – specify which products/services were added:

|  |  |
| --- | --- |
| 1. |  |
| 2. |  |
| 3. |  |

**4.** **Does your enterprise hold any internationally recognized certification. For example: Travelife, Green Key, ISO etc.**

No

In progress, which one:

Yes **🡪** Please submit a copy in final section.

**5.** **How many of your enterprise’s employees are involved in the *management* of activities on the European market on a daily basis?**

Number of employees:

**6. Are there women in top management positions in your enterprise?**

No

Yes

**7.** **Does your enterprise have an export budget to finance promotion in Europe?**

No

Yes

**8. Suppose your enterprise had to borrow capital. Would your enterprise currently meet the requirements (in terms of adequate cash flow, reputation, profitability, etc.) to obtain borrowed capital (loans) from a bank/financial institution?**

No

Yes

**9. Does your company research the possibilities that your government offer to stimulate attracting foreign tourists? (for instance via granting subsidies, training, marketing support etc.?)**

No

Yes

**10.** **Does your enterprise employ the services of specialized external advisors (other than CBI) in respect of activities on the European market (including other donors)?**

No

Yes, whom \_\_

**11. Did your enterprise visit or exhibit in any international or regional travel trade fairs during the past three years?**

No

Yes, as an exhibitor **🡪** Please indicate which trade fairs and which year:

|  |  |
| --- | --- |
| Year: | Name of trade fair visited: |
|  |  |
|  |  |
|  |  |

**12.** **Is your enterprise registered with any national or international Business Support**

**Organisation(s), Tourism/ Trade Association or similar organisation(s)?**

No

Yes **🡪** Please indicate which organisation(s) and your registration number:

|  |
| --- |
|  |

**13. Is your enterprise willing to invest in products or process adaptations to be able to match international market requirements, such as specific customer demands or international environmental conditions (please see the document buyer requirements for the tourism sector on the website cbi.eu under articles and links)?**

No

Yes

**14. How many of your *permanent* personnel write and speak the English language?**

|  |  |
| --- | --- |
| **Language** | **Number of employees** |
| English |  |

**15.** **Does your enterprise employ staff whose background includes study or working**

**experience in Europe, Australia, New Zealand, the US or Canada?**

No

Yes, study

Yes, less than 1 year of working experience

Yes, more than 1 year of working experience

**16.** **Do you have experience in negotiating business terms/contracts in the international arena?**

No

Yes

**17. What do you consider as your top 5 training needs when further increasing your exports to the EU market?**

|  |  |
| --- | --- |
|  | Training need |
| 1. |  |
| 2. |  |
| 3. |  |
| 4. |  |
| 5. |  |

**18.** **Are you willing to include community based tourism products into your product portfolio?**

No

Yes

**19.** **Is your company dealing with Corporate Social Responsiblity (CSR)?**

No

Yes, please briefly explain:

**Please add any relevant information that would support your application:**

|  |
| --- |
|  |

|  |  |  |  |
| --- | --- | --- | --- |
| Duly signed by: | | | |
| Name: | Company: | Job position: | Date: |
|  |  |  |  |

**Signature:**

……………………………………………

All questions answered?

Kindly note that incomplete forms will delay the application procedure.

See next page for required information to send with your application.

**CHECKLIST OF INFORMATION** to be sent with your application for the CBI BEC Tourism Ethiopia

Please note that any information provided by your company to CBI will be kept strictly confidential.

Only complete applications will be handled by CBI. **In order to make a proper evaluation of the possibilities of your company we request you to, besides the above 3 forms, send full information as indicated below (mark if enclosed):**

**Curriculum Vitae** (CV) of the contact person in the company

Copy of any internationally recognised quality- or safety certification, e.g. Travelife (if available)

Annual report (if available)

Business plan (if available)

Export plan (if available)

Business support organization membership certificate (if available)

Registration form chamber of commerce / other official registration body for private sector

Passport photo of contact person

*The following documents might be requested at a later stage if your company is pre-selected for the programme:*

*Letter signed by accountant to confirm that at least 51% of the company is Ethiopia owned*

Please send your application to:

**By e-mail:** [services@cbi.eu](mailto:services@cbi.eu)   
Subject: **CBI’s BEC Tourism Ethiopia**

(Please make sure that in your e-mail your complete company details are mentioned: name of your organisation and complete address, including phone, e-mail address.)

Please Note: Deadline Application

31 July 2019