



CBI
Ministry of Foreign Affairs

Are you interested in expanding your exports to Europe?

Then CBI's Export Coaching Programme is your opportunity!



SIECA
SECRETARÍA DE INTEGRACIÓN
ECONÓMICA CENTROAMERICANA



**Connecting
Central America**
Generating sustainable exports





*What do previous participants say about us?
Vegetable exporter (Cuasa) from Honduras:
“CBI trained us through coaching for fairs. We went to Fruit Logistica and Fruit Attraction. In those trade fairs we met new clients and encountered market opportunities. As a result of participating in these trade fairs we grew from 1 European client to 12; we grew around 100% in the European market. The CBI programme is part of the success Cuasa had at the introduction in the European market.”*

The Centre for the Promotion of Imports from developing countries (CBI) contributes to sustainable and inclusive economic development in developing countries through the expansion of exports from these countries to Europe. CBI's goal is to strengthen the international competitive capacity of Small and Medium-sized Enterprises (SMEs) by developing the export-related knowledge and skills of entrepreneurs and by helping exporters enter the European market. Within the framework and with co-funding of the Regional Economic Integration Project (INTEC) of the European Commission, CBI is executing a three year (2018-2021) Export Coaching Programme in Central America: Connecting Central America.

Our programme will help you build the right foundations for success in Europe – and will also match you with European importers to set you on the path to success and to secure your export future: enrol today!

What can you expect from the programme?

Created for Central American (aspiring) exporting SMEs that wish to diversify their markets by exporting their agricultural products, fresh and processed, to the different markets of Europe, in collaboration with local partners,

CBI is offering technical assistance through a practical Export Coaching Programme. CBI's Export Coaching Programme prepares your company with the skills and knowledge you need to enter into the European market.

You will get:

- One-on-one tailored coaching for you and your staff on doing business in the European market, aimed at your specific needs, from one of our consultants with expertise in the European import market (fully financed)
- Training courses about specific subjects, such as certification and Corporate Social Responsibility (CSR) (fully financed, except for domestic travel costs)
- Participation in the one-week, fully-financed Export Market Orientation Mission to Europe
- Trade fair participation and other business-to-business activities, targeted at connecting you with promising European importers (partially financed by CBI)



Quality coffee producer and exporter (Urrutia) from El Salvador: "CBI executed an internal evaluation of our company, they visited us, saw what we had, identified our strengths and weaknesses and made a whole programme. Very important was the renovation of our coffee plantations. A CBI sector expert helped us to find new coffee tree varieties. All the aspects that CBI has helped us with, such as coaching, have permitted us to add value to our coffee. We have a very good relation with our buyers now. They are not only interested in our coffee but also in our people and the challenges we are facing. This has resulted in a healthy and long term relationship on both sides."

What do we expect from you?

In order to get the most out of it, CBI expects you to be fully committed, to invest in your own business and the trade fairs you are participating in (flights and other travel expenses), to be willing to implement CSR practices in your business, to dedicate time in making adjustments to your business practices, and to participate in our trainings and other activities. All these agreements will be part of a commitment letter between CBI and your company. Furthermore, we ask participants to contribute to certain costs (see below).

Who can participate in the programme?

This programme is designed for ambitious (aspiring) exporters of the agro-food sector in Guatemala, El Salvador, Honduras, Nicaragua, Costa Rica and Panama, who are eager to expand their export activities in the European market and that fit the following profile: They

- offer products that fall within one of the following categories:
 - Specialty Coffees
 - Cacao & Derivatives
 - Fresh Fruits & Vegetables
 - Fish & Seafood

- are SMEs or associations/cooperatives with up to 250 employees; companies in the upper echelons (close to 250 employees), particularly in the Specialty Coffee and Fish & Seafood sector, are specifically encouraged to submit a joint application with one or more of their small suppliers, in order to strengthen supply chain linkages and generate impact in the entire supply chain. Such joint applications will be awarded additional scores in the selection process;
- are at least 51% locally (Central America) owned;
- comply or are willing to comply with European market requirements (legal and non-legal) including in the area of Corporate Social Responsibility;
- have competitive prices and sufficient production capacity;
- have management which is able/willing to communicate in English;
- are willing and able to invest in adaptations of, for instance, product assortment and production processes, if and as required by the European market.



- are not partly owned by a company based in a country with a classification of UMIC (Upper Middle Income Country, according to OECD classification) or higher;
- are not in default with a CBI project partner for any fair or activity;
- are not involved in the production or trade of illicit products or subject to (gradual) prohibition according to national laws and regulations and / or international conventions, in cross-border trade in waste (unless this trade complies with the Basel Convention), in the destruction of areas of high conservation value, in the trade of radioactive materials, in activities of pornography and / or prostitution, racist or anti-democratic media, or being involved in a substantial way (> 10%) of its operations) in the production or trade of alcoholic beverages (less beer and wine), tobacco, weapons and ammunition, or gambling;
- have no licensing commitments that prohibit or limit export possibilities of products to the European market;
- have not participated before within the same product category in a previous CBI Export Coaching Programme;
- SMEs or associations/cooperatives led by women are specifically encouraged to apply (and will be awarded additional scores in the selection process);

Selection of participants will take place based on evaluation of the applicant companies by CBI experts on the above criteria and consultation with CBI partner organisations in each country. Pre-selected companies will also need to undergo a financial audit to assess the financial situation of the company. Less than 6 final selected companies from one sector may lead to discontinuation of the project in that specific sector. More information about the selection criteria is published online: www.cbi.eu/projects/connecting-central-america/



Costs

Most costs will be financed by the European Commission and the Dutch Government. However, certain expenses will not be covered. The following costs will have to be borne by participants:

- A €750 commitment fee, after being selected for the programme;
- Flights and other travel expenses in case of European trade show participations (NB: except for the one-week Market Orientation Mission, which will be fully financed by CBI);
- Domestic travel expenses in case of training outside your city of residence.

Interested?

Apply through the digital application form (www.cbi.eu/devco-ca/) before 31-08-2018 to benefit from our excellent services.

Want to know more about this programme?

For more information, please visit: www.cbi.eu/projects/connecting-central-america/ or follow us on www.facebook.com/connectingcentralamerica/

Questions?

For any questions or inquiries, please contact us at devco-ca@cbi.eu



This project is co-funded by the European Union.

Costa Rica:



El Salvador:



Guatemala:



Honduras:



Nicaragua:



Panamá:



About the CBI

The CBI is the Centre for the Promotion of Imports from developing countries. CBI is part of the Netherlands Enterprise Agency (RVO.nl) and commissioned by the Ministry of Foreign Affairs of the Netherlands. Netherlands Enterprise Agency encourages entrepreneurs in sustainable, agrarian, innovative and international business. The CBI contributes to sustainable and inclusive economic development in developing countries through the expansion of exports from these countries to Europe.

About the European Union

This project is co-funded by the European Union. The European Union is made up of 28 Member States who have decided to gradually link together their know-how, resources and destinies. Together, during a period of enlargement of 50 years, they have built a zone of stability, democracy and sustainable development whilst maintaining cultural diversity, tolerance and individual freedoms.

The European Union is committed to sharing its achievements and its values with countries and peoples beyond its borders.

About SIECA

The Secretariat for Central American Economic Integration (SIECA, per its Spanish acronym) is the technical and administrative body of the Central American Economic Integration Process, with its own legal personality in accordance with international law. Having been granted full operational autonomy, it also serves as liaison to the other Economic Subsystem Secretariats while also coordinating with the Central American Integration System (SICA, for its Spanish acronym) General Secretariat. SIECA oversees the proper implementation of the Protocol to the General Treaty on Central American Economic Integration (Guatemala Protocol), including all legal instruments pertaining to the regional economic integration; as well as the implementation of all decisions made by the different Economic Subsystem agencies.

