



CBI's Export Coaching Project on Home Decoration and Home Textiles Bangladesh

Invest in your future by exporting Home Decoration and Home Textiles (HDHT) to the European Union!

You own or operate an SME company that manufactures HDHT products. You are based in Bangladesh and you export your products to Europe - or have the ambition to do so. You want to learn; you want to grow! You could use a little help!

If this sounds what you wish for, our Export Coaching Project may be just what you are looking for. We are CBI, the Centre for the Promotion of Imports from developing countries, and we would like to help you establish a solid position as an exporter to Europe. As a participant in our project, you will receive individual guidance. You will benefit from our training and skills development expertise and our knowledge of the market. We will help you make the right choices and identify the most promising markets. We will work with you to ensure your products meet the European standards. Our experts will teach you better ways of presenting your business, on your website, at trade fairs, and elsewhere.

Who are we?

The Centre for the Promotion of Imports from developing countries (CBI) is part of the Netherlands Enterprise Agency (RVO.nl) and works on behalf of the Netherlands Ministry of Foreign Affairs. CBI contributes to sustainable economic development in developing countries by promoting exports from these countries. By increasing the export-related knowledge and skills of entrepreneurs and helping them enter European markets, we aim to strengthen their international competitive capacity. Our projects are focussed on exports to member states of the European Union (EU) and the European Free Trade Association (EFTA).

A powerful and practical project

To enter the European market, candidates need expert knowledge and a thorough understanding of the European HDHT market. CBI's expertise and its global network of independent experts and Business Support Organizations (BSOs) ensure that your company will be guided to success. The project consists of the following elements:

1. Business Audit & Action Plan.
2. Export Capacity Building.
3. Market Entry.

Within one to two years, the project aims to endow your company with the right training and support to enter the European market. Once ready for the European market, we introduce you to potential EU partners to increase your exports. We continue to support you in this process until you develop sustainable on-going relationships with EU buyers.



The Business Audit & Action Plan (Duration 0.5 years)

Based on incoming application forms, (a) CBI sector expert(s) make(s) a pre-selection of companies that meet the selection criteria and are eligible for participation.

Once your company is pre-selected, (a) CBI sector expert(s) will visit you to carry out a so-called business audit, evaluating factors crucial to export success such as:

- Production facilities and capacity;
- Price;
- Marketing and management skills;
- Product features and packaging;
- Certification;
- Quality and safety;
- Labour conditions and other relevant CSR issues;
- Compliance with EU market access requirements.

The business audit leads to an action plan, describing areas of improvement, required measures and deadlines. At this point, a decision is made regarding the final selection of participants. Companies that have been selected and have reached an understanding with CBI on the action plan will become eligible to tailor-made CBI assistance based on individual needs, provided in the framework of this project.

Export Capacity Building (Duration 1-2 years)

Technical assistance offered in the Export Capacity Building phase consists of on-site consultancy by sector experts, distant guidance and training incl. Market Orientation at the European market.

While implementing the action plan, your company will be visited by one or more CBI sector expert(s) for more assistance, covering every key export area. They possess extensive knowledge on the EU market, which will be at the disposal of your company.

During the entire project, the CBI sector expert(s) will render distant assistance. The expert(s) can advise your company and give access to his network and knowledge.

In addition to this, export marketing training will be given, to familiarise you with the European market and to equip you with practical skills on export marketing, export management and promotion in your sector in Europe. You will develop your own Export Marketing Plan for the European market, for the writing of which you will receive (individual) counselling.

At the end of the Export Capacity Building phase, the company is able to meet European market demands and has familiarised itself with the European market. Furthermore, an Export Marketing Plan has been developed. Monitoring takes place through the Export Audit which consists of the following components:



1. Technical assistance (visits) by EU sector/local expert(s).
2. Distant coaching.
3. Training incl. Market Orientation at the European market.

EU Market Entry (Duration 3-4 years).

The focus within the EU Market Entry phase is on exports to European markets. In order to promote your company and products, you will participate in (a) suitable European trade fair(s) for your products, like Ambiente, Heimtextil or Maison&Objet.

As a result of participation in this project phase, the participants will gain knowledge about marketing their products on the European markets and will acquire relevant European business contacts.

Upon concluding this project phase, you (as a participant) should be able to secure yourself a sustainable position at the European market. However, this depends of course on factors such as your commitment and willingness to stay up-to-date with market developments.

What are the benefits?

CBI offers access to a large number of European countries. The more time, effort and finance you are prepared to invest in our Export Coaching Project, the more you will benefit. When you have completed the project, you will be all set to export to your target markets, thus growing your turnover, profitability and productivity. Compared to your competitors, you will have added considerable value to your business.

Are we looking for you?

CBI's new export coaching project Home Decoration and Home Textiles Bangladesh is targeted at HDHT companies in Bangladesh that are interested and have the capacity to export to the EU. Eligible products for this project are handmade products made of natural and/or recycled materials including basketry; shopping bags and totes; rugs and mats; and decorative home textiles. Materials: (mixtures of) jute, grasses, cotton including waste and recycled materials from the garments industry.

CBI selection criteria

Type of Company

Company is preferably a producer/manufacturer and (intends to) performs the export function itself. If company is not producing itself, it should be able to demonstrate that it has sufficient influence on its third party supplier(s) in order to be able to implement any required product/production adaptations.

Products offered

Company offers products which fit in the selected range of products of this CBI project (see above under 'Are we looking for you?').



Ownership

- The company is at least 51% locally owned by owner(s) residing in the country itself. Foreign co-ownership is only allowed if the co-owner resides in another developing country in the income categories lower than UMIC: Upper Middle-Income Countries.
- The company is not a joint venture with a company based in a country with a classification of UMIC or higher.

Company size

- Producing/manufacturing company has not less than 25 and not more than 500 permanent employees. In the case of companies without own production: not less than five and not more than 50 employees.
- The company is not part of a bigger group. An exception can be made if it is demonstrated that the applying company operates as a fully independent entity and can make its own business decisions, among others, on export strategies and investments required for export promotion and development.

No licensing commitments

The company has no licensing commitments which would prohibit or severely limit export possibilities to the EU.

Export readiness

- The company already has export experience or exporting is expected within a period of maximum 2 years.
- The company has sufficient production capacity or is able to expand production capacity easily.
- Price levels of the products/services offered are competitive for the EU market or can be adapted to an acceptable level.

Complying to essential EU (non) legislative market requirements

Company complies to essential EU (non) legislative market requirements which otherwise would prohibit or severely limit EU market chances or if not, compliance is expected within one year after selection for the CBI project.

Communications skills

The export company has or is prepared to appoint a designated export marketing manager who has a sufficient command of the English language in order to guarantee proper communication with CBI experts during coaching/training activities and potential buyers at international trade fairs in Europe.

Corporate Social Responsibility

Company has CSR standards in place and/or is willing to improve its standards in the field of human rights, working conditions, health and safety of its employees, environmental sustainability and company integrity.



Commitment and motivation

- Company is eager and motivated to do whatever is needed to become successful on the European market, among others, by showing willingness and capacity to invest in required adaptations in order to increase the chance of achieving a sustainable market position on the EU market.
- Company will sign a letter of commitment as part of the selection process.

How to enrol into the project?

If your company complies to the above mentioned CBI selection criteria and you are interested to join this CBI project, please duly fill in the Application form CBI's ECP Home Decoration and Home Textiles Bangladesh and send it to consumer@cbi.eu.

Contact

Should you have questions on any aspect of the project, please send your email to consumer@cbi.eu. We would love to welcome you into the project!

Please Note: Deadline for application is
31 May 2019