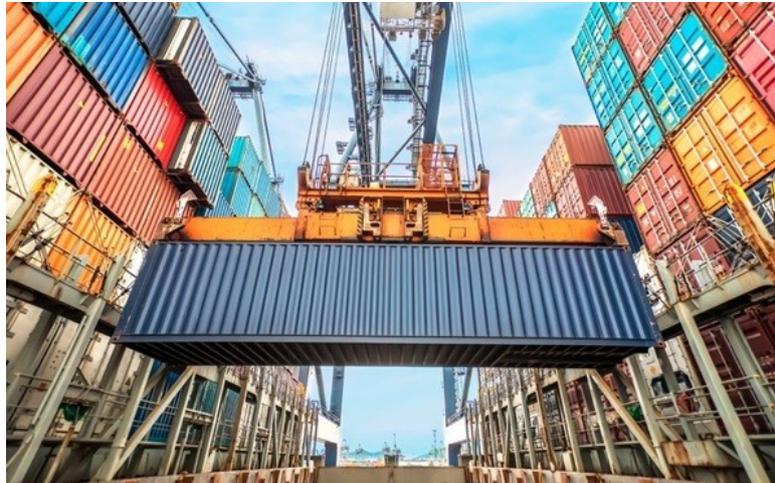




Being successful requires a commitment of resources, both people-wise and financial. With a solid market research and a clear-headed thinking, one can benefit from exporting far way from the costs. With Export-Passport, you can count on us to help you take the necessary steps to guide you to The Netherlands or to Portugal.



Save time and money by properly preparing your company to export!

Which are the **benefits of our approach?**

- ✓ **Personalized track** | Focused research on your objectives;
- ✓ **Wide contact network** | Establish the right connections with counterparts, sectorial and official organizations;
- ✓ **Simplified communication** | Dutch and Portuguese native speaking staff at the office;
- ✓ **Long track record** | Traceable record of knowledge and field assistance.

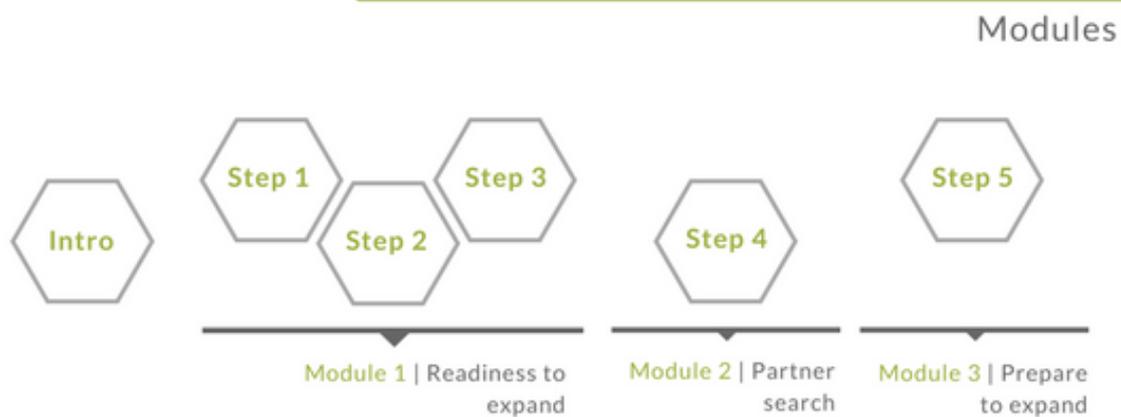
How does it **work?**



With our step-by-step approach model, companies seeking to export to The Netherlands or Portugal can easily find a simple action plan that fits its activities and choose the modules that finds its objectives the best. You can start with module 1 and decide afterwards to go forward with module 2 and 3.



Within 6 steps, the chamber analyses your needs, prepares the relevant information and targets the relevant contacts for your first steps in expand to The Netherlands or Portugal.



INTRO: IS YOUR COMPANY FIT TO EXPORT?

The first question most small businesses ask is “why should we expand?”. It is a valid question given the costs, time and commitment required to be successful internationally. The benefits of expanding can be substantial:

- ✓ The prospect of **increasing sales** and revenue;
- ✓ Expanding can **increase** your **ability to compete domestically**;
- ✓ Increased **awareness** of other products and services and exposure **of new markets**;
- ✓ Diversify your markets to **avoid being dependent** of one single market.

By using your domestic sales to cover the fixed costs of expanding, you can increase your profitability. For example: if you have excess capacity domestically, exporting will allow international markets to use that capacity, lowering your per unit costs.

Before going abroad, it is wise to understand whether your company is ready to expand or not. Hence, the first step in our approach is to **collect data** about your company through this quick [questionnaire](#), which will easily provide a «readiness to expand» diagnosis online.

STEP 1: INTAKE

Before we can establish the best way for your company to enter the market, we will need to understand your business a little better. Therefore, after filling in the questionnaire, we will schedule an «Intake Conversation» with you. This can be either in our office in Lisbon or via skype/telephone. During this intake, we will try to get a clearer idea of **your core business** likewise your **company’s experience and objectives** in doing business abroad.

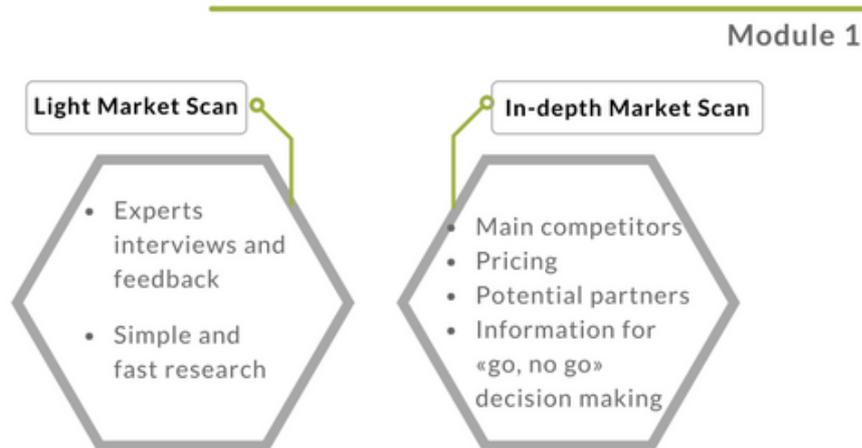
STEP 2: MARKET RESEARCH

To find whether there is a market for your product or service abroad, we advise carrying a market research beforehand. Regardless whether you are starting or expanding your business, a market research is vital to understand your target market and increasing sales.

In step 2, you can choose between a Light Market Scan and an In-depth Market Scan (**Module 1**):



- ✓ **Light Market scan:** understand whether there is a market for your product/service and what are the best distribution channels to enter the market.
- ✓ **In-Depth Market scan:** not only analyses the existence of a market for your product and the adequate distribution channels, but also identifies the business opportunities and competitors in that market.

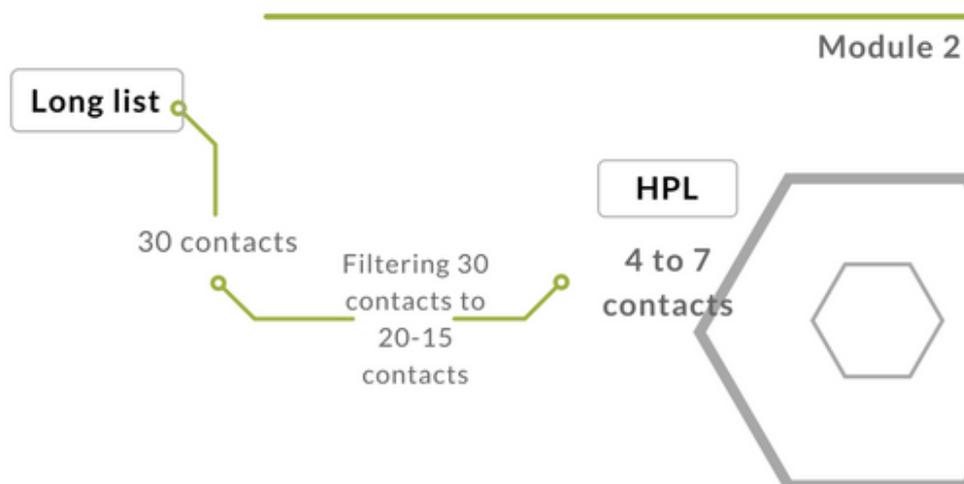


STEP 3: BRIEFING

After obtaining the results from the Market Research, we will schedule a meeting with you to discuss the **next steps to be taken**. If the product/service chosen to be exported are aligned with the targeted markets, we will point out the inherent risks and the necessary resources your company needs to allocate to the project.

STEP 4: POTENTIAL PARTNER SELECTION

By going forward, we can deduct not only **whether there are market opportunities** for your company, but also **which distribution channels** would be most beneficial. Together with the company, we define a strategy to select the potential partners or clients, after which we carry out desk research to identify them – Long list. After filtering the long list, a **high potential list (HPL)** will be delivered with the companies that fulfil your company's criteria.





STEP 5: MEETING PROGRAM

In the last step of our approach, we make **appointments with the companies** obtained from the HPL, for you to meet with the fitting contact person, **on location**. A bilingual representative of the Chamber, with legal or economic background, will attend the meetings to help you interpret the meeting and suggest a follow-up approach.

By now, you should be in a good position to start developing your business abroad. However, our team can always support in the follow-up phase whenever needed – **you can count on us as your extended office abroad**.

