



CBI
Ministry of Foreign Affairs

The CBI and its SPS related activities

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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



Vision

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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: Agency
- 60 employees
- Global network of 250 experts
- Order book until 2015
150 million euros





CBI and the export system

Focus

Exports growth

Focus

Income increase

Revenue increase

Investments increase

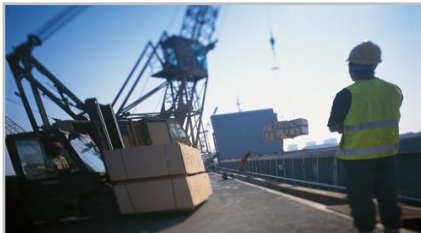
Economic development





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



Cooperation

National



- Trade2gether:
Pum, Agentschap
NL, DECP, FMO etc.
Ministry of Foreign
Affairs of the
Netherlands
- Other partners
- Private sector

European



- TRIC network:
Sippo, BTC, BIO,
SIDA/Swedish
Chambers, FIN
Partnership,
Norad/HSS, etc.
- Private sector

International



- ITC
- UNIDO, USAID, WB,
IDB, WTO, Etc.

Partner BSOs



- Implementation
- Delegated principal
- Local external
experts



CBI's market information database

- Over 3,000 documents
- Market studies
- Legal market access requirements
- Buyers' requirements
- Relevance for DC exporters highlighted
- References to additional external sources
- Helpdesk for concrete questions
- www.cbi.eu/marketinfo

Path: Home > European Market Information

EUROPEAN MARKET INFORMATION

DOWNLOAD CBI'S MARKET INFORMATION FOR FREE*

and get up-to-date information on issues like market access requirements, market size, consumer trends, trade structure, packaging, pricing, terms of trade and export guidelines for more than 35 sectors, covering the European Union and its member states.

CBI's database contains 3,000 documents incl. market studies, export manuals, design guides, fashion forecasts and 5,000 selected hyperlinks to additional information sources.

SEARCH CBI DATABASE **SEARCH CBI PUBLICATIONS**

SEARCH BY CATEGORY

Select market sector...

All countries

GO



Examples of SPS-related information

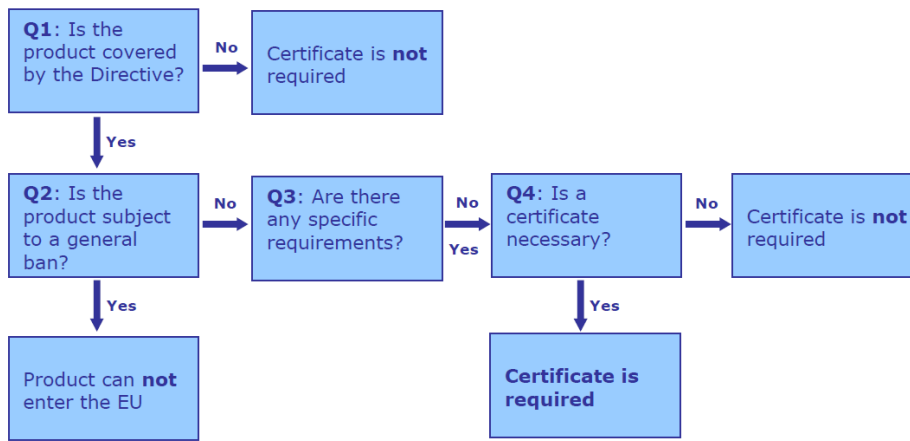
- Guidelines for exporting flowers and FFV to the EU
- Legislation: Directive 2000/29/EC
- Wood Packaging Materials (WPM)
- Case: Phytosanitary certificate
- International Plant Protection Convention
- References to WTO agreements and NPPOs





Example: phytosanitary certificate

- Elaboration on document on plant health Directive
- Practical approach
- Decision tree
- Frequently Asked Questions
- Hyperlinks to legislation, NPPOs and related documents in the database





Our vision on SPS:

All of CBI's products related to SPS are intelligence-based.



'To be defeated is forgivable, to be surprised is not'



More information



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