

# COMPILATION PROCESS OF EXPORT GUIDELINES

## 1. Information collection

### 1.1 Desktop research

Form a working group with your partner institution and chose specific products. Assign export experts within the country to conduct desktop research. Collect data on market conditions, existing logistic processes and im- and export regulations in both country of origin and target country.

### 1.2 Interview

Design and carry out interviews with stakeholders inclusive experts, public authorities, chambers, associations, and companies in the related areas such as commodity handling, im- and export, logistics etc. to collect detailed information and clarify open points.

### 1.3 Process draft

Structure and organise relevant information into a draft document. Bear the target audience - e.g. local SMEs - in mind and keep the document easily understandable (best in local language).

## 2. Feedback and Finalization

### 2.1 Feedback

Organise feedback sessions in the form of reviews, meetings and workshops with public and private stakeholders to introduce the draft guide, collect further remarks, open questions and feedback.

**BEST PRACTICE**

Exchange

Organise exchange events with colleagues and the respective partner institution for knowledge and experience sharing on insights, processes, as well as best practice and lessons learned on compiling the export guidelines.

### 2.2 Finalization

Adjust the content of the guidelines based on feedback and insights from the exchanges. Introduce the guidelines in dissemination workshops for chambers, business associations and SMEs. Make them available on websites of partners or relevant chambers and associations.

## 3. Distribution, empowerment and regular update

Possible add-ons to training are field trips, study tours and business matching activities either in the country of origin or the target country.

Field trip

### 3.2

### Regular update

Setup review mechanism with stakeholders on regular basis to keep the guidelines up-to-date with latest regulations. Include the new information in trainings and info sessions.

### 3.1

### Distribution & empowerment

Training of Trainers

Organise multiple trainings to provide and introduce the guidelines further to a core group of stakeholders and multipliers such as trade promotion agencies, chambers or associations.