

**Technical Support Project “ExPro+”**

# **Final Steering Committee Meeting**

Virtual Meeting | 30 October 2020, 10:00 h – 11:30 h.



Co-funded by  
the European Union



Federal Ministry  
for Economic Affairs  
and Energy

# Final Steering Committee Meeting

# Agenda

## - Welcome Remarks

- Ministry of Foreign Affairs (MFA)
- Directorate-General for Structural Reform Support (DG Reform)
- German Federal Ministry for Economic Affairs and Energy (BMWi)

## - Outputs synopsis / Finalisation

## - Visibility / Communications / Follow-up actions

## - Project completion steps

Official language: English

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# Technical Support Project “ExPro+”

## Output Synopsis

## Work Package A

- **Activity A.1 “Support capacity building for market intelligence on understanding and prioritizing export markets”**

**Output A.1.I:** Mapping / assessment and analysis of market potential for goods and services sector

- Ranking of export potential by target-market, trends

**Output A.1.II:** Workshops’ report validating the mapping and assessment

- Conclusions from private sector feedback

**Output A.1.III:** Proposal for a methodology for a market intelligence analysis

- Core data fields, databases, KPIs, processes



# Findings: Research and Workshops/Interviews

- **For products:**



- **For services:**



## Scoring by:

1) EPM (products) / (services) UNCTAD imports projections + CAGR (est.), 2) Total imports, 3) Demand growth (est.), 4) Trading Across Borders, 5) Distance, 6) Greek exports, 7) MFA priorities, 8) EU Trade Agreements, 9) Population growth, 10) Urbanisation prospects, 11) Innovation performance, 12) Sustainable Development Goals

## Work Package A

- **Activity A.2 “Support the development of a common knowledge base on Greece’s production and export capacity/base”**

**Output A.2.I:** Assessment of the current Greek export base for goods and services and mapping relevant data sources

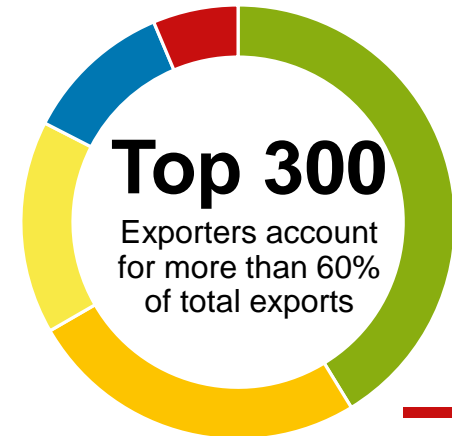
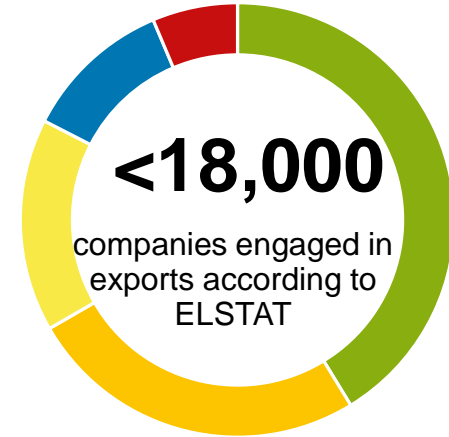
- Listing of key stakeholders, databases and Top Performers

**Output A.2.II:** Workshops’ report validating the assessment

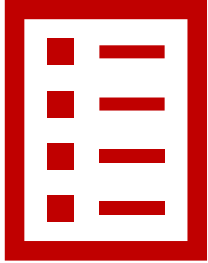
- Conclusions from private sector feedback

**Output A.2.III:** Proposal for a mechanism to empower and ensure sustainable bottom up feedback from the private sector, including a proposal on a way forward regarding a Greek exports database/registry

- SWOT analysis, KPIs, proposed steps



# Bottom-up Feedback



## Private sector expectations (MFA network related):

- **A single-entry point of contact:** whistleblowing, opportunities alerting (e.g. very good reaction from marbles' sector to MFA's immediate response regarding S. Arabia potential after workshop)
- **Market intelligence support:** especially for SMEs (larger companies have own MI service providers)
- **On-site advocacy:** Commercial Attachés to be familiar with sectors' singularities (e.g. Pharma Union offered to finance seminars for MFA network staff)
  - + Embassies to provide working spaces for business missions abroad



**National Branding narrative / story-telling**

# Recommendations

- **Bottom-up feedback:**

## EG Advisory Council:

- Institutional communication channel
- Equipped with administrative secretariat
- Assisted by MFA Strategic Analysis Unit
- Involved in crisis management



- **Exporters Register:**

## Pick & Mix Scenario:

- via MinDig's KED (interoperability center)
- gather data from all public agencies (ELSTAT, AADE, GEMI)

## Sampling Scenario:

- Use current ELSTAT database for surveying companies

## Build Own-register:

- Incentivise companies self-registration to MFA / EG database



## Work Package A

- **Activity A.3 “Support capacity building for the implementation of market penetration strategies”**

**Output A.3.I:** Selection criteria for 2 market / sector combinations,

**Output A.3.II:** Two Action Plans for market penetration: Cosmetics to USA, Software Development to Germany,

**Output A.3.III:** Guidelines on how to prepare similar action plans in the future.



# Findings: Research and Workshops/Interviews

- **For software in Germany:**

**Market overview:**

- Price competitive

**Trends:**

- Industry 4.0 (e.g. IIoT)

**Penetration channel:**

- B2B
- Freelancing



- **For cosmetics in US:**

**Market overview:**

- Regulatory challenges
- Shipping costs

**Trends:**

- E-commerce

**Penetration channel**

- On-line stores
- Distributors



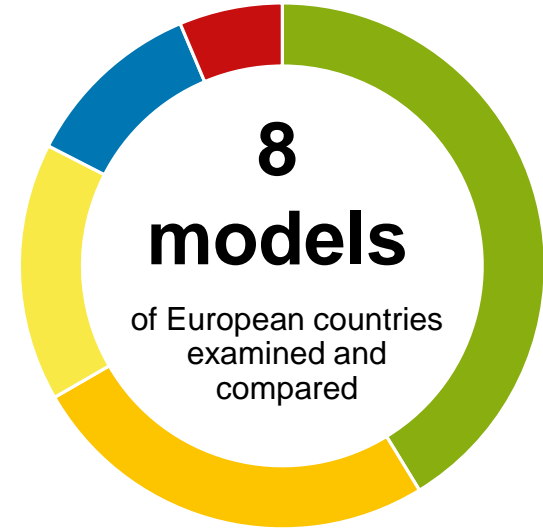
## Work Package B

- **Activity B.1 “Empowering the transfer of export promotion related know-how at a regional level”**

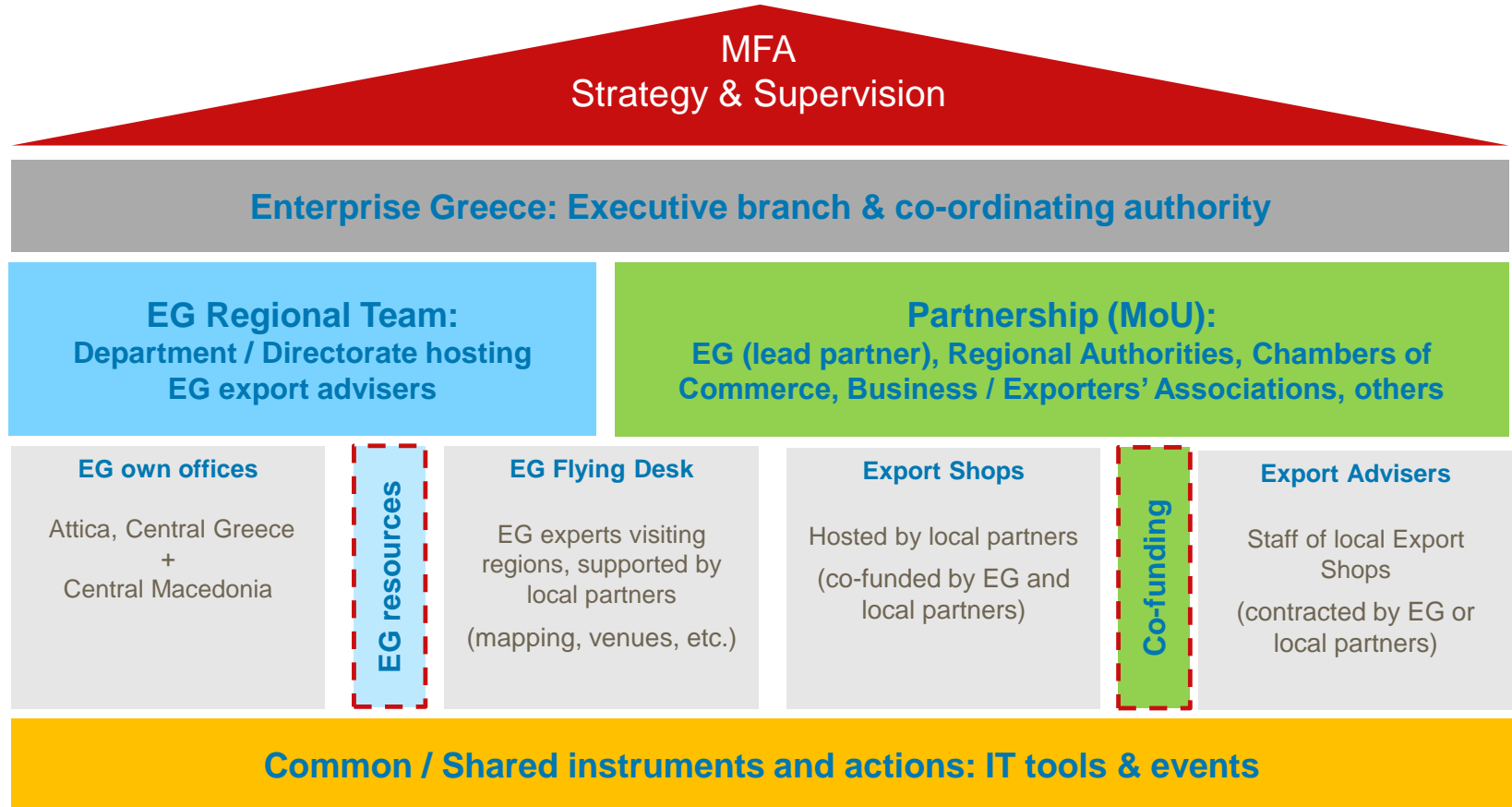
**Output B.1.I:** Report on best practices and proposals for options to be applied in Greece,

**Output B.1.II:** Proposals for introducing a mechanism for regional transfer of export related know-how (and mobilizing companies to export),

**Output B.1.III:** Draft Action Plan for the implementation of a pilot project / event



# Know-how transferring mechanism



# Logframe summary

	Intervention logic	Indicators	Targets	Status
Output A.1 I	A report on mapping and analysis of potential export markets for goods and services	Report is based on ITC methodology, other KPIs related to the services sector and global market trends	Report is produced with mapping and analysis potential export markets and is suitable in the Greek context	Delivered
Output A.1 II	Workshop reports on conclusions drawn from workshops	Workshops have been completed and conclusions discussed with relevant stakeholders	Minimum 5 Workshops completed, and subsequent reports produced	3 workshops and 21 single interviews, combined with A.2 II, as agreed. Delivered
Output A.1 III	A proposal of a methodology for a market intelligence analysis	Proposal is based on EU good practices and on dialogue with involved counterparts and stakeholders	Agreement on the relevance of proposals among stakeholders	Delivered
Output A.2 I	A report on the assessment of the current Greek export base for goods and services, and mapping relevant data sources	Report includes relevant stakeholders and agencies that have access to exporters databases and/or play a key role in the relevant sectors	Report is produced with assessment of Greek export base for goods and services and is suitable in the Greek context	Delivered
Output A.2 II	Workshop reports on conclusions drawn from workshops	Workshops have been completed and discussed with relevant stakeholders	Minimum 5 Workshops completed	3 workshops and 21 single interviews, combined with A.2 II, as agreed. Delivered
Output A.2 III	A report on a proposed mechanism to empower and ensure sustainable bottom up feedback from the private sector, including a way forward regarding a Greek exports database/registry	Proposal is based on feedback from private sector and on consultation with the Greek Authorities, taking into account progress made in reforms introduced	Proposal is produced and is suitable in the Greek context	Delivered

# Logframe summary

	Intervention logic	Indicators	Targets	Status
Output A.3 I	A report on criteria for the selection of 2 market/sector-combinations	Criteria are based on the findings of A.1 and A.2	Criteria are produced and are suitable in the Greek context	Delivered
Output A.3 II	Action plans for market penetration of two selected combinations	2 Action Plans have been completed and presented to Greek authorities	Action Plans developed are consistent with EU good practices and national export promotion framework	Delivered
Output A.3 III	A note on strategic planning guidelines (guidelines on how to prepare similar action plans as above)	Guidelines are based on good European practices and tailor-made for Greece	Guidelines are produced and are suitable in the Greek context	Delivered
Output B.1 I	A report on best practices and proposals for options to be applied in Greece	Recommendations are based on EU best practices	Proposals are suitable in the Greek context	Delivered
Output B.1 II	A report on proposals for introducing a mechanism for regional transfer of export related know-how (and mobilizing companies to export), based on EU good practices	Proposals include division of labour among involved parties, including KPIs, and are based on a dialogue with involved counterparts, including Regional Authorities and relevant stakeholders	Mechanism is suitable in the Greek context	Delivered
Output B.1 III	A report on the implementation of the pilot project	Pilot project is deployed	Minimum 10 exporters participating	Output changed upon SC decision due to Covid: Guidelines for implementation Delivered

# Logframe summary

	Intervention logic	Indicators	Targets	Status
Output B.2	Report on proposals for the future role and structure of the National Export Credit Insurance Organization	Current gaps in OAEP operations are identified against comparison with EU good practices	Proposals submitted, integrating EU good practices and private sector expectations	Delivered
Output C.1 I	Concept note on potential activities of the Action Plan	Concept note is submitted	A concept note produced	Delivered
Output C.1 II	Bi-monthly state-of-play reports	State-of-play reports are submitted	8 bi-monthly state-of-play reports produced	Differing number due to extension. Delivered except for last ones which will be included in final report
Output C.1 III	Final state-of-play report at the end of the TS project, including any results from impact assessment of completed measures	State-of-play report is submitted	final state-of-play report produced	Will be included in final report

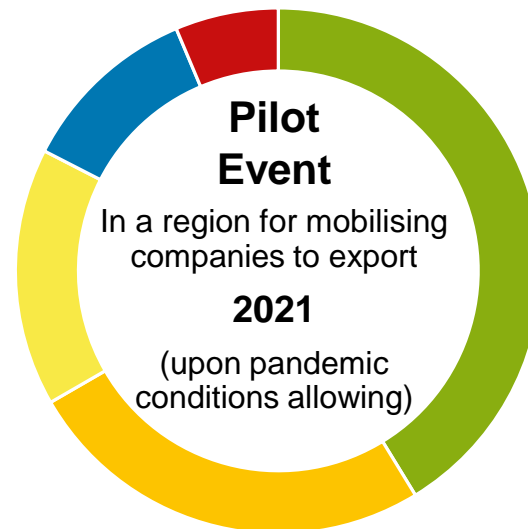
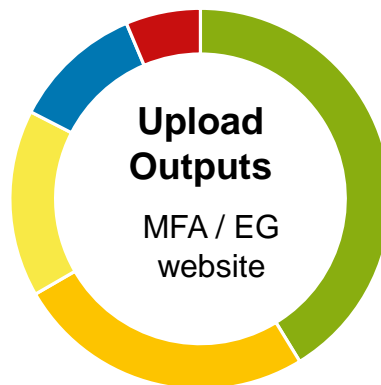


# Technical Support Project “ExPro+”

## Visibility / Communications / Follow-ups



## Visibility / Communications / Follow-ups





# Technical Support Project “ExPro+”

## Project completion steps

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Step	Proposed Actions
<b>Press release</b>	<ul style="list-style-type: none"><li>• To be circulated to media on...</li></ul>
<b>Final report</b> (plus final bi-monthly reports and final state-of-play report, both C.1)	<ul style="list-style-type: none"><li>• To be circulated to SC members by mid-November, financial report to EU foreseen for end-December</li></ul>
<b>Final versions of project outputs</b>	<ul style="list-style-type: none"><li>• To be circulated to SC members by mid-November</li></ul>