



Plan Internacional de Navarra
Nafarroako Nazioarteko Plana
2017/2020

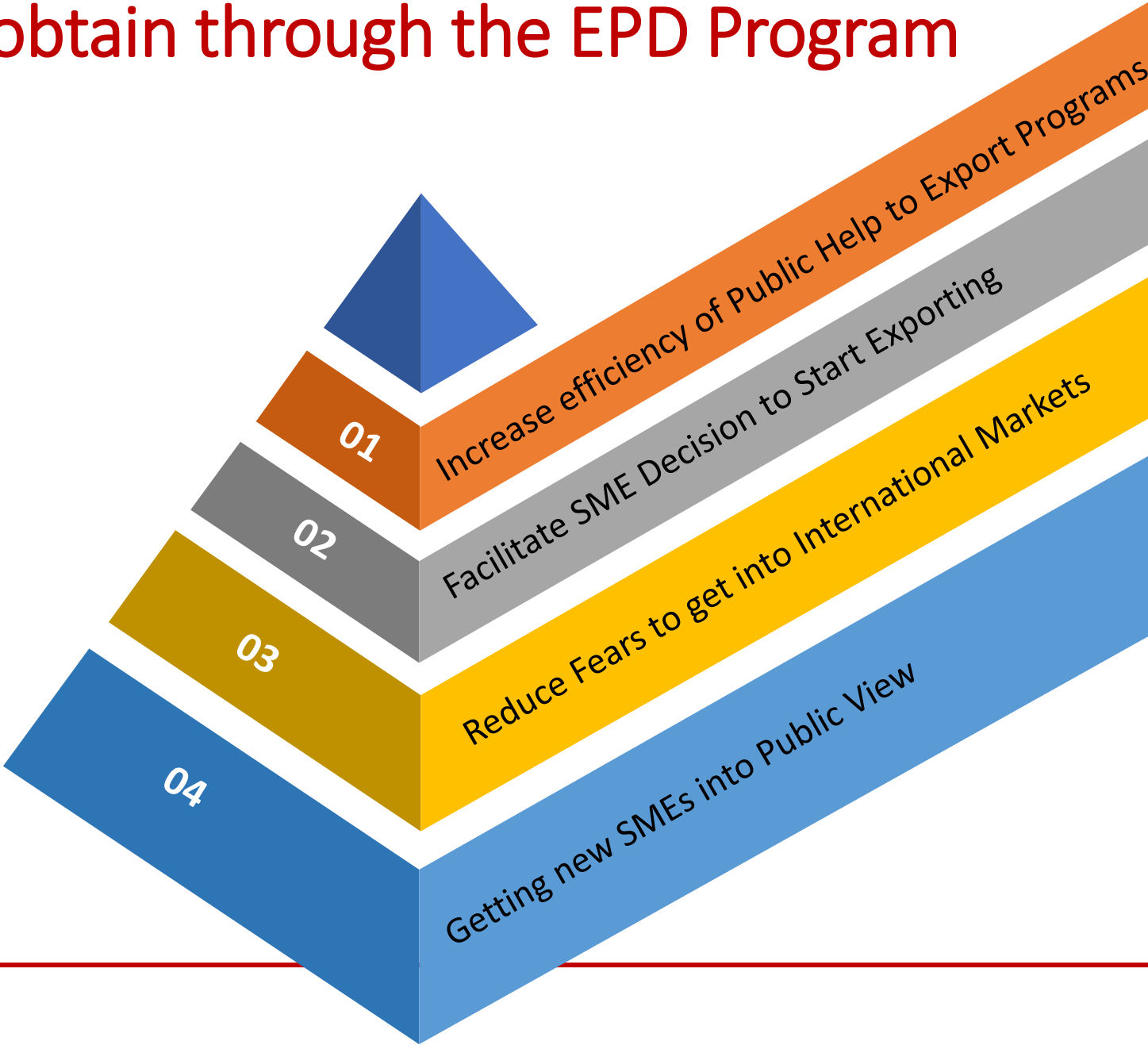
Nafarroako  Gobierno
Gobernua de Navarra

Export Potential Diagnosis



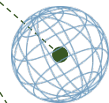
October 2018

Main Goals to obtain through the EPD Program

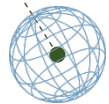


EPD Main Features

- 1 Autodiagnosis (getting an immediate picture)
- 2 Workshop setting (10-20 SMEs simultaneously)
- 3 Quick basic results (2 hours maximum)
- 4 If Company decides to complete



Basic conversation with workshop conductor



Written report (with conclusions and recommendations)



EPD: A Tool to Decide

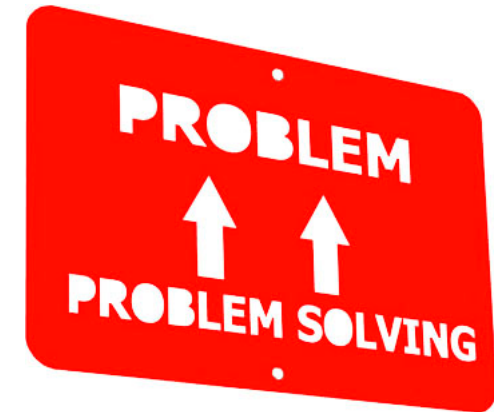
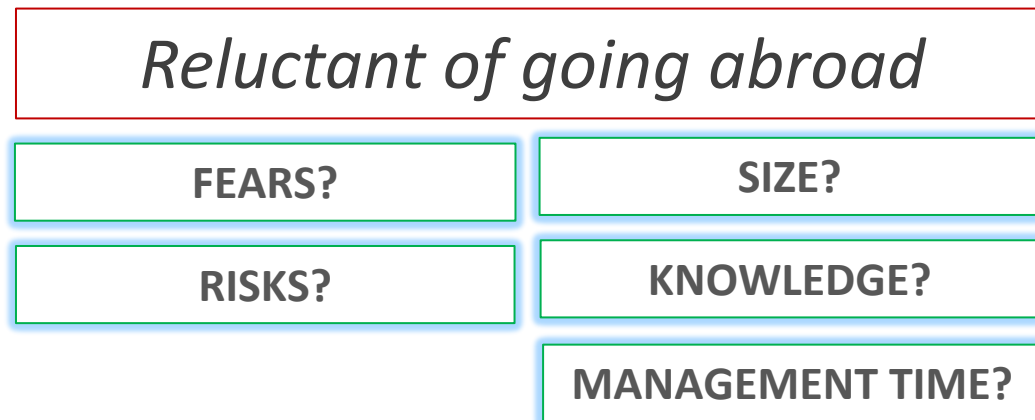
 *Is exporting a good way for my company?*

 *How can I know it beforehand?*

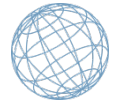


Public Institutions have a common problem

- 🌐 *We need to increase number of exporting companies*
- 🌐 *But many companies*



But we know



It is a process

PROGRESSIVE

STEP BY STEP



We might help from Public Institutions

ADVICE

PROGRAMS

HELP

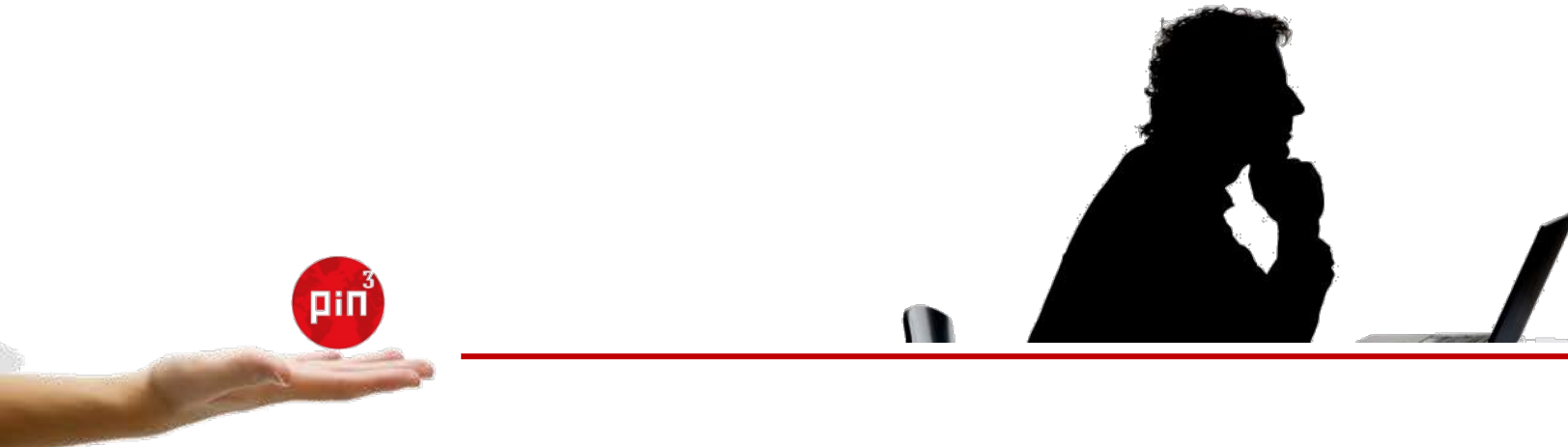
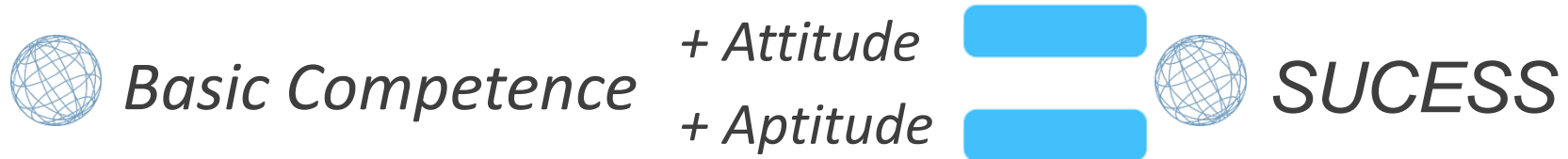
Strategy?

Operational?



We know the

«*Basic Rule for Exporting*»



Back to the tool

We measure

Four Factors → *Five Elements by Factor*

- 01** Product Offering
- 02** Market Reaction
- 03** Company Features
- 04** Team and Management



4/5



What do we obtain?

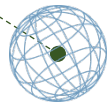
SOLUTION
epd

- 1 General Measure of EPD
- 2 External / Internal Factors Balance
- 3 Main Restraining Factors (or elements)
- 4 General Conclusions of Export Decisions to be taken

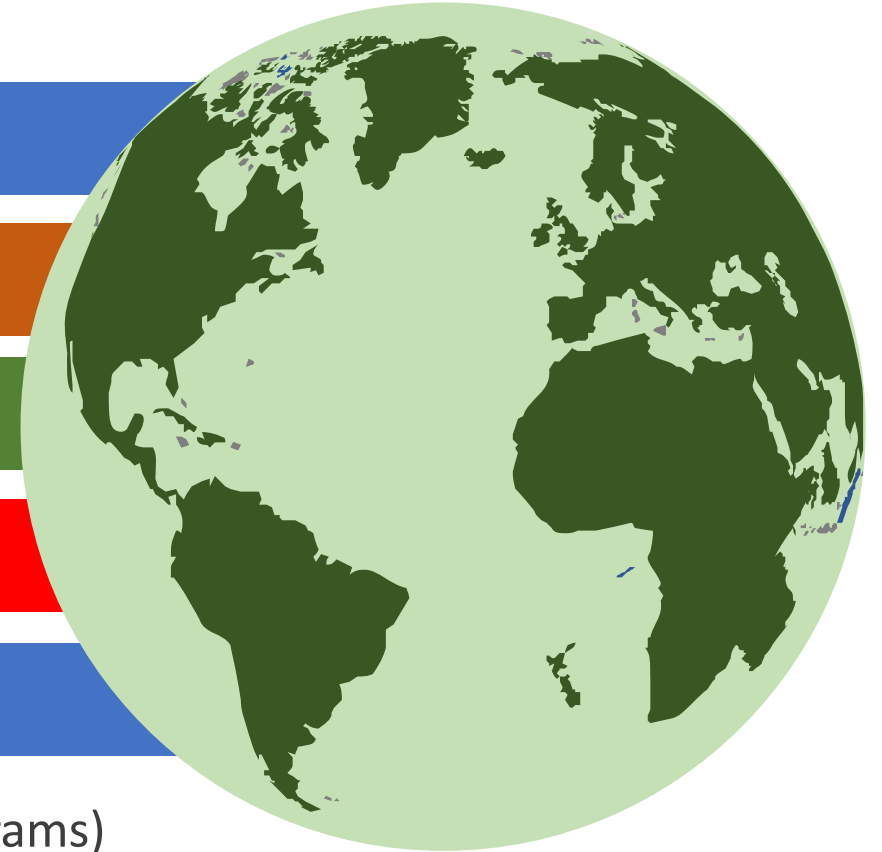


In short:

- 01 Quick Results
- 02 Cheap and Productive
- 03 Very Positive SME Reaction
- 04 Good Network Introduction
- 05 Unobstructive



(helps to introduction for another programs)



SO,
GOOD RESULTS!!



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Thanks and have a good
day in our land!



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