

## Successful EU Market Entry with the CBI's Export Coaching Programme for Pharmaceutical Products 2006 - 2011

The Centre for the Promotion of Imports from developing countries (CBI), an agency of the Dutch Ministry of Foreign Affairs, assists entrepreneurs in developing countries in selling to markets in Europe. For this purpose, it has developed a wide range of support programmes for many sectors of industry, including Pharmaceutical Industry.

The CBI's work is financed by the Dutch government, which means participation costs are limited.

While I am attaching herewith the details about the "Export Coaching Programme for Pharmaceuticals Products 2006 – 2011", **to briefly introduce:**

The programme is run by independent consultants whose extensive knowledge and networks throughout Europe guarantee high-quality, specialised and up-to-date content. As an approved participant, you will receive individual support over a number of years by means of on-site consultancy, training schemes, market information, trade fair participation and business-to-business activities. Depending on its specific needs, the participating company may also receive support in the field of product and production improvement, quality control, export marketing and market entry. On the other side of the negotiating table, the CBI programme is geared to helping EU buyers obtain new supply sources in developing countries.

To international entrepreneurs, Europe is potentially one of the most profitable markets in the world. At the same time it also a very complex, competitive and dynamic market. Its structures are changing constantly and buyer motives today are different than they were five years ago. Exporters eager to access the EU market must prepare themselves carefully and thoroughly.

Rising production costs are forcing many European companies to purchase outside the EU and imports have shown major growth in recent years. This means there are good opportunities for aspiring exporters. The only question is: how do you turn them into profitable business?

The CBI ([www.cbi.eu](http://www.cbi.eu)): targeted export support

The Centre for the Promotion of Imports from developing countries (CBI) does what its name suggests - it assists entrepreneurs in developing countries in selling to markets in Europe. For this purpose, it has developed a wide range of support programmes for many sectors of industry. The CBI also supports local business support organisations, for instance by assisting them in training and market research activities. The CBI's work is financed by the Dutch government, which means participation costs are limited. Its many years of experience and its extensive international network make the CBI one of the most important centres of expertise in export promotion from developing countries. The Centre was founded in 1971 and is an agency of the Dutch Ministry of Foreign Affairs.

## **A powerful coaching programme**

Our new export coaching programme for pharmaceutical products is meant for ambitious manufacturers and exporters in the pharmaceutical sector who are eager to expand their export activities in the EU. The programme is accessible for companies that meet the following criteria:

- between 25 and 500 employees;
- local ownership of at least 51% and no joint venture (or part) of a company from a country belonging to a UMIC or higher country;
- no licence agreements that would hinder export to the EU;
- able to communicate in English;
- compliance or the willingness to comply with EU market requirements;
- competitive prices and sufficient production capacity;
- willingness and capacity to invest in adaptations of, for instance, product assortment and production processes, if and as required by the European market.

For more detailed information on our admission criteria, please visit our website: [www.cbi.eu](http://www.cbi.eu) (> exporters > export coaching > view the criteria).

### **For further details of the programme:**

For more information about the CBI, the export coaching programme for pharmaceutical products, or to download an application form, please visit our website at [www.cbi.eu](http://www.cbi.eu). On the site you will also be able to check whether your country is qualified for programme entry.

You may also return the enclosed application forms by post or fax (+ 31) (0)10 411 40 81. You can also send an e-mail to [wheumen@cbi.eu](mailto:wheumen@cbi.eu). We will then send you the information you require as soon as possible.

Please [click here for Brochure](#)

CBI,  
ECP Pharmaceutical Products  
Mr. Wim van Heumen  
Postal address:  
PO Box 30009  
3001 DA Rotterdam  
The Netherlands

Telephone: + 31 10 20 13 436 / 34  
Telefax: + 31 10 41 14 081  
e-mail: [wheumen@cbi.eu](mailto:wheumen@cbi.eu) / [cbi@cbi.eu](mailto:cbi@cbi.eu)  
website: [www.cbi.eu](http://www.cbi.eu)

Office address:  
Beurs WTC 5th floor  
Beursplein 37, 3011 AA Rotterdam  
The Netherlands

### **Coordinator in India:**

Mr. D.L. Pandya  
Pandya & Associates  
B/4, Mandir Apartments, Opp. P & T  
Colony, Jodhpur Char Rasta,  
Ahmedabad - 380 015, Gujarat, India  
Mobile: 098254 57563  
Phone: +91 079-26740611  
Fax: +91 079 26754867  
E-mail: [mpds00@vsnl.com](mailto:mpds00@vsnl.com),  
[pandya@icenet.net](mailto:pandya@icenet.net)

\* \* \* \* \*