



CBI  
*Ministry of Foreign Affairs*

# The CBI and its SPS related activities

Bart Slob  
Geneva, 30 March 2011



## 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



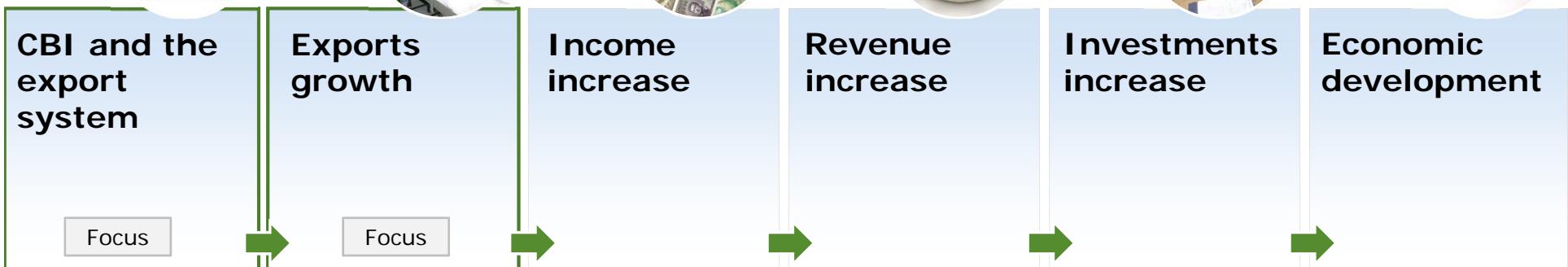




## Facts and Figures

- 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









## Sectors

### Agricultural



### Industrial



### Consumer



### Services





## 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](http://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

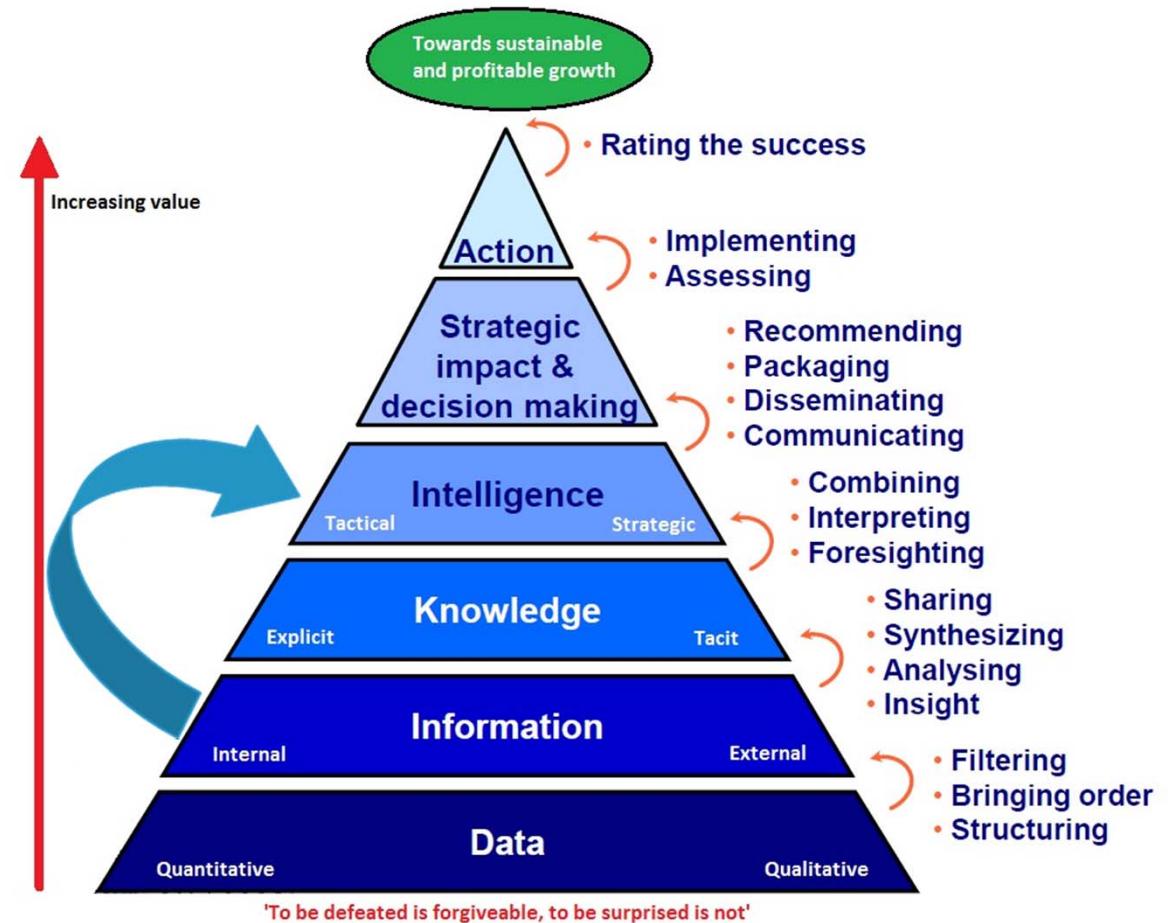
- Elaboration on document on plant health Directive
- Practical approach
- Decision tree
- Frequently Asked Questions
- Hyperlinks to legislation, NPPOs and related documents in the database





## Our vision on SPS:

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





## More information



+31 (0)10 201 3434



[bslob@cbi.eu](mailto:bslob@cbi.eu)

[www.cbi.eu](http://www.cbi.eu)