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Who we are

The **Instituto Español de Comercio Exterior (Spanish Institute for Foreign Trade - ICEX)**, is a public entity attached to the Secretariat of State for Tourism and Trade. ICEX provides its services to Spanish companies for the purpose of encouraging and facilitating their international projection.

- **Designs and implements** trade promotion programmes in foreign markets.
- **Prepares and distributes** information on the range of Spanish products available and on international markets.
- **Promotes** the enhancement of the technical skills of the management staff of companies and the training of experts on foreign trade.
- **Drives** investment, industrial establishment and business cooperation projects in foreign markets.

ICEX carries out its activity abroad through the **network of Economic and Commercial Offices of the Embassies of Spain** and, within Spain, through the **Regional and Territorial Trade Offices**.

Aragón Exterior (AREX) is a government-owned company attached to the Department of Economy, Finance and Employment, with the objective of promoting the establishment and consolidation of foreign companies in Aragon and strengthening the presence and competitiveness of Aragon's companies and products abroad. It is the instrument which the Regional Government of Aragon makes available to local companies in order to support their presence abroad.

AREX supports the activity of internationalisation in all **areas** of interest for companies: export, procurement, setting-up of operations, recruitment of foreign workers, alliances, attracting of and support to foreign investors in Aragon.

The **working philosophy of AREX** is based on personalised attention, by developing individual projects to meet individual company needs.

AREX supports companies through a **structure** of professionals with experience in internationalisation processes, both in **Aragon** as well as in more than **20 destination countries**.



Why visit Exporta 2009

Because the Spanish Institute for Foreign Trade (ICEX) and AREX are opening a door leading to many opportunities on the 17th and 18th of June in Saragossa (Palacio de Exposiciones y Congresos – the Conference Centre on the EXPO grounds).

Because it provides a space for discussion, a true forum of ideas and a source of information centred on the process of internationalisation of companies.

Because it makes available to participants the personalised advisory services of more than 30 Economic and Commercial Counsellors of the Embassies of Spain and of ICEX and AREX experts.

Because the 2009 Congress focuses on a slogan of key interest: **“Expanding the export base: new companies, new sectors, new markets”**, presenting new opportunities for companies in markets and sectors with high growth potential.



Key Details

NAME: EXPORTA 2009

THEME: Congress for Business Internationalisation

LEVEL: professional

SCOPE: national

ORGANISERS: Spanish Institute for Foreign Trade (ICEX) and (AREX)

DATES: 17 and 18 June

PLACE: Saragossa

VENUE: Palacio de Exposiciones y Congresos (Convention Centre on the EXPO grounds)

TIMETABLE: 10:00 to 18:30

ACTIVITIES:

- Opening Session.
- International Meeting Point (IMP): personalised interviews with **more than 30 representatives from the entire network of Economic and Commercial Offices** at Spanish Embassies.
- **More than 30 Workshops and Seminar** aimed at exporter SMEs and structured around groups of issues.
- **Close to 40 Coffee and Luncheon Meetings with experts** on a range of issues geared to companies.
- **Individualised consultancy** on the full range of services and programmes offered by ICEX and AREX.
- Guest organisations: the **Superior Council of Chambers of Commerce** and the **Aragon Council of Chambers of Commerce**, the **Spanish Confederation of Employers' Organisations (CEOE)** and the **Employers' Confederation of Aragon (CREA)** participate as guest organisations at EXPORTA 2009 where they will attend with their information stands.

COST: Register free at www.EXPORTA2009.com or, on 17 and 18 June, at the Palacio de Exposiciones y Congresos, Saragossa's Convention Centre (on the EXPO grounds).



Background

EXPORTA opened its doors for the first time in the year 2000, determined to become the major forum for bringing together all companies with a strong international vocation, in addition to those companies, associations and institutions of a public or private nature which provide services designed to enhance the international competitiveness of the export companies.

Since that time, EXPORTA has been held in Madrid in even years and has moved to Autonomous Communities with a longstanding export tradition in the odd years. As a result, EXPORTA 2001 took place in Barcelona, EXPORTA 2003 in Valencia, **EXPORTA 2005** in Bilbao and **EXPORTA 2007** in Seville. **EXPORTA 2008**, held in Madrid, was also regional in nature and, on this tenth occasion, **EXPORTA 2009** is being organised in Saragossa.

In 2005, the trade fair format of EXPORTA gave way to a congress profile, which became consolidated with **EXPORTA 2006**, featuring a programme of activities carefully structured in order to include all of the institutions and players involved in the challenges of the internationalisation of Spanish companies.

All of these yearly events have maintained a specialised focus, defined by the Internationalisation Workshops and Seminars as well as by the International Meeting Point, with its individualised interviews between companies and representatives of the Economic and Commercial Offices of Spain's Embassies abroad. In 2008 in Madrid, new Interactive Working Areas were introduced: coffees and luncheons with experts.



Opening Session

DATE: 17 June 2009

TIME: 10:00 - 11:30

VENUE: Auditorium, Palacio de Congresos y Exposiciones (Convention Centre on the EXPO grounds)

TITLE: Opening Session: the new challenges for the global company: new export sectors, new markets

SYNOPSIS: Companies are faced with the challenge of internationalisation in a world where the economies are increasingly more integrated and where it has become necessary to surmount these new hurdles in a global and competitive manner.

The major changes being generated day after day in the international trade environment call for an active strategy in the search for new markets and sectors in which to develop our internationalisation activity, many of which are practically unknown to Spanish companies.

Closing Act

DATE: 18 June 2009

TIME: 16:30

VENUE: Palacio de Exposiciones y Congresos (Convention Centre on the EXPO grounds)



Workshops and Seminars

More than 30 Workshops and Seminars will be held during the course of the 17th and 18th of June, in **morning as well as afternoon sessions**, grouped into four sets of issues:

AUDITORIUM I- Centred on the specific slogan of the Congress "Expanding the export base: new companies, new sectors, new markets", where an analysis will be made of how the international market presents itself as a growing opportunity for Spanish companies, with areas and markets as yet to be discovered.

AUDITORIUM II- Specific issues will be discussed in relation to new export sectors and markets within the countries which are included in the Comprehensive Market Development Plans (PIDM): Algeria, Brazil, Korea, China, the United States, India, Japan, Morocco, Mexico, Russia and Turkey.

AUDITORIUM III- General issues of special interest will be analysed, focussing on the countries included in the Comprehensive Market Development Plans (PIDM): Algeria, Brazil, Korea, China, the United States, India, Japan, Morocco, Mexico, Russia and Turkey.

AUDITORIUM IV- Institutional initiatives of support to internationalisation. The focus here will be on the programmes and instruments of assistance which both the Autonomous Community Administration as well as the Central Government Administration and other private and public institutions offer to companies to support them in their process of international expansion.



International Meeting Point

At the International Meeting Point (IMP) EXPORTA visitors can meet **more than 30** Advisors from the **Network of Economic and Trade Offices at Spanish Embassies**.

The IMP makes EXPORTA a unique conference due to what it offers to help and support Spanish companies.

Meetings at the IMP will be by appointment. Prior reservations will be made for the date and time of the meeting, with a maximum duration of 20 minutes per meeting. Interviews may be arranged with a maximum of **5 advisors per company**.

Registration is open to companies starting from 24 March (CIF -Tax I.D. Code: A and B). Institutions may register as from 25 May.



ICEX Advisors

Those attending **EXPORTA 2009** will find information and advice on the following services and programmes which **ICEX** makes available to Spanish companies.

- **Export Initiation: Learning How to Export (APEX)**

APEX raises the awareness of Spanish SMEs with respect to the need for exporting and provides advice in key areas such as brands, the use of technology and the Internet, international contracting and taxation and innovation and design, among others, to enable them to successfully penetrate foreign markets.

- **Export Initiation: Foreign Promotion Initiation Plan (PIPE)**

This Plan supports companies starting out as exporters through specialised professionals who cooperate with companies in the design of their internationalisation strategy and the penetration of new markets.

- **Promotion of Agro-Food Products**

Commercial Promotion of Sectors: Fairs, Missions; Sector Portals; Setting-up of Business and Brand Establishment...

- **Promotion of Services**

Commercial Promotion of Sectors: Fairs, Missions; Sector Portals; Setting-up of Business and Brand Establishment...

- **Promotion of Consumer Goods**

Commercial Promotion of Sectors: Fairs, Missions; Sector Portals; Setting-up of Business and Brand Establishment...

- **Promotion of Industrial Products and Technology**

Commercial Promotion of Sectors; Setting-up of Business and Brand Establishment; Technical Assistance Trips; Comprehensive Project Assistance Fund...



- **Multilateral Finance**

Unión European Union cooperation programmes; cooperation programmes of Development Banks; Consultancy Funds; United Nations System; Advisory services to companies...

- **Business Services**

These include human capital services for companies (e.g.: scholarship programme), support to investment projects and personalised consultancy services. These last two services, introduced recently throughout the network of Spain's Economic and Commercial Offices abroad, constitute a qualitative step forward in the support provided to Spanish companies and entities in their internationalisation processes. These new services are adapted to the specific needs of the business of each client in the various markets, with a personalised and flexible focus. The range of services is highly varied and includes the identification of business partners, the organisation of an agenda of interviews, specific qualitative information for businesses, the performance of all kinds of market analysis, logistic support in a broad sense...

- **Investment and Business Cooperation**

Programme of identification, dissemination and support to new investment initiatives; programme of support for investment prospecting trips; programme support to investment projects; investment and business cooperation forums...

- **Training in Internationalisation**

Meetings on foreign markets and sectors, internationalisation seminars; Passport Abroad: on-line management tool for internationalisation; Virtual Classroom: on line internationalisation seminars by sectors and foreign markets...

- **Information Services**

Market research; Spanish and worldwide statistics; business opportunities; international calls for tenders, ICEX services on the Internet; inverse portals; electronic markets...

- **Production and Sale of Publications**

The Exporter magazine; Spain Gourmetour; Keys to the World Economy; other publications...



AREX Advisors

Those attending **EXPORTA 2009** will find information and advice on the following areas which **AREX** makes available to companies in Aragon:

INTERNATIONALISATION OF ARAGON-BASED COMPANIES

- **Personalised Services**

AREX accompanies businesses as they progress through the various stages of internationalisation by means of individual projects, carried out by our delegation in the respective destination countries and coordinated by the team stationed in the central offices in Aragon:

- Customised information and analysis with respect to target markets, the feasibility of individual projects, possible channels of distribution, and the technical requirements and applicable regulations, if any.

- Assistance in the search for and pre-selection of contacts in line with the needs of each company (agents, representatives, distributors, business partners, suppliers, clients...etc.).

- Organisation of individualised prospecting trips with working agendas and local accompaniment, with interpreting services if necessary, during the visit to the target country.

- **Sector-Level Promotion Actions**

AREX carries out promotional actions for the various sectors of activity such as the organisation of participation in foreign trade fairs, the preparation of technical meetings and the organisation of trade missions. The selection and timetable for these actions are defined in conjunction with companies and the principal associations in each sector.

- **The teDex Programme (Technical Experts on Internationalisation)**

The purpose of the teDex Programme is to help companies overcome one of the main barriers to internationalisation, which is the lack of appropriate human resources. The programme enables the recruitment of an expert on internationalisation or the collaboration of a professional in order to carry out a specific project.

- Contracting of technical experts on internationalisation

This programme assists Aragon companies in the engaging of technical



experts, both local as well as foreign, in Aragon or in the destination country, for internationalisation positions with a view to a permanent situation.

-Customised consultancy

Support is offered for specific projects requiring the temporary engagement of an expert with extensive experience in internationalisation in cases where local companies lack staff specialised in this area.

- **Telephone Interpreting Service**

Through this service AREX facilitates the communication of companies in Aragon with their foreign clients or suppliers in more than 30 languages.

- **Programme for the recruitment of labour abroad**

This programme makes it possible to engage foreign workers in origin, whose profile cannot be found in Aragon. AREX takes care of the recruitment, formalities, travel, training and reception of the workers up to the time they join the company.

- **Multilateral Organisations Programme**

AREX offers support for accessing business opportunities generated in multilateral organisations.

- **R&D&I Internationalisation Programme**

AREX offers support for accessing lines of finance for R&D&I generated in Europe and for partnership opportunities with other companies for the joint performance of innovative activities.

ATTRACTING OF INVESTMENTS AND SERVICES FOR INVESTORS

- **Information:** AREX offers information for the purpose of evaluating whether the specific characteristics of Aragon are appropriate for the investment project planned.

-Full information on Aragon: economic, geographical, social, employment-related...

-Legal, tax information, incentives...

-Commercial information: suppliers, partners, markets, costs...



- **Advisory services:** AREX provides orientation to companies to assist them in deciding where to locate and the most appropriate way to set up operations.
 - Incentives and aid available
 - Location
 - Availability, qualification and remuneration of workers
 - Financing: venture capital, sureties, loans
 - Possibility of local industrial, technological, business partners...
- **Management of setting-up processes:** Working closely with the investor, we contribute the advantage of our relations in order to facilitate the implementation of projects for foreign companies.
 - Search for and selection of the most appropriate location: Coordination with Town Councils, development and conditioning of the site...
 - Support in completing administrative procedures: obtaining of licences and approvals, procurement of supplies, ...
 - Processing of local, regional, national and European incentives: Regional Economic Incentives, creation of employment, R&D&I...
 - Arrangement of institutional and business contacts.



Registration

PEI: This website can be used in order to arrange interviews with advisors from the Network of Economic and Commercial Offices in Spanish Embassies participating at the International Meeting Point (PEI or IMP in English). This will enable them to prepare themselves prior to interviews and thus improve the quality of the information they are requested to provide.

- Interviews may be arranged with a maximum of 5 advisors per company.
- Registration is open to companies starting from 24 March (CIF –Tax I.D. Code: A and B). Institutions may do so as from 25 May.

WORKSHOPS AND SEMINARS: You can use the website to schedule your participation in the Workshops and Seminars of your choice.

COFFEE WITH EXPERTS: If you wish to receive personalised advice on specific aspects of your operations abroad and discuss, for one hour, issues affecting companies involved in internationalisation processes, you can register in this area. We have selected a group of specialised companies and institutions which will exchange their points of view with you on policies and strategies for setting your business abroad into motion.

Registration for coffees with experts will remain open until the space reserved for each coffee meeting is completed.

LUNCHEONS WITH EXPERTS: We offer you the chance to meet with the speakers and experts who have participated in the workshops, seminars and round table discussions held at the Congress and to speak with them in a more relaxed atmosphere about the issues dealt with in this discussion forum. Registration for Luncheons with Experts will be active starting on **27 April**.

ICEX PERSONNEL: Interviews can be arranged in advance with the staff from a range of areas within the Spanish Institute for Foreign Trade (ICEX).

AREX PERSONNEL: Interviews can be arranged in advance with the staff from a range of areas within (AREX).

You can view your activity at the EXPORTA 2009 Congress through the menu, **PERSONAL AGENDA** –to the left of this text–, thereby taking best advantage of the time you spend at EXPORTA 2009.