

## **“Web Advanced Export Manager – EM2.0”**

**526976-LLP-1-2012-1-IT-LEONARDO-LMP**



### **D3.1 Scheme of embedment of web-based elements into the EM Training Course**

---

**Centro Estero Umbria – Umbria Trade Agency**

**Sheffield Chamber of Commerce & Industry**

**Final – August 2013**



This project has been funded with support from the European Commission.  
This publication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

## Summary

<b>1. Introduction .....</b>	<b>4</b>
Approaches and methodologies.....	7
Preparing the research.....	8
How the research was conducted? .....	8
<b>2. Research concerning the resources 2.0 for EM .....</b>	<b>10</b>
What are the research's findings?.....	11
How we processed the information gathered.....	12
<b>3. Presentation of the 2.0 resources.....</b>	<b>13</b>
<b>4. Findings and observations.....</b>	<b>73</b>
<b>5. Conclusions .....</b>	<b>75</b>

## Annexes

A.1 - WP3 research tool

A.2 - Templates fulfilled by the partners for the national research

## 1. Introduction

This document presents the results of the work implemented under WP3 “*Analysis of training path and identification of potential integration of web related tools and approaches into the EM training course*”. It includes the future EM2.0 training course indicative contents, describing and commenting on the matching between export manager traditional training and ICT and web based elements, also providing an outlook over the complete training profile of EM2.0.

The traditional marketing communications model for mass media (e.g. Lasswell 1948; Katz and Lazarsfeld 1955) defines the mass communication as a one-to-many process: a firm produces a content which is devoted to a large group of consumers. The key feature underlying all models of mass media effects is that there is no interaction between consumers and firms.

The new model of marketing communications works in a hypermedia CME (computer-mediated environments) like the Web (Hoffman and Novak 1995) in a many-to-many mediated communications structure. The consumers can interact with the medium, firms can provide contents to the medium and, in the most radical diversion from traditional marketing environments, consumers can provide commercially-oriented content to the medium.

In this model, the relationships occurs between sender and the CME with which they interact and the information or content is created by participants and then experienced.

As affirmed by Tim O’Reilly in 2004, “*Web 2.0 is the business revolution in the computer industry caused by the move to the internet as platform, and an attempt to understand the rules for success on that new platform. Chief among those rules is this: build applications that harness network effects to get better the more people use them*”.



This revolution has promoted the idea to connect the role of the export manager and the 2.0 model. The export manager is a medium. In the international trade he/she plays the same role of a 2.0 website. The export manager can benefit from the explosion of the 2.0 tools and technologies in order to empower his/her activity. Thus, the idea of the project is not only to use the 2.0 tools, but to adopt the 2.0 concept to the Export management. The project has the idea to create a new generation of Export Manager who could exploit the multi-level contribution from all the actors/tools involved in the export management (the firms, the Consumers, etc.). Therefore, it is possible to say that the new professional profile is a 2.0 profile. An Export Manger 2.0. This document will analyse several tools. The analysis could seem banal and circumscribed at some 2.0 tools but, the idea is to explore these general tools and exploiting them through the connection with some web resources which are more focused on the international trade. The analysis will enable the partnership to create the links which are described in the 2.0 approach. The comprehension of the potential of general tools 2.0 represents the main resource of the this approach: receiving multilateral contribution, in order to empower the role of a traditional function. The function concerned is not the communication or the marketing, but the Export management. The training course which the Project has to develop aim at creating this innovative profile.

As we can see, from the the D2.2, “the existing trainings on the sector actually lack of the innovative element that the present project seeks to foster: the acquisition of innovative web-based and ICT competences functional for the *2.0 generation* Export Manager”. Furthermore, no attention is focused on “inter-curricular modules” which are likely to empower the Export managers profile. The Partnership has to work in order to define a new professional profile able to aggregate the stimulus for innovative solutions for businesses. The present international market has lost its unilateral dimension and it is becoming more and more dependent from the influence which affects the international trade. If these variables can make the outlook of the international trade more and more complex, it is also important to underline that several possibility to widen the opportunities of business are now exploitable.

For Example, the Long Tail paradigm is the realization that the sum of many small markets is worth as much, if not more, than a few large markets. The possibilities disclosed by the 2.0 resources allow to a single economic player to play its role on the international market. This is only one of the alternative paths which can be run over by an European enterprise which is willing to open its business. The role of the EM2.0 is designed just in order to create occasions of business on the international market through the 2.0 approach and resources.

Therefore, as stated in the D2.2, “the EM2.0, will be a professional who:

- Is able to face the elevated level of competitiveness of global companies;
- Is able to intercept new market trends;
- Is able to valorize all useful opportunities and funding for specific sectors;
- Is able to employ creative approaches and innovative tools to support the business;

Is able to know new market features and how to approach to them.”

In order to proceed in the designing of the training course, as suggested in the D2.2, the WP3 has identified effective and functional web tools for each specific training outcome and the most important activities carried out by a traditional EM. Furthermore, the partnership has processed a clear identification of the most suitable and effective web tool for Each module proposed.

After the implementation of WP2 *“Identification of training courses for Export Manager and of merging elements from in a unique training path* and the issuing of the D2.2 - a comprehensive and commented description of available training offer for export managers in participating countries - the project partnership has compared the current scenario of the most popular and innovative resources available on the internet, both serving general purposes of internationalisation and vertical insights on the international trade.

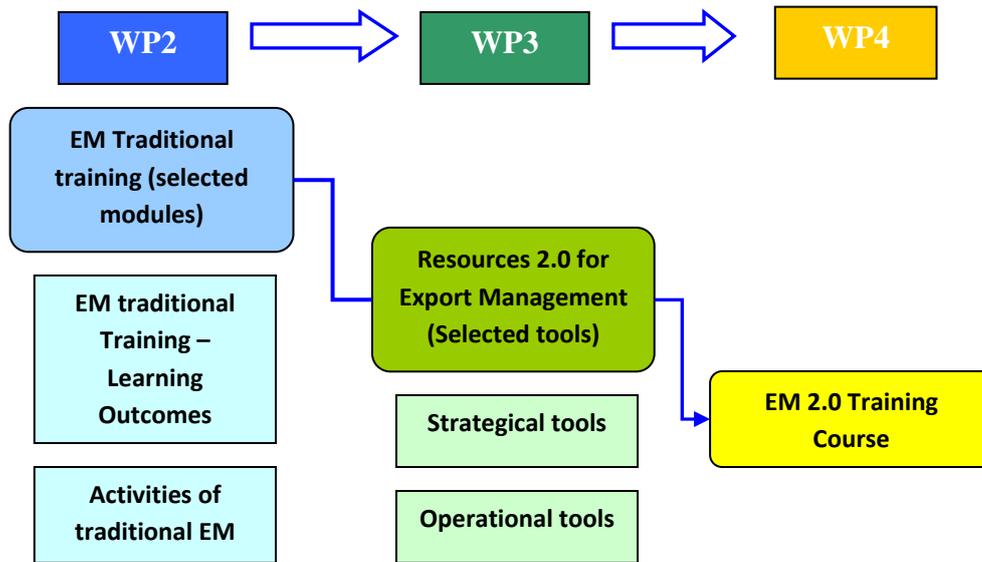
In the framework of the project this step was necessary in order to match the findings of WP2 (i.e. D2.2) with the research of the Web based and ICT tools. It represents the first step to begin the development of the training modules, which will be implemented in the WP4.

The present work is aimed at carrying out research concerning the state of art of web marketing approaches and strategies, by the collection and categorisation of the tools used for the implementation of those strategies, with the purpose to create a base of knowledge about existing web-based strategies, tools and services (generally referred to as *resources 2.0*) available to support Export Management and Foreign Trade activities of European companies.

The output of the WP3, represented by this report, provides a match between the most important activities of a traditional Export manager, the learning outcomes highlighted in the D2.2 and the most relevant ICT and Web based tools available, for defining an effective path for implementing the training modules of the EM2.0 training course.

The research has shown that there are many tools focused on the international trade, but also that some of them – with generic purposes - have very interesting potential in relation to Export Management and international trade. The EM2.0 training course is expected to integrate all those resources, amplifying their potential for the export management, in particular as far as regards the generalistic ones.

By means of the present deliverable, the project is proceeding to create a correlation grid: traditional EM training modules (and connected EM traditional activities) will be associated to web tools, ICT tools and other operational tools useful to potentiate the job of an export manager



Accordingly, the research provides a picture of the most popular and innovative Web based and ICT tools available on the net. The partners have provided their research findings, regardless of a focus on single countries.

### Approaches and methodologies

The research was conducted by impulse of the coordinator with the support of the WP3 leader SCCI, in the framework of the tasks of the WP which is focused on the “Analysis of training path and identification of potential integration of web related tools and approaches into the EM training course”.

The coordinator has developed the WP3 research tool (annex 1) which has been necessary to gather information for any single Web based and ICT tool potentially adaptable to the Export Management or already focused on this business sector. After sharing the template’s structure with the project partners, the research phase has taken place.

## Preparing the research

The template (an ancillary tool to carry out the research for the WP3) has been prepared in order to provide the partners with only one form, with different fields of research, investigating specific issues, dealing with the main query: ***which are the 2.0 resources potentially useful to be employed in the Export Management?***

Each partner has explored the information available by mean of different sources (e.g internet, information sources internal to the partner Organisation, own networks), searching for the tools and the websites which could effectively influence the work and the mission of a new typology of export manager. In order to provide the partner with the functional research tool, the coordinator supported by WP2 leader has defined a list which has been comprehensive of the most important working activities of a traditional export manager (annex 2). Additionally, the coordinator has decided to include in this research tool also the *EM course learning outcomes* illustrated in the D2.2.

This research tool allows the partnership to investigate and collect the following fields:

- **NAME OF THE RESOURCE**
- **CATEGORY**
- **DESCRIPTION OF THE RESOURCE**
- **RELEVANCE WITH THE EXPORT MANAGEMENT TOPIC**
- **RELATION WITH THE EXPORT MANAGER ACTIVITIES**
- **RELATION WITH THE TRADITIONAL EM TRAINING MODULE(s) (matching with D2.2)**

In order to have an organic collection of information among partner also ensuring a diversification of the information on the existing Web Based and ICT tools, the following classification has been adopted:

- **WEB tools (web based softwares, applications and tools);**
- **Technologies (available technologies and hardwares able to innovate, facilitate, enrich, boost the Export Management)**
- **Web-based networks (networks of companies and service providers/Organisations supporting Export management, mainly working through the internet).**
- **Other resources potentially interesting for the purpose of the research.**

## How the research was conducted?

All the partners performed a research to identify those *Resources 2.0* currently representing the best offer available in terms of web based and ICT tools and technology. In some cases, the partners have had a direct working experiences with some tools allowing an immediate

comprehension of the performances of each resource highlighted; in other cases, they have had to look for relevant resources, having care to coordinate the work in order to avoid overlapping in the research. The work has been supervised by CEU –UTA which has provided a basis of most common resources, asking partners to restrict the research to the less popular resources amongst the EM community.

Each partner has used its own experience in coping with the international trade issue. Most partners were already involved in import-export dynamics and they are used to exploit several resources highlighted without applying a strategical approach: this is a further confirmation that there is neither a clear and codified strategy in using 2.0 resources for the international trade, nor a defined professional profile who can meet the characteristics of the EM 2.0.

## 2. Research concerning the resources 2.0 for EM

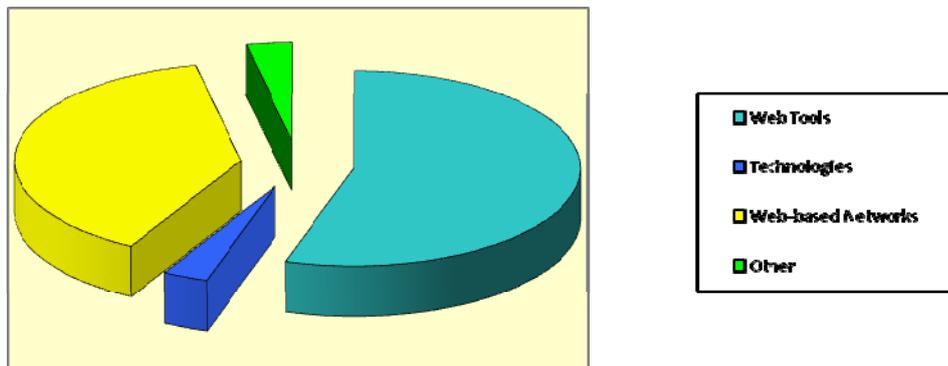
The research has simultaneously contributed both in i) providing some highlights of the complexity of the contemporary EM activities and ii) in coping with the large scope of resources to be identified, for providing the future trainees (EM trained through EM2.0 course) with a comprehensive set of tools and technologies to manage.

The choice to restrict the field of the resources between three main categories has been driven by the necessity to organise the future training modules.

However, the research has showed that most resources which have been found by the partnership are **Web tools**. It is also possible to observe how the partnership has not focused the research on technologies. This fact stresses how all partners have been oriented to the current technological systems without figuring out future technological assets or instruments (Laptops – smartphones – Tablets) which could actively affect the role of the Export Manager. It can be assumed that the research has focused, spontaneously, more on the software side than on hardware side.

The second major group of resources is represented by **Web-based Network**. Each resource has followed the theoretical setting already outlined in the D2.2. Therefore, the strategical and the operational aspects of the export management activities will continue to be the major organisational categories in order to define the EM 2.0 training course.

The graph below shows the typologies of resources analysed by the partnership (the colors of the graph will identify the typology of resources for the whole document):



### What are the research's findings?

The research pointed out the existence of different resources with different targets, focus and training potential.

We can distinguish amongst several main categories, based on the peculiar objectives whom any single resources can have in relation with the export management:

- ✓ Research (Youtube Trends, Consumer Barometer, Consumer Survey, Eurostat, Global Market Finder, Google Analytics, Google Trends, International Trade Centre);
- ✓ Advertising (Pay x Click, Youtube, Adwords);
- ✓ E-commerce (PayPal);
- ✓ E-service Provider for International Trade (FITA, Globaltrade.com, Panjiva, E-market Service, Market Access Database, Export Window, Powerful Online Company Database, Kompas);
- ✓ People (LinkedIn, Twitter, Viadeo, Xing, Google+);
- ✓ Marketing (Pinterest);
- ✓ Prices (Kelkoo);
- ✓ Tariffs (Trade Export Helpdesk);
- ✓ IPR ( IPR Helpdesk);
- ✓ Customs (Import Genius);
- ✓ Contracts (Juris International).

The research has been conducted in order to identify most popular free-use tools "on the shelf". According to the Project approach, it is important at this stage to stress that only limited examples of **national web based and ICT resources for International trade** have been presented (i.e. ExportWindow). Nonetheless, they are really crucial for the definition of a comprehensive training for EM 2.0. For this reason, they will be further and specifically included in the EM2.0 training course by each training organisation (VET institution which will take over the EM2.0 training course) during the customisation of the course, before its actual delivery.

It's worthy to mention the *direct mailing*, which as a means of communication does not represent a real evolution of the usual communicating system. A proper and professional use of e-mailing platforms has to be considered part of the training course for EM 2.0. It has been foreseen that the mailing system will be outclassed in fifteen years; therefore, it is not possible to figure out which will be the most proper means for a costless, immediate and useful worldwide communication system. In the frame of the present work, the partnership will integrate the current communication system with the present needs of an EM2.0.

Finally, we have to consider the importance of the **company websites** and their compatibility with the current ICT devices (smartphone, tablet, etc).

## How we processed the information gathered

According with the expected work, the WP3 objective is to interconnect the *activity* of a traditional export manager with the most relevant *2.0 resources* (Web-based and ICT).

Therefore, after completing the D2.2, the WP2 leader with the cooperation of the coordinator has defined a list of the main activities of a traditional Export manager, matching them with the findings of the WP2. So, the coordinator, with the support of SCCI as WP3 leader, has defined three grids where it is possible to cross data and research findings. These grids (below) show three different packs of information:

- **Description of any single Resource analysed**

Description of all the 34 Web-based and ICT resources taken into consideration by the partnership and which have been considered the most valuable and suitable compared with the project.

- **Relevance with Export Management topic**

This grid has the objective to show the relevance of each resource compared with the topic of *Export Management*. After explaining it through a short text, each *resource* has been connected with the *activities* of a traditional Export Manager and with the *learning outcomes* of EM training framework which have been analysed in the D 2.2

- **Matching each activity of a traditional EM with the resource taken in exam by the research carried out by the partnership**

This Grid has the objective to demonstrate any initial potential connection between each *activity* of a traditional EM with the *resources* examined. This third grid is really important because it outlines the basis for defining the training modules to be developed in the WP4, in the light of what has been stated in the D2.2: ***“The focus of the future development of EM2.0 course will constantly be the “export” and “export management” context: the EM2.0 training targets to enable the Export Manager to fully exploit the potential of 2.0 tools for export management purposes. The resulting training path will enable Export managers to plan effectively the export strategy and to be confident with web based, ICT based and technological tools available”.***

### 3. Presentation of the 2.0 resources

Below, is presented **the state of art of the existing web based and ICT resources which can be adopted by the EM 2.0**, as a result of the research, comparison and synthesis of the research findings provided by the projects' partners.

As explained above, the purpose is to describe and comment on the matches between traditional training with web based and ICT elements.

Table 1 - Description of ICT and Web Based resources

WEB TOOLS – Strategic Level
<p><b><u>Eurostat</u></b></p> <p><b>What is it?</b> Eurostat is a Directorate-General of the European Commission located in Luxembourg. Its main responsibilities are to provide statistical information to the institutions of the European Union (EU) and to promote the harmonisation of statistical methods across its states and candidates for accession as well as EFTA countries. The organisations in the different countries which actively cooperate with Eurostat are summarised under the concept of the European Statistical System. Eurostat has the most important on-line dataset on the net.</p> <p><b>How it works?</b> The most important statistics are made available via press releases. They are placed on the Eurostat Internet at 11:00 in the morning. This is also the time that the press release content may be distributed to the public by press agencies. Eurostat disseminates its statistics free of charge via the Internet and its statistical databases that are accessible via the Internet. The statistics are hierarchically ordered in a navigation tree. Tables are distinguished from multi-dimensional datasets from which the statistics are extracted via an interactive tool. In addition various printed publications are available either in electronic form, free on the internet, or in printed form via the EU Bookshop. Since September 2009, Eurostat has pioneered a fully electronically way of publishing, <b>Statistics Explained</b>, based on Media wiki open source software and with a largely similar structure and navigation.</p> <p><b>Objective of the Resource:</b> providing the highest quality statistics in Europe</p> <p><b>Output:</b> its task is to provide the European Union with statistics at European level that enable comparisons between countries and regions.</p> <p><b>Innovative added value:</b> European level of first class statistical analysis;</p> <p><b>Strengths:</b> absolute accountability of the tool at a European Dimension.</p>

### **Market Access Database**

**What is it?** The Market Access Database is a tool of the European Union's Market Access Strategy, supporting a continuous three-way exchange of information between the EU institutions, Member States and European business. The Market Access Strategy aims at reducing the obstacles faced by European exporters of goods and services.

**How it works?** Access to the Market Access Database is free. However, information in the "Tariffs" and "Procedures & Formalities" sections is restricted to users in the Member States of the European Union and countries which have formally been given a date for joining the EU.

**Objective of the Resource:** the Market Access Database (MADB) offers information on the following topics: tariffs; procedures and Formalities; per product statistics; trade Barriers; SPS (Sanitary and Phytosanitary) section.

**Output:** Market Access Database provides companies official information on export processes from UE.

**Innovative added value:** this web provides updated official information.

**Strengths:** free access, tailored data for analysing a specific sector and a specific market of reference.

### **Consumer Barometer**

**What is it?** The Consumer Barometer is a global effort by IAB Europe in partnership with TNS Infratest and Google to quantify the role of "online" in the consumer journey from research to purchase. The Consumer Barometer provides insight into past purchase patterns and a perspective on how consumers interact with the internet as a source of information for informing purchase decisions.

**How it works?** Consumer Barometer aggregates the e-consumer and e-searcher data of the user from 27 countries on 36 product categories. The aggregated values across products and/or countries are a simple average. For example, an industry value for 'Retail' on the topic '%' of purchasers who purchased Retail products online is the mean of the values for the products/services that are categorised as Retail. The same calculation applies to other aggregations as well.

**Objective of the Resource:** discovering and selecting items of interest to scope and graph the data, in order to give sense to a lot of pieces of small data through a smart and useful visualization. Visualizing data, creating an interface for the data.

**Output:** consumer Barometer is an example of how companies should handle large datasets.

**Innovative added value:** to aggregate and disaggregate an enormous dataset available.

**Strengths:** free access, tailored data for analysing a specific sector and a specific market of reference

### Google trends

**What is it?** Google Trends is a public web facility of Google Inc., based on Google Search that shows how often a particular search-term is entered in relation to the total search-volume across various regions of the world and in various languages. The result of the research is showed in a simple graph. The horizontal axis of the main graph represents time (starting from 2004), and the vertical is how often a term is searched for relative to the total number of searches, globally.

**How it works?** It focuses on the content curation which is an aspect more and more important for promoting the on-line visibility of a single item. Probably Google trend is the most intuitive tool available for pursuing this goal. It compares different words highlighting which is the most searched on the web in a period of reference (since 2004). If an economic actor wants export a good in a foreign market, it is possible to understand which word is much searched in the country of reference. The tool displays the result by the following scheme. On the main graph, popularity is broken down by countries, regions, cities and language. Note that what Google calls "language", however, does not display the relative results of searches in different languages for the same term(s). It only displays the relative combined search volumes from all countries that share a particular language (see "flowers" vs. "fleurs"). It is possible to refine the main graph by region and time period.

**Objective of the Resource:** The tool explores a trend for a single word searched by Google in a single country in a period of reference. It is important for selecting the most correct items to export in a given market and for a given audience. It is also important to understand how and by which words it is better to promote the products on the internet, but also in the real market, in order to be positioned on the Search Engines

**Output:** Having a clear and immediate view of the interest of the consumer in a given period, in a given country. The tool provides a strong capability to understand the past trends and moreover the future trends.

**Innovative added value:** The business operator can understand immediately what a market of reference is looking for. It is an immediate and accurate market search for what concerns the people who habitually use the internet.

**Strengths:** Accessibility, sectoral and intra-sectoral analysis, periodicity of the preferences.

### Consumer Survey

**What is it?** Google Consumer Surveys is a business product by Google that facilitates customised market research. The consumer surveys works as a "soft paywall" for websites offering premium content. It certainly will help companies that consider user feedback a very important element in marketing strategies, offering the most suitable tools for the creation and interpretation of online surveys and

questionnaires. Thanks to Google Consumer Survey, in fact, it becomes easier to understand which logo attracts most of the user and which slogan is more effective to advertise a product. It is also useful to better monitor the objectives of brand awareness.

**How it works?** Users visiting this website have the option of responding to a survey to access content for free. Every time a user responds to a survey, the publishers earn US\$ 0.05. The results of the survey are sold to Google's business customers such as market research firms and small businesses.

**Objective of the Resource:** getting answers and making major decisions with consumers' behavior and preferences; writing a tailored survey questions or customizing existing templates; targeting the entire Internet population or specify a custom audience; picking exactly how many responses are needed.

**Output:** Google automatically aggregates and analyses responses, providing the data through a simple online interface. Results appear as they come in. In addition to raw data, charts summarise responses and insights highlight interesting differences. Using the Double-Click cookie and the respondent's IP address, Google Consumer Surveys infers demographic and geographic information for each response, so it is possible to segment it by age, gender, location and more

**Innovative added value:** visitors do not need to make any registration or spend money; publishers are paid only when site visitors respond. Moreover, Google Consumer Surveys interoperability with other web marketing tools like pay per click is obvious and powerful.

**Strengths:** immediacy and the low costs - GCS ensures greater participation (something like a 15-20% response rate compared to a traditional investigations 0.5-2%) and reliability; a single question to many users instead of several questions to few users; no relevant cognitive resources requested to the user; no annoyances, because the question is asked on the same medium on which the user's attention is concentrated at that obtaining immediate results; the perspective of a desired prize.

### Google Analytics

**What is it?** Google Analytics is a service offered by Google that generates detailed statistics about a website's traffic and traffic sources and measures conversions and sales. The product is aimed at marketers. It is the most widely used website for statistics service. The basic service is free of charge and a premium version is available for a fee. Google Analytics can track visitors from all referrers, including search engines and social networks, direct visits and referring sites. It also displays advertising, pay-per-click networks, email marketing and digital collateral such as links within PDF documents.

**How it works?** Google Analytics not only lets the user measure sales and conversions, but also gives him/her fresh insights into how visitors use the site of reference, how they arrived on the site and how the user can keep them coming back.

**Objective of the Resource:** integrated with AdWords, users can review online campaigns by tracking the destination page quality and conversions. The objectives may include sales, lead generation, the viewing of

a specific page, or downloading a particular file, and can also be monetised. Using Google Analytics, marketing is able to determine which ads perform, providing the information to optimise a campaign or reduce costs. The approach of the service is to show various types of high-level dashboards, able to quickly satisfy the casual user, but also to show more in-depth reports that address the needs of more advanced users and Marketing manager.

**Output:** Content reports help to understand which parts of a website are performing well and which pages are most popular so that it is possible to create a better experience for the customers. Google Analytics measures the success of social media programmes. It is possible to analyse how visitors interact with sharing features on a given site and engage with content across social platforms. Google Analytics helps to measure the impact of mobile on a business of reference. Additionally, if mobile apps are available, Google Analytics offers Software Development Kits for iOS and Android so that it is possible to measure how people use an app.

**Innovative added value:** monitoring of the performance of a web marketing campaign with little costs; integrated functionality and multilevel analysis in a single tool.

**Strengths:** service available for free, accessibility, immediate comprehension of the tool operational potential

### Global Market Finder

**What is it?** The tool not only translates a keyword, but it also shows the competitive landscape for that keyword. The tool plots the opportunity chart, shows search volume, bid suggestions and competitive factor for multiple locations.

**How it works?** To use the tool, it is necessary to enter keywords that describe a product or a service and select a market or region to explore. It is possible to choose from regions such as the European Union, the G20 economies, or the Americas. Global Market Finder automatically translates the keyword into languages used in each of the selected markets. It basically helps to discover keywords and translate those keywords into other international markets.

**Objective of the Resource:** automatically translating keywords into a customers' language; see where customers are searching for a given product, from Albania to Zimbabwe or anywhere in between.

**Output:** it ranks each location by market opportunity by combining search volume, suggested bid price, and competition for each translated keyword.

**Innovative added value:** the tool allows the user to perform a global market analysis starting from a single word and to have reliable data in few seconds.

**Strengths:** the system provides potential keywords, already translated, to tackle the country.

**Youtube trends**

**What is it?** This tool is inspired to Google Trends. Created by YouTube, YouTube Trends is a new destination for the latest trending videos and video trends on YouTube and a resource for daily insight into what is happening in web video. By making use of viewership data and aggregating the wisdom of top curators across the web, YouTube Trends surfaces popular videos in real time, and provides a blog of broader trends developing within the YouTube community. The site is also a laboratory for new tools to help us identify and understand trends across YouTube.

**How it works?** Youtube Trends is a daily review of the latest video trends. Linking it with other tools provided by Youtube (e.g. *Youtube Insight* and the *video targeting tool*) it can help to focus the target of those who want to advertise on Youtube . It shows not only the most viewed videos but also the most shared on social networks like Facebook and Twitter. The tool allows very rapid comparative analysis between the preferences of different demographic segments (up to three).

**Objective of the Resource:** YouTube trends is meant for anyone who wants to know what is popular on YouTube. Because it takes a look at both trends that emerge on YouTube and videos that reflect broader cultural trends, the site will be particularly useful for who is looking to cover the cultural and political zeitgeist through web video.

**Output:** to understand the trends of the world most important video-sharing website and thus, to comprehend which are the interest of a single market. Using this tool, it is possible to collect segmented data organised for gender, country and age group.

**Innovative added value:** the business operator can understand immediately what a market of reference is looking for. It is an immediate and accurate market search for what concerns the people who habitually use the internet.

**Strengths:** day by day trends; involvement of the users; finding on different demographic segments; possibility to compare trends in different countries, for different genders and for different age groups.

**WEB TOOLS – Operational Level****European IPR help Desk**

**What is it?** The European IPR Helpdesk is a service of information on intellectual property on the initiative of the European Commission. It aims at providing information and advice of a professional nature and free of charge on intellectual property (IP) and intellectual property rights (IPR). The service is aimed at researchers and European companies to small and medium-sized enterprises (SMEs) participating in collaborative research projects funded by the European Union and equally addressed to SMEs involved in technology transfer processes at the international level.

**How it works?** The helpline service provides tailor-made advice on specific IP or IPR query. After a Registration on the website, the user can contact a team of lawyers who will provide him/her with a

qualified answer or examination of personal IP issue within three working days. In addition it offers free of charge training events on different aspects of IP management and IPR.

**Objective of the Resource:** first-line support on IP and IPR matters to beneficiaries of EU funded research projects and EU SMEs involved in transnational partnership agreements.

**Output:** European IPR helpdesk is useful for personal assistance on a specific topic in the field of IPR, for information on the developments in the field concerned in Europe, or for training course on intellectual property rights.

**Innovative added value:** it provides the user with specialist assistance in a pivotal sector like the IPR

**Strengths:** it is a tailored remote assistance on a sectoral and highly specialised issue. Free of charge.

### Trade Export Helpdesk

**What is it?** The Export Helpdesk informs on the EU tariffs, requirements, preferential arrangements, quotas and statistics affecting business in developing countries.

**How it works?** The site provides information on general requirements applicable to all products as well as on product-specific requirements. The section “Requirements and Taxes” explains which product requirements must be met to import goods into the EU. It also gives the user a picture about the internal taxes to pay for each product in the country of destination.

**Objective of the Resource:** The Export Helpdesk is an online service provided by the European Commission to facilitate market for developing countries towards the European Union. The Export Helpdesk is a free online service available from any country in the world. The database is dedicated only to goods exported by developing countries and it is not foreseen to extend it to services.

**Output:** The “Links” section also provides useful reference to EU associations or federations that could be interested in a given product.

**Innovative added value:** This service is devoted to exporters, importers, trade associations and governments. It provides the following online services: i) information on EU and Member States’ import requirements (safety, food standards, labelling, VAT, excise) as well as internal taxes applicable to products; ii) Information on EU preferential import regimes benefiting developing countries including the documents to be produced in order to qualify for preferential duty treatment as well as preferential origin rules; iii) trade data for the EU and its individual Member States; iv) links to other authorities and international organisations involved in practical trade operations and trade promotion; v) a contact section giving the possibility to lodge detailed information requests about real-life situations encountered by exporters.

**Strengths:** free access, tailored data on the EU market and tariff system, trade preferential arrangement applicable to a specific product or country

### Google Adwords

**What is it?** It is a major advertising product by Google. The AdWords program includes local, national, and international distribution. Google's text advertisements are short, consisting of one headline of 25 characters and two additional text lines of 35 characters each.

**How it works?** The user can create its own ads, choosing a keyword which activates the connection between the ad posted by Adwords and the research made by the Google user. So the user can connect its own business with the research on the research engine. The user can focus its advertisement campaign directly to an interested audience. The user can fix an expense to devote to the ad activity on Google and he/she will pay only when the ad will be shown. This tool allows the user to have a really targeted coverage of the audience, without wasting money in linking his business with a not interested contact.

**Output:** this tool offers measurable results. Moreover the audience is completely under the control of the user with a clear overview of the costs related to the campaign and its performance.

**Innovative added value:** no waste of time in spreading the advertising message, regionally, nationally and all over the world.

**Strengths:** AdWords allows the user to reach the audience on the Internet while they are looking exactly for what you have to offer them.

### Youtube

**What is it?** YouTube is a video-sharing website owned by Google since late 2006, on which users can upload, view and share videos. YouTube is the number one place for creating video content, with can be an incredibly powerful social media marketing tool. Many businesses try to create video content with the aim of having their video "go viral," but in reality those chances are pretty slim. Instead, focus on creating useful, instructive "how-to" videos. These "how-to" videos also have the added benefit of ranking on the video search results of Google.

**How it works?** To begin managing the advanced features of YouTube must, first of all, create an account. The account page can be customised in many ways, such as uploading a photo, inserting a theme by changing colours and fonts, deciding whether to receive messages from any user or only by those listed as "friends". Through Youtube, it is possible to upload, download, convert Viadeo, or download the audio of a video.

**Objective of the Resource:** sharing videos.

**Output:** the main output is to have a platform where the user can share videos. Obviously, it is not necessary to say that different videos can spread the message of a brand focused on a precise target group.

**Innovative added value:** n/a

**Strengths:** the outreach of the tool

### **Juris International**

**What is it?** A database on international trade law aimed at lawyers and legal counsel in developing and transition economies. *Juris International* is a multilingual collection (English, Spanish, and French) of legal information on international trade. It aims at facilitating and reducing the work involved in research for business lawyers, advisers and in-house counselor and state organizations in developing and transition economies, by providing access to texts which have often been difficult to obtain. Its objective is to gather a large quantity of basic information at one site (favouring complete legal texts), without the need to send for the information, and consequently without excessive communication costs for users who do not benefit from an efficient and cheap telecommunications network.

**How it works?** *Juris International* has a **General Collection** and a **Specialized Collection**. For what concerns the “**General Collection**”, it is possible to list the following section of activity: i) *international legal instruments* (these are international conventions and codified rules and common usages of international commerce. Instruments maintaining an international scope are given priority. With a few exceptions, regional instruments have not been taken into account. The legal instruments have been registered in the form of databases, which enables the analysis of the global legal situation of a country with regard to these instruments, or to identify instruments ratified by two countries, in the framework of bilateral commercial negotiations. Reservations formulated by states with regard to certain provisions of the international instruments are either indicated or briefly analyzed); ii) *contracts: model clauses and drafting guides* (this section provides examples of model clauses and drafting guides from public and private organizations, as well as examples of contractual clauses from various sources, in order to help drafters of international contracts); iii) *dispute resolution centres* (Institutions which offer arbitration, conciliation, mediation, or expert services come under this section. Besides a presentation of the functions and services offered by each institution, model clauses as well as regulations are given), iv) *Business Lawyer Associations* (This section provides the identification and addresses, sometimes accompanied by a brief presentation, of associations of in-house or commercial lawyers, and business lawyers). On the other hand, for what concerns the “**Special Collections**”, it is possible to list the following section of activity: i) *WTO Agreements* (This collection gives readers access, by way of a simplified index, to key provisions of the WTO Agreements and to explanatory texts especially intended for the business community. The Collection is published thanks to the World Tr@de Net programme. Together with its networking activities, World Tr@de Net supports local initiatives seeking to provide advisory and training services on WTO-related issues to the business sector, channels, through network members, information on the rapidly evolving and constantly changing trading system to the business community and reinforces the private and public-sector interface on the business implications of the world trading system).

**Objective of the Resource:** providing information on the legal aspect of the international trade.

**Output:** JURIS INTERNATIONAL provides information and examples of legal texts related to international trade.

**Innovative added value:** this website helps to gather information also about legal texts.

**Strengths:** free access. Users should be careful because there are the possibility of errors or omissions, due to the complexity of the analysis of ratifications and reservations, in spite of all due care being exercised.

### **Global Trade - [www.globaltrade.net](http://www.globaltrade.net)**

**What is it?** It is a network for international trade providing service in support of export activities. It offers importers and exporters the first online Directory of International Trade Service Providers. In this directory, importers and exporters can find over 60,000 service providers that can help assist them in their international trade operations.

**How it works?** GlobalTrade.net enables importers and exporters to find qualified international trade service providers, trading companies and agents worldwide. The website is addressed both to importers-exporters and to service providers. The Knowledge Resource Sections includes over 14,000 market analyses, tips and news covering a range of international trade industries and topics. GlobalTrade.net enables exporter/importers and service providers to create a profile and engage with each other using our Request for Services and by listing there services in the Directory of International Trade Service Providers.

**Objective of the Resource:** to support enterprises in the import and export activities mainly providing links to international services providers in the different sectors and specific field. It offers the following opportunities : i) finding qualified service providers with expertise in over 150 categories; ii) contacting the listed service providers for free; iii) finding over 18,000 market analyses and business tips.

**Output:** it is a web based network of service providers all over the world, for different sectors.

**Innovative added value:** you can use it as searching engine, specifically focused on service providers, using the filter of the selected country or thematic area.

**Strengths:** free access, tailored data for analysing a specific sector and a specific market of reference.

### **Kelkoo**

**What is it?** The website Kelkoo is a European price comparison service founded in France in 1999, allowing customers to find information on products they want to purchase, including price and seller information. Kelkoo is a one-stop shopping service, which helps shoppers to find, research and buy products online with confidence.

**How it works?** The user has a couple of different ways for using Kelkoo to search for products: **Product Search** and **Category Search**. To use **Product Search**, the user just types in whatever he/she is looking for into the search box - this is both the easiest and fastest way to search. The Category Search is therefore

the way to go if the user really wants to find what he is looking for in a hurry. The user can narrow it by brand, keyword, and the maximum price he is willing to go up to. The **Category Search** option probably would work best for people who already have a good idea of what they are looking for, but want to find price comparisons so they can compare and purchase quickly.

**Objective of the Resource:** Kelkoo is not a place where the users buy something from. Kelkoo is merely pointing the user to the best deal; hence its label "comparison shopping search engine."

**Output:** similar to other price comparison services in how it operates, Kelkoo has focused much of its marketing on capturing users through SEO and launching partner sites. In addition, to being a price comparison site, Kelkoo also offers an API (Application Programming Interface) web service where other price comparison websites, shopping comparison website and price comparison browser, use data and content from Kelkoo's database. This is a shared revenue business model.

**Innovative added value:** accessibility – really useful condition of use.

**Strengths:** it is easy to use, delivers well.

### eBay

**What is it?** eBay is the most important and affordable e-commerce website in the world.

**How it works?** the seller sells an item on eBay: from antiques to electronics, from books to sporting goods. The seller can choose the format sale online. With the auction on line, the seller sets the starting price for the object and the duration of the advertisement. Buyers place bids on the item and the buyer with the highest bid "wins" the item. With the Fixed Price, the first buyer willing to pay the price set by the seller, get the item.

**Objective of the Resource:** the user can do business all over the world. There is a wide selection of goods and moreover it is possible to find common goods or rare ones. There are several possibility to buy or sell and the feedback allows the user to evaluate the accountability of the counterpart. Furthermore, PayPal makes the transaction safe and affordable.

**Output:** it is a safe and tested e-commerce platform. It is possible to

**Innovative added value;** a global market-place with an enormous public of potential buyers/sellers.

**Strengths:** global tools for the e-commerce

### **Pay per Click**

**What is it?** Pay-per-click is an internet advertising model used to direct traffic to websites, in which advertisers pay the publisher (typically a website owner) when the ad is clicked.

**How it works?** With search engines, advertisers typically bid on keyword phrases relevant to their target market. Content sites commonly charge a fixed price per click rather than use a bidding system. PPC "display" advertisements, also known as "banner" ads, are shown on web sites or search engine results with related content that have agreed to show ads. Websites that utilize PPC ads will display an advertisement when a keyword query matches an advertiser's keyword list, or when a content site displays relevant content. Such advertisements are called sponsored links or sponsored ads and appear adjacent to, above, or beneath organic results on search engine results pages, or anywhere a web developer chooses on a content site.

**Objective of the Resource:** cost per click, along with cost per impression and cost per order, are used to assess the cost effectiveness and profitability of internet marketing. Cost per click has an advantage over cost per impression in that it tells us something about how effective the advertising was. Clicks are a way to measure attention and interest. Inexpensive ads that few people click on will have a low cost per impression and a high cost per click. If the main purpose of an ad is to generate a click, then cost per click is the preferred metric. Once a certain number of web impressions are achieved, the quality and placement of the advertisement will affect click through rates and the resulting cost per click.

**Output:** to create an advertising campaign on a search engine, the user pays a certain amount for each click. It has much success as based on certain keywords and a fixed budget gives the ability to place an ad in the sections of high visibility within search results

**Innovative added value:** In contrast to the generalized portal, which seeks to drive a high volume of traffic to one site, PPC implements the so-called affiliate model, which provides purchase opportunities wherever people may be surfing. It does this by offering financial incentives (in the form of a percentage of revenue) to affiliated partner sites. The affiliates provide purchase-point click-through to the merchant. It is a pay-for-performance model: If an affiliate does not generate sales, it represents no cost to the merchant.

**Strengths:** immediate results; control over the costs by setting daily and monthly budgets; easy to calculate return on investment; keyword testing for SEO

### **ImportGenius**

**What is it?** It is the world's most powerful and accessible database of international trade intelligence.

**How it works?** The tool uses public shipping records to provide insights into the trading activities of importers and exporters around the world. Import Genius provides data about overseas suppliers and domestic competitors. By tapping into genuine shipping records from U.S. Customs as well as nine governments in Latin America, Import Genius can show what goods possible competitors, suppliers and competitors' suppliers have been shipping. The tool combines seasoned veterans of the import-export

business with a group of cutting edge software application developers.

**Objective of the Resource:** ImportGenius is useful for: researching the shipment activity of competitors and suppliers; identifying and vetting new sources for any kind of product; generating sales leads for transportation and logistics companies; tracking the activity of publicly traded companies; intellectual property investigation and enforcement; ensuring exclusive agent compliance.

**Output:** Evaluate potential suppliers based on their true shipping histories and customer lists. Understand what companies are importing and who buy from overseas. Find new customers in the global market. Explore trading connections and navigate the world of international trade with Visual Mapping

**Innovative added value:** simple to use, immediate results, and free data available.

**Strengths:** Big Amount of useful information. Powerful connections are available during the research of information.

### Export Window

**What is it?** Portal Export window is the central tool of SPIRIT Slovenia, a public agency in the field of internationalization. Represents a system of collection and dissemination of foreign trade information and advice to businesses on issues related to internationalization.

**How it works?** With its operations portal reduces the cost of entering on foreign markets for new companies entering foreign markets. This is particularly true for small and medium-sized enterprises for which performance in foreign markets, is a relatively high cost and an additional risk. For all information are responsible: a team for international promotion as well as foreign direct investment, SPIRIT Slovenia, a public agency; consultants in the foreign countries and external collaborators and institutions that provide specific information on the contents of the export window; consultants in the foreign countries look for information related to a particular country, including i) providing information on the business environment ii) information about current business opportunities iii) information about current events in the country iv) advice to companies entering and expanding their operations in the country and to solve problems.

**Objective of the Resource:** n/a

**Output:** n/a

**Innovative added value:** n/a

**Strengths:** export manager can find almost all information about export on one place.

## WEB Based Networks

### KOMPASS

**What is it?** Kompass is a leading provider of business information in the world. Kompass business directory is an ideal tool for finding new business partners, customers, suppliers. With its unique system of classification activity strengthens the link between buyers and sellers. Basic search by title companies, brands, products and services free of charge. Advanced search by purchasing a username and password is for the user to specify the search criteria and the creation of custom lists. Kompass is a quality source of information, as it boasts the verified data that is constantly reviewed and updated by phone, e-mail, visits to clients. *Business Register* contains comprehensive company profiles - contact information (address, phone, e-mail, website), number of employees, financial data, trade mark. Companies are detailed categorized by Kompass NACE and is defined as an import or export business by individual international markets. Kompass provides a rich set of names of leading figures and their job functions. Simple definition of criteria allows the creation of complete lists for direct marketing, which can be printed in PDF documents, or exported to Excel document. Kompass global business network of companies provides better visibility and visibility in international markets. Companies can further develop their work, mission, vision, products and services, brand management and website. Kompass is a sales channel that opens and expands new sales channels worldwide. Today, more and more companies find that it is necessary to expand business abroad. That is why the Kompass business web directory is an indispensable partner in everyday business. Many companies around the world use it for efficient and effective sales and marketing campaigns.

**How it works?** Basic search by title companies, brands, products and services are free of charge. Advanced search by purchasing a username and password is for the user to specify the search criteria and the creation of custom lists. Subscribers have access to two further free services within the compass of the system:

i) request for Quotation (this service is intended demand for products and services, which means finding new suppliers. The user selects the geographic area and other criteria as well as indirectly via the Kompass sending an inquiry to more than one company at a time. You can add documents as attachments, and set a deadline by when it expects the deal); ii) public procurement (the subscriber may decide to get e-mail on daily basis about public procurements from Slovenia and from EU).

**Output:** complete lists of companies for direct marketing

**Innovative added value** Simple definition of criteria allows the creation of complete lists for direct marketing, which can be printed in PDF documents, or exported to Excel document.

**Strengths:** n/a

**E-Market services**

**What is it?** eMarket Services provides knowledge and information for the Small and Medium-Sized Enterprises (SMEs) about e-marketplaces in different industries all over the world. Its mission is to make it easier to use e-marketplaces for international business for SMEs.

**How it works?** The user has to search the most comprehensive online database of electronic marketplaces and directories by industry or region, thus, it is possible to download the free Handbook to learn how a company can use electronic marketplaces. Furthermore it is possible to understand which are the best practice and case-studies with companies' practical experience of using e-marketplaces. Finally, the user can find selected industry reports on the use of e-marketplaces in a particular industry or country.

**Objective of the Resource:** eMarket Services is a non-profit project, funded by the trade promoting organisations of Canada, Ireland, Norway, Spain and The Netherlands. It is established as a non profit project to help companies expand their businesses by using e-market places

**Output:** Electronic or online marketplaces and other business-to-business (B2B); Internet platforms play a central role in helping companies to buy and sell internationally; an electronic marketplace allows buyers and sellers to meet on a common Internet platform to do business and it can be accessed through a web browser and a standard internet connection; there are many electronic marketplaces and directories where you can find new business opportunities. We constantly analyse and evaluate all available marketplaces and present the best in our free database.

**Strengths:** Free access, the user can find information about marketplaces and directories by industry or region.

**FITA Global Trade Portal**

**What is it?** The FITA Global Trade Portal, is the source for international import export trade leads, events, and links to 8,000 international trade (export import) related Websites. It is supported by the FITA Federation of International Trade Association.

**How it works?** FITA/Global Sources is a partnership between FITA and Global Sources, a leading business-to-business (B2B) media company that facilitates global trade, with a particular focus on the China market, by providing information to international buyers and integrated marketing services to suppliers.

**Objective of the Resource:** the tool provides services and tips to associations dealing with import and export; the web page offers links to most of the international trade lead websites on the Internet. It provides a wide set of tools for trade in many different sectors relevant for the activities of the export.

**Output:** it is an example of a network of different actors operating in the export management in different fields and with different expertise.

**Innovative added value:** the web site represents a broad cross-section of the international trade

community: manufacturers, trading companies, contractors, freight forwarders, custom house brokers, airlines, shipping companies, port authorities, banks, insurance brokers and underwriters, associations, etc. A network of actors active in the export sector is established with the purpose to create collaborative relations.

**Strengths:** free access to very specific issues relevant for export; provision a wide set of references.

### Google+

**What is it?** Google+ is a social network created by Google. On Google+ it is possible to upload and share photos, videos and links. *Google+ circles* allow the user to segment the followers into smaller groups, enabling the user to share information with some followers while barring others. The user can also try hosting video conferences with Hangouts and experiment using the Hangout feature in some creative ways.

**How it works?** Google+ includes new features compared to other more established social network, introducing new multimedia content, offers the chance to start audio and video sessions, for instance through "Hangouts", a virtual rooms where you can share videos and talk at the same time with all the components inside, using a microphone and webcam. Through the chat, users have the possibility to exchange files. Google+ presents variants and new features that distinguish it from other social networks. The contact system is organised and divided into "circles" which can be created and edited by the user. This system aims at achieving a good level of privacy. Another important feature of Google+ is called "Sparks". This feature allows the user to create feeds. It will create a stream of content related to the topic chosen, which will be shared with our friends.

**Objective of the Resource:** networking people at a highest level in comparison with other social networks

**Output:** a complete linkable tool for sharing information, images, files amongst people. The empowerment in comparison with Facebook seems to be relevant in the light of the absence of major boundaries in creating a network which is interested in sectoral issues.

**Innovative added value:** empowerment of the tools today available in other social networks and merging of the most important functionalities of each of them.

**Strengths:** Circles - The difference in comparison with the Facebook groups lies in the fact that the user does not need to be registered to Google+ to be included in a "circle". It is possible to enter an email address and drag the name of our friend on the circle concerned. Thanks to the excellent Google indexing, Google+ is more and more open to news, sites and blogs; Hangouts seems to be the perfect cost-free video conferencing tool between multiple users.

### Panjiva

**What is it?** Panjiva is an e-platform that provides objective information of companies around the world. It

gathers information from up to 7 million individual web pages to give a view of the products being made by these companies making it easier to contact them.

**How it works?** This resource has the aim to work as an “intelligent” e-platform where not only suppliers can post their companies and products but also buyers can make their own inquiry, demanding specific products without looking for it anywhere else. That is to say, this is a common place to meet for buyers and sellers. Moreover, Panjiva offers additional services related to track international trade in terms of port trends, product cost per kilogram, tariffs, maritime transport, etc.

**Objective of the Resource:** beyond the useful tool of an e-platform, this resource is aimed at giving an overall view of trade worldwide.

**Output:** Panjiva is an example of how companies should handle large datasets.

**Innovative added value:** providing services not only to suppliers and sellers but also to professional logistics or transport infrastructures.

**Strengths:** n/a

### **Powerful Online Company Database**

**What is it?** It is a new and improved online platform – making search for newly-validated business leads quick and easy by countries or worldwide. This platform contains data on newly validated senior executives leading multinational companies. This new online database is being built specifically to help trainees and marketing managers to source new profit-generating leads at the speed that business demands.

**How it works?** n/a

**Objective of the Resource:** n/a

**Output:** n/a

**Innovative added value:** key benefits for Sales, Marketing, HR, Finance and Research Teams. Multinational Companies Databases are a must-have marketing tool for all executives conducting business in preliminary defined areas and regions. It is ideal for market assessment and planning, benchmarking, competitor tracking and securing new customers, partners or suppliers for sales and marketing. Data provided by this databases include: i) full Company Name & Postal Address; ii) Company Email, Phone & Fax; iii) Local & Global Websites; iv) Key Personnel & Job Titles; v) Sales Volumes.

**Strengths:** it identifies and creates records of the contact information of key companies in each of the 51 emerging markets. E-mail questionnaires could be sent to target companies who then respond by updating key appointments, leavers and changes to contact information. Any requested new companies are validated by dedicated research teams in-country agents using web research and telephone

questionnaires.

### Xing

**What is it?** Xing is a business social network clearly aimed at the world of business. The platform hosts mainly executives, managers and professionals, which use the network to increase their professional contacts, find former colleagues, identify immediate interlocutors best suited for their needs and expectations of business, be aware of the most attractive working positions

**How it works?** The data which are published are available to all users with different levels of privacy chosen by each member and the data can be spread on the internet through Google. Users who have a complete profile are more likely to receive directly on their home page jobs offers consistent with the information contained in the profile, other contacts which might be established on the web tool and the notice of events where participate in. The more a user is active, more he/she can create his/her own network of professional contacts.

**Objective of the Resource:** Xing is a platform available in 16 different languages which allows its users to better manage their business contacts, find new business partners, find new job opportunities and open new markets.

**Output:** activating contacts and business opportunities

**Innovative added value:** creating, developing and improving the professional digital identity.

**Strengths:** 26,000 active groups on the platform, both thematic and local, often focusing on professional issues. It is a good tool for organising meetings and for networking off-line, for deepening the relationship born on the Net

### Facebook

**What is it?** It is an online social networking service where users must register before using the site, after which they may create a personal profile, add other users as friends and exchange messages, including automatic notifications when they update their profile. Additionally, users may join common-interest user groups, organized by workplace, school or college, or other characteristics, and categorize their friends into lists such as "People From Work" or "Close Friends". As of September 2012, Facebook has over one billion active users, of which 8.7% are fake.

**How it works?** It is a user centred network. Users can create profiles with photos, lists of personal interests, contact information and other personal information. Users can communicate with friends and other users through private or public messages and a chat feature. They can also create and join interest groups and "like pages", some of which are maintained by organizations as a means of advertising. Many new smartphones offer access to Facebook services through either their Web browsers or applications. More than 425 million active users access Facebook through mobile devices across 200 mobile operators

in 60 countries.

**Objective of the Resource:** networking people.

**Output:** a network of people who are joined by common habits, preferences, hobbies, interests, jobs, ideas. There is a self segmentation of the market of reference.

**Innovative added value:** tailored messages for tailored target which has already decided to search you on the social network. Since its very beginning the tool has been restlessly upgraded and improved.

**Strengths:** 1 billion people all over the world, informal environment, accessibility.

### LinkedIn

**What is it?** LinkedIn is one of the more professional social media marketing sites. LinkedIn Groups is a great venue for entering into a professional dialog with people in similar industries and provides a place to share content with like-minded individuals.

**How it works?** The main purpose of the site is to allow registered users to maintain a list of people known and deemed reliable in the workplace. The people in the list are called "connections": they are in fact the connections of a node (user) within the social network. The network of contacts available to the user consists of all user connections, all connections of its connections ("second-degree connections") and all the connections of second degree connections ("third-degree connections" ).

**Objective of the Resource:** LinkedIn has the following objectives: being introduced to someone you want to know through a mutual and reliable contact; finding jobs, people, business opportunities with the support of someone inside of your contact list or your network; posting offers and search for potential candidates; people looking for work can read the profiles of recruiters and find out if in your contacts you can find someone to put them directly in touch with them.

**Output:** when someone name is searched on the search engines, the LinkedIn profile (if any is available) appears in the top results, this means that those who inform on us through Google will view a page under our control. LinkedIn allow us to stay in contact with colleagues and friends. Furthermore, LinkedIn allow us to exchange ideas by means of "Groups" on specific topics. It is also an opportunity to exchange ideas and information, to come to the knowledge of experts and leaders of an industry.

**Innovative added value:** it is a Professional social network and it is tailored specifically for business purposes.

**Strengths:** defining a targeted network for business purposes – creating groups which aim at spreading information and business opportunities.

## Pinterest

**What is it?** Pinterest is the latest in social media marketing trends. Pinterest is an image-centred platform which is ideal for retail. Pinterest allows small businesses to showcase their own products and, at the same time, to develop their own brand personality with some unique pinboards.

**How it works?** Pinterest users can upload, save, sort and manage images, known as pins, and other media content (e.g. videos) through collections known as pinboards. Pinterest acts as a personalized media platform, whereby users' content and the content of others can be browsed on the main page. Users can then save individual pins to one of their own boards using the "Pin It" button, with Pinboards typically organized by a central topic or theme. Content can also be found outside of Pinterest and similarly uploaded to a board via the "Pin It" button which can be downloaded to the bookmark bar on a web browser, or be implemented by a webmaster directly on the website.

**Objective of the Resource:** awareness - it is like having many interactive panels to attract audience. Each board can accommodate a campaign of artistic images or eye-catching impact, to spread the many faces of a brand; Increased traffic: according to AdAge, Pinterest is an incredible traffic generator. An integration of the social network's broader strategy of marketing or e-commerce can result in remarkable data conversion; SEO: thanks to the large volume of traffic, the high level of user interaction and integration with Facebook and Twitter, links of a brand on Pinterest can greatly improve the web-ranking of the brand and empower the viral effect of the message.

**Output:** given the purely visual social network, Pinterest is the-place-to-be for companies that operate in areas where the image is central, fashion, photography, film, art and design, to the trademarks related to cosmetics.

**Innovative added value:** it has one focused function; strong social media tool for companies/brands.

**Strengths:** easy and simple to use, especially with the "pin it" button that allows to pin an item on any website without having to open Pinterest; it is an enormous visual community; it is personal and interactive: there is equality among all users (whether it is a brand or a person) in that both have access to the same features. Smart interface.

## Twitter

**What is it?** Twitter is an online social networking service and microblogging service that enables its users to send and read text-based messages of up to 140 characters, known as "tweets".

**How it works?** Twitter is a service that allows you to leave a message no longer than 140 characters via the web, SMS messenger or read by people who have chosen to follow your updates ("tweets"). Twitter also work allowing the user to fit into a discussion by the use of "hashtag" that identify the topic which is discussed, but also the trends of the followers for a given topic or which are going to be created through the frequency with which a particular hashtag is used. Some have a specific function: e.g. "#in" or "#fb" to update the status of LinkedIn or Facebook.

**Objective of the Resource:** to communicate to everyone what is happening in a particular moment.

**Output:** Twitter is a huge virtual square where find, more and more, the society around us and, primarily, its public opinion, Twitter is a very powerful social network that, despite its initial apparent simplicity, allows us to understand trends and ideas of society, which is not limited to attend the social processes, but participates them.

**Innovative added value:** Twitter, unlike almost all other social networks, is radically different for the approach that offers its millions of users. Compared to another well-known social network, Facebook (the example is valid also in many other cases), twitter does not include relations of mutual "friendship" but rather the opportunity to follow "passively" other users: i.e. individuals, associations, companies, brands, and more.

**Strengths:** the set of status message posted on Twitter by the users is a huge amount of material, which can also be used by companies. Several companies, universities, schools and government agencies are using Twitter for educational purposes.

### Flickr

**What is it?** Flickr is an image/video hosting website and web services suite that was created by Ludicorp in 2004 and acquired by Yahoo! in 2005. In addition to being a popular website for users to share and embed personal photographs, the service is widely used by photo researchers and by bloggers to host images that they embed in blogs and social media

**How it works?** Flickr allows users to post photographs or images (the service is valuable, as well as for photographers, illustrators and also for graphs), which are shared with comment. Access is free, but there is the possibility of having other paid services with a "pro" account. The interface is very simple and the speed of loading of the photos is good, ensuring a better fruition. The tool offers several possibilities for organizations which want upload images. Names and tags of the photos are particularly important in order to raise the visibility of a picture on google. Finally, there are various groups that the user can join. They are split for personal or business purposes and types of photos which are likely to be commented by colleagues or simply fans.

**Objective of the Resource:** main objective of the resource is to provide a space where the users can host image and user.

**Output:** a larger set of images which are uploadable both by professional and by common user.

**Innovative added value:** this is one of the most effective 2.0 tool on the web. It uses the 2.0 logic as its state of the art.

**Strengths:** visual impact of the search, the tool is extraordinary easy to use, and user friendly

**Viadeo**

**What is it?** Viadeo is a social networking site used for professional purposes. Founded in June 2004, Viadeo quickly established itself as an essential tool for professional networking in Europe and beyond. Viadeo has over 25 million users worldwide made up of entrepreneurs, professionals and executives from a wide range of companies, both start-up and mature business

**How it works?** Viadeo is a business social network. The platform is multilingual (Italian, French, Spanish, English, German, Portuguese and Dutch).

**Objective of the Resource:** There are three main aims of the network Viadeo: improving the business opportunities of its members (looking for new customers, partners or suppliers), increase visibility and reputation in the network of its members while allowing them to develop their network of Professional contacts.

**Output:** Viadeo is used by those who want to increase their business opportunities (to find new customers, employees and business partners), to increase their visibility and their online reputation, and to manage and develop their network of professional contacts.

**Innovative added value:** in comparison with Linked in, through Viadeo it is possible to upload Video and images

**Strengths:** explicit professional purpose.

**Technologies****Pay Pal**

**What is it?** PayPal is a global e-commerce business allowing payments and money transfers to be made through the Internet. Online money transfers serve as electronic alternatives to paying with traditional paper methods, such as checks and money orders.

**How it works?** PayPal is an acquirer, performing payment processing for online vendors, auction sites, and other commercial users, for which it charges a fee. It may also charge a fee for receiving money, proportional to the amount received. The fees depend on the currency used, the payment option used, the country of the sender, the country of the recipient, the amount sent and the recipient's account type. In addition, eBay purchases made by credit card through PayPal may incur extra fees if the buyer and seller use different currencies.

**Objective of the Resource:** provide a world wide payment system through the internet. Output: financial information private and protected; no more waiting to get paid; transfer money.

**Innovative added value:** the most innovative added value is the security of the system all over the world,

which allows the system to ensure a growing volume of business amongst operators which has the possibility to overcome the old system of payment.

**Strengths:** (supra: innovative Added value).

## Others

### ITC International Trade Centre

**What is it?** The International Trade Centre has developed five online tools — Trade Map, Market Access Map, Investment Map, Trade Competitiveness Map and Standards Map — that collectively help improve international-trade transparency and enable companies and trade support institutions to identify export/import opportunities and compare market-access requirements (e.g. tariffs, official market regulations and other non-tariff measures, and private voluntary standards such as organic certification or FAIRTRADE). The tools help trade policymakers monitor national trade performance and prepare for trade negotiations.

**How it works?** Users from least developed and developing countries and territories may access the ITC's market analysis tools free of charge. Registration only is requested.

**Objective of the Resource:** to foster sustainable economic development in particular of developing and transition countries, through trade and international business development.

**Output:** a set of tools suitable to strengthening the trade support institutions to enable small business export to success in developing and transition countries.

**Innovative added value:** n/a

**Strengths:** free access, tailored data for analysing a specific sector and a specific market and country of reference.

Table 2 – Synoptical scheme of Resource 2.0 and its relation with EM activities and EM learning outcomes

	ICT and WEB based <u>RESOURCE 2.0</u> and its relevance with the export management. <i>(as described in the research outcome)</i>	The resource is related to the following <u>EXPORT MANAGER ACTIVITIES:</u> <i>(As pinpointed in the form for each tool)</i>	The resource is related to the following <u>TRADITIONAL EM TRAINING COURSE LEARNING OUTCOMES</u> <i>(As pinpointed in the form for each tool)</i>
1	<p><b>Eurostat</b></p> <p>This tool is important in order to understand the import/export flows, the consumption of the country of reference related to a single product. These data contribute to clarify the real value of the market of reference and, consequently, it is a benchmarking tool amongst different markets. It is important to understand which countries produce, export or import a product. It is also possible to understand which countries are the best suppliers/customers at international level.</p>	<ul style="list-style-type: none"> <li>▪ General market research (sector trends in different target countries).</li> <li>▪ Research on the distribution system (information about the distribution structure, the importers and the dealers in each target market).</li> <li>▪ Governmental policies (governmental policies concerning a specific product, long-term development plans that could affect a company product, etc.).</li> <li>▪ Information about prices (information on product pricing).</li> <li>▪ Information about duties and taxes (information concerning duties of imports, customs clearance systems, certification, licensing, constraints etc.).</li> <li>▪ Collaboration in the definition of pricing and promotional activities in support of sales department;</li> <li>▪ Coordination Export activities</li> </ul>	<ul style="list-style-type: none"> <li>▪ To get technical abilities to analyse international social- economic contexts, political-legal situation, the cultural environment, statistical indication – country fact sheets</li> <li>▪ To get the knowledge of the main geographic contexts</li> <li>▪ To get the knowledge of economic, institutional systems, tax and legal aspects of the different countries systems</li> <li>▪ To be able to acquire a complex country insight</li> <li>▪ To be able to draft an international marketing plan</li> <li>▪ To get the knowledge of role of the bank in international markets</li> <li>▪ To get the knowledge of customs in international commerce</li> <li>▪ To get the knowledge of Fraud, bribery and corruption</li> <li>▪ To get the knowledge of market forces of supply and demand</li> <li>▪ To be able to measuring a nation's income and</li> </ul>

			<p>cost of living</p> <ul style="list-style-type: none"> <li>▪ To get the knowledge of fundamental elements of production and growth</li> <li>▪ To get the knowledge of savings, investment and the financial systems</li> <li>▪ To get the knowledge unemployment and its natural rate</li> <li>▪ To get the knowledge of the monetary system and inflation</li> </ul>
2	<p><b>Market Access Database</b></p> <p>It allows the EM to find official information about International trade such as tariffs, procedures and formalities, trade barriers</p>	<ul style="list-style-type: none"> <li>▪ General market research (sector trends in different target countries).</li> <li>▪ Research for each product (statistical information on the consumption of a single product in each target market).</li> <li>▪ Governmental policies (governmental policies concerning a specific product, long-term development plans that could affect a company product, etc.).</li> <li>▪ Information about contracts (information on the legal bases that affect the marketing of a product in the target countries, authorization, labelling, etc.. ).</li> <li>▪ Information about duties and taxes (information concerning duties of imports, customs clearance systems, certification, licensing, constraints etc.).</li> </ul>	<ul style="list-style-type: none"> <li>▪ To get knowledge of international economy, exchange rates</li> <li>▪ To get the knowledge of Trade basic concepts and foreign direct investments</li> <li>▪ To get the knowledge of economic, institutional systems, tax and legal aspects of the different countries systems</li> <li>▪ To be able to conduct international marketing researches according to quantitative methods and to develop the ability to assume strategic decisions</li> <li>▪ To be able to draft an international marketing plan</li> <li>▪ To get to know the basic principle of the Internationalization of the company and the international business environment</li> <li>▪ To get to know the basic principle of the EU Market</li> </ul>

			<ul style="list-style-type: none"> <li>▪ To get to know basic principles of the world's markets</li> <li>▪ To get the knowledge of principles of the international private law and different applicable law according to the countries</li> <li>▪ To get the knowledge of customs documentation</li> <li>▪ To get the knowledge of Fraud, bribery and corruption</li> <li>▪ To be able to consult and employ Incoterms 2010</li> <li>▪ To be able to manage Logistics and international transport</li> <li>▪ To get the knowledge and practice of international management of payments and charges</li> <li>▪ To get the knowledge of customs in international commerce</li> <li>▪ To get the knowledge of International treaties and new market access</li> <li>▪ To get the knowledge of basic principles of Tax Law and tax treaties</li> <li>▪ To get the knowledge of Business transactions EU and non-EU</li> <li>▪ To be able to identify the public procurement and public tenders legislation framework and information channels</li> <li>▪ To be able to identify information and strategies to access the markets</li> </ul>
3	<b>Consumer Barometer</b>	<ul style="list-style-type: none"> <li>▪ General market research (sector trends in different target</li> </ul>	<ul style="list-style-type: none"> <li>▪ To be able to acquire a complex country insight</li> </ul>

	<p>It is an excellent tool to research consumer patterns, by checking a product and seeing how many people are searching for it in the different countries and whether they are buying online or offline. It allows the EM to focus on areas which are more likely to grow products.</p>	<p>countries).</p> <ul style="list-style-type: none"> <li>Research for each product (statistical information on the consumption of a single product in each target market).</li> </ul>	<ul style="list-style-type: none"> <li>To be able to draft an international marketing plan</li> <li>To be able to conduct international marketing researches according to quantitative methods and to develop the ability to assume strategic decisions</li> </ul>
4	<p><b>Google trends</b></p> <p>It allows the user to choose keywords and see where they are trending the most and what part of the world is the product more successful. The user can then be one step ahead by promoting and marketing in the more popular areas and capturing the customers more likely to purchase a product. It helps the user to understand when concentrating the promotional campaign end make the major effort in the import/export activities.</p>	<ul style="list-style-type: none"> <li>General market research (sector trends in different target countries).</li> <li>Research for each product (statistical information on the consumption of a single product in each target market).</li> <li>Research on the distribution system (information about the distribution structure, the importers and the dealers in each target market).</li> <li>Competitor analysis (analysis of the product competitors in the target market. E.g.: who are the competitors? What are the competitive factors that they have etc?).</li> <li>Information about competitor products (information on substitute and/or competitor products).</li> <li>Promotional campaigns via the web (how to build them, tools to be used, kind of products, expected results, reference countries etc..).</li> <li>Monitoring the promotional campaign on the web (tools for monitoring the effectiveness of the promotional campaign).</li> </ul>	<ul style="list-style-type: none"> <li>To get the knowledge of the main geographic contexts</li> <li>To be able to acquire a complex country insight</li> <li>To get to know the basic principle of the Internationalization of the company and the international business environment</li> <li>To be able to draft an international marketing plan</li> <li>To be able to conduct international marketing researches according to quantitative methods and to develop the ability to assume strategic decisions</li> <li>To be able to use web marketing tools for the customer relationship management</li> </ul>
5	<p><b>Consumer Survey</b></p> <p>It is important that the user is delivering</p>	<ul style="list-style-type: none"> <li>General market research (sector trends in different target countries).</li> </ul>	<ul style="list-style-type: none"> <li>To get technical abilities to analyses international social economic contexts, political-legal situation, the cultural environment, statistical indication –</li> </ul>

	<p>to meet the needs of the most important people – the customers. The user can utilities this tool to ensure the branding and products are of the very best quality and customers will be happy to purchase them, keep ahead of the competition.</p>	<ul style="list-style-type: none"> <li>▪ Research for each product (statistical information on the consumption of a single product in each target market).</li> <li>▪ Research on the distribution system (information about the distribution structure, the importers and the dealers in each target market).</li> <li>▪ Competitor analysis (analysis of the product competitors in the target market. E.g.: who are the competitors? What are the competitive factors that they have? etc.).</li> <li>▪ Governmental policies (governmental policies concerning a specific product, long-term development plans that could affect a company product, etc.).</li> <li>▪ Information about competitor products (information on substitute and/or competitor products).</li> <li>▪ Information about prices (information on product pricing).</li> <li>▪ Promotional campaigns via the web (how to build them, tools to be used, kind of products, expected results, reference countries etc.).</li> <li>▪ Monitoring the promotional campaign on the web (tools for monitoring the effectiveness of the promotional campaign).</li> <li>▪ Planning of future activities in term of results, human resources organisation.</li> <li>▪ Collaboration in the definition of pricing and promotional activities in support of sales department;</li> <li>▪ Dealing directly with strategically customers.</li> </ul>	<p>country fact sheets</p> <ul style="list-style-type: none"> <li>▪ To get the knowledge of the main geographic context</li> <li>▪ To be able to acquire a complex country insight</li> <li>▪ To be able to draft an international marketing plan</li> <li>▪ To be able to conduct international marketing researches according to quantitative methods and to develop the ability to assume strategic decisions</li> <li>▪ To be able to use web marketing tools for the customer relationship management</li> </ul>
6	<p><b>Google Analytics</b></p> <p>Rather than gaining knowledge of the market this is important for monitoring</p>	<ul style="list-style-type: none"> <li>▪ Research on the distribution system (information about the distribution structure, the importers and the dealers in each target market).</li> </ul>	<ul style="list-style-type: none"> <li>▪ To get the knowledge of newer forms of international commerce, internet sales</li> <li>▪ To be able to conduct international marketing</li> </ul>

	<p>traffic to a given website and ensuring the user can convert as many visitors to the website into customers purchasing products. Also monitors how people arrived at a site So the user can maximise the source of visitors and utilise better.</p>	<ul style="list-style-type: none"> <li>▪ Monitoring the promotional campaign on the web (tools for monitoring the effectiveness of the promotional campaign).</li> <li>▪ Planning of future activities in term of results, human resources organisation.</li> </ul>	<p>researches according to quantitative methods and to develop the ability to assume strategic decisions</p> <ul style="list-style-type: none"> <li>▪ To be able to employ techniques for customer satisfaction in the international environment</li> </ul>
7	<p><b>Global Market Finder</b></p> <p>It is a very simple mechanism available at your fingertips where you can research keywords and where they are most searched for, this will allow you to pinpoint a particular market to focus on and clearly as there are most searches there this will be a good new market if not already been marketed. It is necessary to understand the market dimension for a single product of reference. So the user can immediately list the international markets by relevance.</p>	<ul style="list-style-type: none"> <li>▪ General market research (sector trends in different target countries).</li> <li>▪ Research for each product (statistical information on the consumption of a single product in each target market).</li> </ul>	<ul style="list-style-type: none"> <li>▪ To get technical abilities to analyses international social- economic contexts, political-legal situation, the cultural environment, statistical indication – country fact sheets;</li> <li>▪ To get the knowledge of the main geographic contexts</li> <li>▪ To be able to acquire a complex country insight</li> <li>▪ To be able to make Efficient presentation in English</li> </ul>
8	<p><b>YouTube trends</b></p> <p>If the user is targeting age groups and what is particularly popular with people of different ages, Youtube trends allows him/her to research this through what videos are been downloaded and which ones are the most popular so the user can create his/her own videos and be sure to maximise people who will view it.</p>	<ul style="list-style-type: none"> <li>▪ General market research (sector trends in different target countries).</li> <li>▪ Research for each product (statistical information on the consumption of a single product in each target market).</li> <li>▪ Competitor analysis (analysis of the product competitors in the target market. E.g.: who are the competitors? What are the competitive factors that they have? etc.).</li> <li>▪ Governmental policies (governmental policies concerning a specific product, long-term development plans that could</li> </ul>	<ul style="list-style-type: none"> <li>▪ To get technical abilities to analyses international social- economic contexts, political-legal situation, the cultural environment, statistical indication – country fact sheets</li> <li>▪ To get the knowledge of the main geographic contexts</li> <li>▪ To be able to acquire a complex country insight</li> <li>▪ To be able to conduct international marketing researches according to quantitative methods and</li> </ul>

		<p>affect a company product, etc.).</p> <ul style="list-style-type: none"> <li>▪ Information about competitor products (information on substitute and/or competitor products).</li> <li>▪ Promotional campaigns via the web (how to build them, tools to be used, kind of products, expected results, reference countries etc..).</li> <li>▪ Monitoring the promotional campaign on the web (tools for monitoring the effectiveness of the promotional campaign).</li> </ul>	<p>to develop the ability to assume strategic decisions</p> <ul style="list-style-type: none"> <li>▪ To be able to use web marketing tools for the customer relationship management</li> <li>▪ To be able to draft an international marketing plan.</li> <li>▪ To get to know the basic principle of the Internationalization of the company and the international business environment</li> </ul>
9	<p><b>European IPR help Desk</b></p> <p>The IPR is a primary level issue related to export management, so it is easy to understand the relevance of a web based service for the sector concerned.</p>	<ul style="list-style-type: none"> <li>▪ Governmental policies (governmental policies concerning a specific product, long-term development plans that could affect a company product, etc.).</li> </ul>	<ul style="list-style-type: none"> <li>▪ To get technical abilities to analyses international social- economic contexts, political-legal situation, the cultural environment, statistical indication – country fact sheets</li> <li>▪ To get the knowledge of economic, institutional systems, tax and legal aspects of the different countries systems</li> <li>▪ To get to know the basic principle of the Internationalization of the company and the international business environment</li> <li>▪ To get to know basic principles of the world's markets</li> <li>▪ To get the knowledge of principles of the protection of the Intellectual property in international market</li> </ul>
10	<p><b>Trade Export Helpdesk</b></p>	<ul style="list-style-type: none"> <li>▪ Coordination Export activities.</li> </ul>	<ul style="list-style-type: none"> <li>▪ To get technical abilities to analyses international social- economic contexts, political-legal situation,</li> </ul>

<p>The Export Helpdesk aims at assisting business in searching, understanding and promoting the exports to the EU. The website puts at your disposal multilingual communication tools. They are regularly updated and include general presentations as well as country and sector-specific information.</p>	<ul style="list-style-type: none"> <li>▪ Collaboration in the definition of pricing and promotional activities in support of sales department;</li> <li>▪ Information about prices (information on product pricing).</li> <li>▪ Information about contracts (information on the legal bases that affect the marketing of a product in the target countries, authorization, labelling, etc. ).</li> <li>▪ Information about duties and taxes (information concerning duties of imports, customs clearance systems, certification, licensing, constraints etc.).</li> <li>▪ Governmental policies (governmental policies concerning a specific product, long-term development plans that could affect a company product, etc.).</li> <li>▪ Reference organisations (what are the reference organizations in the target country with an expertise in the field of industrial policies for the company sensitive sector? What are the most important trade associations?).</li> <li>▪ General market research (sector trends in different target countries).</li> </ul>	<p>the cultural environment, statistical indication – country fact sheets</p> <ul style="list-style-type: none"> <li>▪ To get the knowledge of economic, institutional systems, tax and legal aspects of the different countries systems</li> <li>▪ To be able to acquire a complex country insight</li> <li>▪ To get the knowledge of product policies according to the brand and “made in “ policies</li> <li>▪ To get the knowledge of price policy in international marketing</li> <li>▪ To be able to draft an international marketing plan</li> <li>▪ To get to know the basic principle of the Internationalization of the company and the international business environment</li> <li>▪ To get to know the basic principle of the EU Market</li> <li>▪ To get to know basic principles of the world’s markets</li> <li>▪ To get the knowledge of principles of the international private law and different applicable law according to the countries</li> <li>▪ To get the knowledge and practice of the different kind of private law contracts and their fields of application</li> <li>▪ To get the knowledge and practice of international management of payments and charges</li> <li>▪ To get the knowledge of customs documentation</li> <li>▪ To get the knowledge of the principle of UE trade</li> </ul>
---	---	--

			<ul style="list-style-type: none"> <li>▪ To get the knowledge of basic principles of Tax Law and tax treaties</li> <li>▪ To get the knowledge of Business transactions EU and non-EU</li> <li>▪ To get the knowledge of dynamic VAT in international relations</li> <li>▪ To get the knowledge of fundamentals of International Tax Planning and anti-avoidance rules</li> <li>▪ To be able to identify information and strategies to access the markets</li> </ul>
11	<p><b>AdWords</b></p> <p>This tool is really important in order to have a targeted ad campaign in the market of reference. The users can exploit the potential market through the researches on the internet. It is important to underline how this tool is important for monitoring the budget devoted to the promotional campaign in a given market of reference.</p>	<ul style="list-style-type: none"> <li>▪ Promotional campaigns via the web (how to build them, tools to be used, kind of products, expected results, reference countries etc..).</li> <li>▪ Collaboration in the definition of pricing and promotional activities in support of sales department;</li> <li>▪ Control of the budget allocated.</li> <li>▪ Ensuring that the activities and processes of the organization are conducted in accordance with the rules and objectives.</li> </ul>	<ul style="list-style-type: none"> <li>▪ To be able to use web marketing tools for the customer relationship management</li> </ul>
12	<p><b>YouTube</b></p> <p>YouTube allows customers to have several ancillary tools for the monitoring of an advertisement campaign. Moreover, the user can be aware of the</p>	<ul style="list-style-type: none"> <li>▪ General market research (sector trends in different target countries).</li> <li>▪ Research for each product (statistical information on the consumption of a single product in each target market).</li> <li>▪ Competitor analysis (analysis of the product competitors in</li> </ul>	<ul style="list-style-type: none"> <li>▪ To be able to manage communication policies and to be able to organize fairs and exhibitions</li> <li>▪ To be able to use web marketing tools for the customer relationship management</li> </ul>

	<p>trends of the market and fine tunes the messages of its campaign, understands which product or trend is more interesting for the public and decides to invest on a product or another.</p>	<p>the target market. E.g.: who are the competitors? What are the competitive factors that they have? etc.).</p> <ul style="list-style-type: none"> <li>▪ Information about competitor products (information on substitute and/or competitor products).</li> <li>▪ Promotional campaigns via the web (how to build them, tools to be used, kind of products, expected results, reference countries etc..).</li> <li>▪ Monitoring the promotional campaign on the web (tools for monitoring the effectiveness of the promotional campaign).</li> <li>▪ Marketing and communication.</li> <li>▪ Collaboration in the definition of pricing and promotional activities in support of sales department;</li> </ul>	
13	<p><b>Juris International</b></p> <p>It allows the EM to find information and examples about legal texts related to international trade.</p>	<ul style="list-style-type: none"> <li>▪ Information about contracts (information on the legal bases that affect the marketing of a product in the target countries, authorization, labelling, etc.. ).</li> <li>▪ Information about duties and taxes (information concerning duties of imports, customs clearance systems, certification, licensing, constraints etc.).</li> </ul>	<ul style="list-style-type: none"> <li>▪ To get the knowledge of basic principles of Tax Law and tax treaties</li> <li>▪ To get the knowledge of Business transactions EU and non-EU</li> <li>▪ To get the knowledge of the principle of the OECD Model Convention against double taxation</li> <li>▪ To be able to draft an international marketing plan</li> <li>▪ To get to know the main elements of the international contracts and techniques and rules to regulate them</li> <li>▪ To get the knowledge of principles of the international private law and different applicable</li> </ul>

			<p>law according to the countries</p> <ul style="list-style-type: none"> <li>▪ To get the knowledge and practice of the different kind of private law contracts and their fields of application</li> <li>▪ To get the knowledge of principles of the protection of the Intellectual property in international market</li> <li>▪ To get the practice of trading techniques</li> <li>▪ To get to know the basic principle of the Internationalization of the company and the international business environment</li> <li>▪ To get to know the basic principle of the EU Market</li> <li>▪ To get to know basic principles of the world's markets</li> </ul>
14	<p><b>www.globaltrade.net</b></p> <p>It is an excellent tool to research partners and service providers, to access new market, to get countries information, and specific issues useful for the export activities. For each item selected the search engine produces a list of service providers and relevant companies of the select chosen, endorsed by the website</p>	<ul style="list-style-type: none"> <li>▪ General market research</li> <li>▪ Reference organisations</li> <li>▪ Information about prices</li> <li>▪ Information about duties and taxes</li> <li>▪ Promotional campaigns via the web</li> <li>▪ Search distributors, importers, agents, representatives in the target countries.</li> <li>▪ Computerized management of relations agents, distributors</li> <li>▪ Reservation of the stand.</li> </ul>	<ul style="list-style-type: none"> <li>▪ To get technical abilities to analyses international social- economic contexts, political-legal situation, the cultural environment, statistical indication – country fact sheets</li> <li>▪ To get knowledge of international economy, exchange rates</li> <li>▪ To get the knowledge of the main geographic contexts</li> <li>▪ To get the knowledge of economic, institutional systems, tax and legal aspects of the different countries systems</li> </ul>

		<ul style="list-style-type: none"> <li>▪ Marketing and communication.</li> </ul>	<ul style="list-style-type: none"> <li>▪ To be able to acquire a complex country insight</li> <li>▪ To be able to conduct international marketing researches according to quantitative methods and to develop the ability to assume strategic decisions</li> <li>▪ To be able to draft an international marketing plan.</li> <li>▪ To get to know the access facilities in international markets: agents and distributors, subsidiaries and branches, import/export franchises and consortiums, Industrial implantations, Joint-ventures</li> <li>▪ To get the knowledge of international payments and finance</li> <li>▪ To get the knowledge of role of the bank in international markets</li> <li>▪ To get the knowledge International countertrade</li> <li>▪ To get the knowledge of customs in international commerce</li> <li>▪ To get the knowledge of International treaties and new market access</li> <li>▪ To get the knowledge of role of the customs agent</li> <li>▪ To get the knowledge of customs documentation</li> <li>▪ To be able to manage Logistics and international transport</li> <li>▪ To get the knowledge and practice of international management of payments and charges</li> <li>▪ To get the knowledge of International transport</li> </ul>
--	--	--	--

			<ul style="list-style-type: none"> <li>▪ To be able to operate a selection agent, distributor, dealer</li> <li>▪ To get the knowledge of dynamic VAT in international relations</li> <li>▪ To get the knowledge of fundamentals of International Tax Planning and anti-avoidance rules</li> <li>▪ To be able to Identify the implications of globalization and applying marketing knowledge to manage relationships among manufacturers, distributors and retailers</li> <li>▪ To be able to manage Business-to-business relationship</li> <li>▪ To be able to manage inventory, logistics, transportation, warehousing, facility management, and materials handling</li> <li>▪ To get the knowledge of International transport insurance</li> <li>▪ To be able to organize and manage E-Logistics and logistics solutions for internationalization</li> <li>▪ To be able to manage risk</li> <li>▪ Provides contacts with language support providers</li> <li>▪ To be able to measuring a nation's income and cost of living</li> <li>▪ To get the knowledge of fundamental elements of production and growth</li> <li>▪ To be able to draft a business plan</li> </ul>
--	--	--	--

15	<p><b>Kelkoo</b></p> <p>It is important for gathering information about prices in different markets of references. It can be useful for monitoring competitors and to define promotional campaigns. Furthermore, it is a good tool to use in the implementation of a market strategy.</p>	<ul style="list-style-type: none"> <li>▪ Promotional campaigns via the web (how to build them, tools to be used, kind of products, expected results, reference countries etc..).</li> <li>▪ Monitoring the promotional campaign on the web (tools for monitoring the effectiveness of the promotional campaign).</li> <li>▪ Information about competitor products (information on substitute and/or competitor products).</li> <li>▪ Information about prices (information on product pricing).</li> <li>▪ Competitor analysis (analysis of the product competitors in the target market. E.g.: who are the competitors? What are the competitive factors that they have? etc.).</li> <li>▪ General market research (sector trends in different target countries).</li> <li>▪ Research for each product (statistical information on the consumption of a single product in each target market).</li> <li>▪ Order statistical analysis (by product, by region, by customer, etc.).</li> <li>▪ Collaboration in the definition of pricing and promotional activities in support of sales department.</li> </ul>	<ul style="list-style-type: none"> <li>▪ To get knowledge of international economy, exchange rates</li> <li>▪ To be able to conduct international marketing researches according to quantitative methods and to develop the ability to assume strategic decisions</li> <li>▪ To be able to draft an international marketing plan</li> </ul>
16	<p><b>eBay</b></p> <p>It is the best virtual market place on the internet. It ensures the widest collection of goods to sell or buy at the most safety condition. It is not so important for the</p>	<ul style="list-style-type: none"> <li>▪ Order management.</li> <li>▪ Order collection.</li> </ul>	<ul style="list-style-type: none"> <li>▪ To get the knowledge of International transport insurance</li> <li>▪ To be able to organize and manage E-Logistics and logistics solutions for internationalization</li> <li>▪ To get the knowledge of principles and best</li> </ul>

	<p>traditional export activity, but it can represent the most effective tool for exploiting the “long tail” model of commerce also for what concerns the goods which have been exchanged in the international trade.</p>		<p>practices in SCM today</p> <ul style="list-style-type: none"> <li>▪ To get the knowledge of dynamic VAT in international relations</li> <li>▪ To get the knowledge of Business transactions EU and non-EU</li> <li>▪ To get the knowledge of newer forms of international commerce, internet sales</li> <li>▪ To get the knowledge of International trade techniques</li> <li>▪ To get the knowledge of International transport</li> </ul>
17	<p><b>Pay per Click</b></p> <p>This tool is important for the Export management, because it can provide solution for prices policy of a firm and for acquiring information about competitors’ price policy.</p>	<ul style="list-style-type: none"> <li>▪ Information about prices (information on product pricing).</li> <li>▪ Control of the budget allocated.</li> <li>▪ Order management.</li> <li>▪ Order collection.</li> <li>▪ Order monitoring.</li> <li>▪ Order financial management</li> </ul>	<ul style="list-style-type: none"> <li>▪ To get the knowledge of international payments and finance</li> <li>▪ To get the knowledge and practice of international management of payments and charges</li> <li>▪ To get the knowledge and practice of international management of payments and charges</li> </ul>
18	<p><b>Import Genius</b></p> <p>If the user imports from overseas, Import Genius will help him to find high quality suppliers. The shipping records available reveal customers, product lines, and exporting volumes for factories around the world. If the user wants to know where his competitors source their</p>	<ul style="list-style-type: none"> <li>▪ Reference organisations (what are the reference organizations in the target country with an expertise in the field of industrial policies for the company sensitive sector? What are the most important trade associations?).</li> <li>▪ Information about competitor products (information on substitute and/or competitor products).</li> <li>▪ Information about contracts (information on the legal bases that affect the marketing of a product in the target</li> </ul>	<ul style="list-style-type: none"> <li>▪ To get the knowledge of the main geographic contexts</li> <li>▪ To be able to acquire a complex country insight</li> <li>▪ To get technical abilities to analyses international social- economic contexts, political-legal situation, the cultural environment, statistical indication – country fact sheets</li> <li>▪ To get knowledge of international economy,</li> </ul>

	<p>products (competitor analysis), the databases of shipping manifests reveal suppliers, product volumes, and industry trends for U.S. importers and distribution companies. If the user sells products or services to U.S. importers, the datasets let him qualify prospects based on their shipping histories.</p>	<p>countries, authorization, labelling, etc.. ).</p> <ul style="list-style-type: none"> <li>▪ General market research (sector trends in different target countries).</li> <li>▪ Research for each product (statistical information on the consumption of a single product in each target market).</li> <li>▪ Research on the distribution system (information about the distribution structure, the importers and the dealers in each target market).</li> <li>▪ Competitor analysis (analysis of the product competitors in the target market. E.g.: who are the competitors? What are the competitive factors that they have? etc.).</li> <li>▪ Search distributors, importers, agents, representatives in the target countries.</li> <li>▪ Dealing directly with strategic customers.</li> <li>▪ Planning of future activities in term of results, human resources organisation.</li> </ul>	<p>exchange rates</p> <ul style="list-style-type: none"> <li>▪ To be able to draft an international marketing plan</li> <li>▪ To be able to Identify the implications of globalization and applying marketing knowledge to manage relationships among manufacturers, distributors and retailers</li> <li>▪ To get to know basic principles of the world's markets</li> <li>▪ To get to know the access facilities in international markets: agents and distributors, subsidiaries and branches, import/export franchises and consortiums, Industrial implantations, Joint-ventures</li> <li>▪ To get the practice of trading techniques</li> <li>▪ To get the knowledge of customs in international commerce</li> <li>▪ To get the knowledge of International trade techniques</li> <li>▪ To get to know the basic principle of the Internationalization of the company and the international business environment</li> </ul>
19	<p><b>Export Window</b></p>	<ul style="list-style-type: none"> <li>▪ Organisation and manages meetings with area managers and/or sales department coordinators.</li> <li>▪ Marketing and communication.</li> <li>▪ Search distributors, importers, agents, representatives in the target countries.</li> </ul>	<ul style="list-style-type: none"> <li>▪ To get technical abilities to analyses international social- economic contexts, political-legal situation, the cultural environment, statistical indication – country fact sheets</li> <li>▪ To get knowledge of international economy, exchange rates</li> </ul>

		<ul style="list-style-type: none"> <li>▪ Promotional campaigns via the web (how to build them, tools to be used, kind of products, expected results, reference countries etc.).</li> <li>▪ Reference organisations (what are the reference organizations in the target country with an expertise in the field of industrial policies for the company sensitive sector? What are the most important trade associations?).</li> <li>▪ Information about competitor products (information on substitute and/or competitor products).</li> <li>▪ Information about prices (information on product pricing).</li> <li>▪ Information about contracts (information on the legal bases that affect the marketing of a product in the target countries, authorization, labelling, etc.. ).</li> <li>▪ General market research (sector trends in different target countries).</li> <li>▪ Research for each product (statistical information on the consumption of a single product in each target market).</li> <li>▪ Research on the distribution system (information about the distribution structure, the importers and the dealers in each target market).</li> <li>▪ Competitor analysis (analysis of the product competitors in the target market. E.g.: who are the competitors? What are the competitive factors that they have? etc.).</li> </ul>	<ul style="list-style-type: none"> <li>▪ To get the knowledge of Trade basic concepts and foreign direct investments</li> <li>▪ To be able to acquire a complex country insight</li> <li>▪ To be able to conduct international marketing researches according to quantitative methods and to develop the ability to assume strategic decision</li> <li>▪ To be able to manage communication policies and to be able to organize fairs and exhibitions</li> <li>▪ To get to know the main elements of the international contracts and techniques and rules to regulate them</li> <li>▪ To get the knowledge of principles of the international private law and different applicable law according to the countries</li> <li>▪ To get the knowledge and practice of the different kind of private law contracts and their fields of application</li> <li>▪ To get the knowledge of principles of the protection of the Intellectual property in international market</li> <li>▪ To get to know the basic principle of the Internationalization of the company and the international business environment</li> <li>▪ To get to know the basic principle of the EU Market</li> <li>▪ To get to know basic principles of the world's markets</li> <li>▪ To get to know the access facilities in international markets: agents and distributors, subsidiaries and</li> </ul>
--	--	--	--

			<p>branches, import/export franchises and consortiums, Industrial implantations, Joint-ventures</p> <ul style="list-style-type: none"> <li>▪ To get the knowledge of international payments and finance</li> <li>▪ To get the knowledge and practice of international management of payments and charges</li> <li>▪ To be able to know and manage the financial risks</li> <li>▪ To be able to know and manage export credit insurance and export credit</li> <li>▪ To be able to manage Logistics and international transport</li> <li>▪ To get the knowledge and practice of international management of payments and charges</li> <li>▪ To get the knowledge of International trade techniques</li> <li>▪ To get the knowledge of International transport</li> <li>▪ To be able to know the basic principle of the internal market, Treaty articles and framework legislation</li> <li>▪ To be able to know the main information points and sources on the internet for business and authorities</li> <li>▪ To be able to identify the public procurement and public tenders legislation framework and information channels</li> <li>▪ To be able to know training and working opportunities in support of SMEs</li> </ul>
--	--	--	---

			<ul style="list-style-type: none"> <li>▪ To be able to identify information and strategies to access the markets</li> <li>▪ To be able to get the knowledge of the main business support services and networks</li> </ul>
--	--	--	---

20	<b>Kompass</b>	<ul style="list-style-type: none"> <li>▪ General market research (sector trends in different target countries).</li> <li>▪ Research for each product (statistical information on the consumption of a single product in each target market).</li> <li>▪ Competitor analysis (analysis of the product competitors in the target market. E.g.: who are the competitors? What are the competitive factors that they have? etc.).</li> <li>▪ Reference organisations (what are the reference organizations in the target country with an expertise in the field of industrial policies for the company sensitive sector? What are the most important trade associations?).</li> <li>▪ Promotional campaigns via the web (how to build them, tools to be used, kind of products, expected results, reference countries etc..).</li> <li>▪ Search distributors, importers, agents, representatives in the target countries.</li> <li>▪ Order statistical analysis (by product, by region, by customer, etc.. Etc.).</li> <li>▪ Dealing directly with strategic customers.</li> </ul>	<ul style="list-style-type: none"> <li>▪ To get the knowledge of the main geographic contexts</li> <li>▪ To be able to use web marketing tools for the customer relationship management</li> <li>▪ To be able to operate a selection agent, distributor or dealer</li> <li>▪ To get the knowledge of principles and best practices in SCM today</li> <li>▪ To be able to Identify the implications of globalization and applying marketing knowledge to manage relationships among manufacturers, distributors, retailers</li> <li>▪ To be able to manage Business-to-business relationship</li> <li>▪ To be able to identify information and strategies to access the markets</li> </ul>
21	<b>E-Market services</b>  From a seller's perspective, the user	<ul style="list-style-type: none"> <li>▪ Search distributors, importers, agents, representatives in the target countries.</li> <li>▪ General market research (sector trends in different target</li> </ul>	<ul style="list-style-type: none"> <li>▪ To be able to use web marketing tools for the customer relationship management</li> <li>▪ To get to know the access facilities in</li> </ul>

	<p>might be interested in finding new leads, offering new and used products for sale or searching through tender databases. From a buyer's perspective, the user might be interested in searching for new suppliers, posting your buying requests or searching for new or used investment goods.</p>	<p>countries).</p> <ul style="list-style-type: none"> <li>▪ Research for each product (statistical information on the consumption of a single product in each target market).</li> <li>▪ Research on the distribution system (information about the distribution structure, the importers and the dealers in each target market).</li> </ul>	<p>international markets: agents and distributors, subsidiaries and branches, import/export franchises and consortiums, Industrial implantations, Joint-ventures</p> <ul style="list-style-type: none"> <li>▪ To get the knowledge of International trade techniques</li> <li>▪ To get the knowledge of newer forms of international commerce, internet sales</li> <li>▪ To get the knowledge of practices different forms and techniques of doing business in different continents in order to detect possible purchases, sales and business investments</li> <li>▪ To get the knowledge of the principles of global interdependence and the benefits of trade</li> <li>▪ To be able to know training and working opportunities in support of SMEs;</li> <li>▪ To be able to identify information and strategies to access the markets</li> <li>▪ To be able to get the knowledge of the main business support services and networks</li> </ul>
22	<p><b>FITA Global Trade Portal</b></p> <p>It is an excellent tool to research different useful information on international trade.</p>	<ul style="list-style-type: none"> <li>▪ Research on the distribution system</li> <li>▪ Reference organisations</li> <li>▪ Information about prices</li> <li>▪ Information about duties and taxes</li> <li>▪ Search distributors, importers, agents, representatives in the target countries.</li> <li>▪ Computerized management of relations agents, distributors.</li> <li>▪ Organization of travel and hosting. (Useful travel</li> </ul>	<ul style="list-style-type: none"> <li>▪ To get the knowledge of economic, institutional systems, tax and legal aspects of the different countries systems</li> <li>▪ To be able to acquire a complex country insight</li> <li>▪ To get the knowledge of price policy in international marketing</li> <li>▪ To get the knowledge of international payments and finance</li> <li>▪ To get the knowledge of role of the bank in international markets</li> </ul>

		information and links)	<ul style="list-style-type: none"> <li>▪ To get the knowledge International countertrade</li> <li>▪ To be able to know and manage the financial risks</li> <li>▪ To get the knowledge of customs in international commerce</li> <li>▪ To get the knowledge of customs documentation</li> <li>▪ To get the knowledge of Fraud, bribery and corruption</li> <li>▪ To be able to manage Logistics and international transport</li> <li>▪ To get the knowledge and practice of international management of payments and charges</li> <li>▪ To get the knowledge of International transport</li> <li>▪ To be able to operate a selection agent, distributor or dealer</li> <li>▪ To be able to allow the customer to purchase</li> <li>▪ To get the knowledge of basic principles of Tax Law and tax treaties</li> <li>▪ To get the knowledge of Business transactions EU and non-EU</li> <li>▪ To get the knowledge of dynamic VAT in international relations</li> <li>▪ To be able to measuring a nation's income and cost of living</li> </ul>
23	<p><b>Google+</b></p> <p>The outreach is more tailored in comparison with Facebook. In this case, there is no profile to create in order to</p>	<ul style="list-style-type: none"> <li>▪ General market research (sector trends in different target countries).</li> <li>▪ Competitor analysis (analysis of the product competitors in the target market. E.g.: who are the competitors? What are the competitive factors that they have? etc.).</li> </ul>	<ul style="list-style-type: none"> <li>▪ To be able to acquire a complex country insight</li> <li>▪ To be able to conduct international marketing researches according to quantitative methods and to develop the ability to assume strategic decisions</li> </ul>

	<p>reach the target groups. Moreover, the system works in collaboration with Google and exploits its tools and data in terms of website searched and highlighted preferences by a potential target group. It is important also because this tool allows the export manager to exploit its mailing list in order to reach the contact he wants to reach even if they have not a Google+ account.</p>	<ul style="list-style-type: none"> <li>▪ Information about competitor products (information on substitute and/or competitor products).</li> <li>▪ Promotional campaigns via the web (how to build them, tools to be used, kind of products, expected results, reference countries etc..).</li> <li>▪ Monitoring the promotional campaign on the web (tools for monitoring the effectiveness of the promotional campaign).</li> <li>▪ Search distributors, importers, agents, representatives in the target countries.</li> <li>▪ Computerized management of relations agents, distributors.</li> <li>▪ Dealing directly with strategic customers.</li> <li>▪ Organisation and manages meetings with area managers and/or sales department coordinators.</li> </ul>	<ul style="list-style-type: none"> <li>▪ To be able to use web marketing tools for the customer relationship management</li> <li>▪ To be able to draft an international marketing plan.</li> <li>▪ To be able to operate a selection agent, distributor, dealer</li> <li>▪ To be able to employ techniques for customer satisfaction in the international environment</li> <li>▪ To get the knowledge and practice of human resources management</li> </ul>
24	<p><b>Panjiva</b></p> <p><b>It is</b> an online search engine with detailed information on global suppliers and manufacturers.</p>	<ul style="list-style-type: none"> <li>▪ Competitor analysis (analysis of the product competitors in the target market. E.g.: who are the competitors? What are the competitive factors that they have? etc.).</li> <li>▪ Information about competitor products (information on substitute and/or competitor products).</li> <li>▪ Search distributors, importers, agents, representatives in the target countries.</li> <li>▪ Marketing and communication.</li> <li>▪ Dealing directly with strategic customers.</li> </ul>	<ul style="list-style-type: none"> <li>▪ To get to know the basic principle of the Internationalization of the company and the international business environment</li> <li>▪ To be able to conduct international marketing researches according to quantitative methods and to develop the ability to assume strategic decisions</li> <li>▪ To be able to use web marketing tools for the customer relationship management</li> </ul>
25	<p><b>Powerful Online Company Database</b></p> <p>It allows the EM to focus on areas which</p>	<ul style="list-style-type: none"> <li>▪ General market research (sector trends in different target countries).</li> <li>▪ Research for each product (statistical information on the consumption of a single product in each target market).</li> </ul>	<ul style="list-style-type: none"> <li>▪ To get the knowledge of Trade basic concepts and foreign direct investments</li> <li>▪ To get technical abilities to analyses international social- economic contexts, political-legal situation,</li> </ul>

	<p>are more likely to get your products.</p>	<ul style="list-style-type: none"> <li>▪ Research on the distribution system (information about the distribution structure, the importers and the dealers in each target market).</li> <li>▪ Competitor analysis (analysis of the product competitors in the target market. E.g.: who are the competitors? What are the competitive factors that they have? etc.).</li> <li>▪ Reference organisations (what are the reference organizations in the target country with an expertise in the field of industrial policies for the company sensitive sector? What are the most important trade associations?).</li> <li>▪ Information about competitor products (information on substitute and/or competitor products).</li> <li>▪ Information about prices (information on product pricing).</li> <li>▪ Information about contracts (information on the legal bases that affect the marketing of a product in the target countries, authorization, labelling, etc.. ).</li> <li>▪ Promotional campaigns via the web (how to build them, tools to be used, kind of products, expected results, reference countries etc..).</li> <li>▪ Search distributors, importers, agents, representatives in the target countries.</li> <li>▪ Organization of meetings and agenda.</li> </ul>	<p>the cultural environment, statistical indication – country fact sheets</p> <ul style="list-style-type: none"> <li>▪ To be able to acquire a complex country insight</li> <li>▪ To be able to conduct international marketing researches according to quantitative methods and to develop the ability to assume strategic decisions</li> <li>▪ To get the knowledge of product policies according to the brand and “made in “ policies;</li> <li>▪ To get to know the basic principle of the Internationalization of the company and the international business environment;</li> <li>▪ To get to know basic principles of the world’s markets</li> <li>▪ To be able to manage Logistics and international transport</li> <li>▪ To get the knowledge and practice of international management of payments and charges</li> <li>▪ To get the knowledge of International trade techniques</li> <li>▪ To get the knowledge of International transport</li> <li>▪ To get the knowledge of practices different forms and techniques of doing business in different continents in order to detect possible purchases, sales and business investments</li> <li>▪ To get the knowledge unemployment and its natural rate</li> <li>▪ To get the knowledge and practice of human resources management</li> <li>▪ To be able to get the knowledge of the main business support services and networks</li> <li>▪ To be able to know training and working opportunities in support of SMEs;</li> </ul>
--	--	--	---

			<ul style="list-style-type: none"> <li>▪ To be able to identify information and strategies to access the markets</li> </ul>
26	<p><b>Xing</b></p> <p>All features available to individual users may also be of interest for companies, which can use both the Xing looking for customers or collaborators. It is a useful tool for:</p> <p>1) the activities of recruiting and HR (human resources) activities, which may benefit from professional profiles updated more than 7 and a half million users around the;</p> <p>2) the creation of groups, both inside the company and externally, basically linked to a brand;</p> <p>3) develop communication campaigns and targeted advertising.</p> <p>The Organizations section, which allows companies and associations to be more visible in Network through a real profile, which is generated automatically and totally free.</p>	<ul style="list-style-type: none"> <li>▪ General market research (sector trends in different target countries).</li> <li>▪ Research on the distribution system (information about the distribution structure, the importers and the dealers in each target market).</li> <li>▪ Competitor analysis (analysis of the product competitors in the target market. E.g.: who are the competitors? What are the competitive factors that they have? etc.).</li> <li>▪ Reference organisations (what are the reference organizations in the target country with an expertise in the field of industrial policies for the company sensitive sector? What are the most important trade associations?).</li> <li>▪ Information about competitor products (information on substitute and/or competitor products).</li> <li>▪ Search distributors, importers, agents, representatives in the target countries.</li> <li>▪ Computerized management of relations agents, distributors.</li> <li>▪ Organisation and manages meetings with area managers and/or sales department coordinators.</li> <li>▪ Coordination Export activities.</li> <li>▪ Planning of future activities in term of results, human resources organisation.</li> </ul>	<ul style="list-style-type: none"> <li>▪ To be able to manage communication policies and to be able to organize fairs and exhibitions;</li> <li>▪ To be able to use web marketing tools for the customer relationship management</li> <li>▪ To be able to identify the implications of globalization and applying marketing knowledge to manage relationships among manufacturers, distributors, retailers</li> <li>▪ To be able to manage Consumer satisfaction sector</li> <li>▪ To be able to manage Business-to-business relationship</li> </ul>
27	<p><b>Facebook</b></p>	<ul style="list-style-type: none"> <li>▪ Competitor analysis (analysis of the product competitors in the target market. E.g.: who are the competitors? What are</li> </ul>	<ul style="list-style-type: none"> <li>▪ To be able to make efficient presentations in English</li> </ul>

	<p>Facebook is a casual, friendly environment which requires an active social media marketing strategy that begins with creating a Facebook Business Fan Page. You will want to pay careful attention to layout, as the visual component is a key aspect of the Facebook experience. Social media marketing for business pages revolves around furthering your conversation with audiences by posting industry-related articles, images, videos, etc. It is also important in order to identify competitors, suppliers, customers (and the supplier, customers and business partners of your competitor).</p>	<p>the competitive factors that they have? etc.).</p> <ul style="list-style-type: none"> <li>▪ Reference organisations (what are the reference organizations in the target country with an expertise in the field of industrial policies for the company sensitive sector? What are the most important trade associations?).</li> <li>▪ Information about competitor products (information on substitute and/or competitor products).</li> <li>▪ Marketing and communication.</li> <li>▪ Promotional campaigns via the web (how to build them, tools to be used, kind of products, expected results, reference countries etc..).</li> <li>▪ Monitoring the promotional campaign on the web (tools for monitoring the effectiveness of the promotional campaign).</li> </ul>	<ul style="list-style-type: none"> <li>▪ To be able to manage communication policies and to be able to organize fairs and exhibitions;</li> <li>▪ To be able to draft an international marketing plan.</li> <li>▪ To be able to conduct international marketing researches according to quantitative methods and to develop the ability to assume strategic decisions</li> <li>▪ To be able to use web marketing tools for the customer relationship management</li> </ul>
28	<p>LinkedIn</p> <p>This business social network is relevant for the Export manager because, it can connect people, functional for creating an efficient distribution system, can be useful for analysing competitors, finding reference organisations, and it can be really useful for a remote management of Export procedures..</p>	<ul style="list-style-type: none"> <li>▪ Reference organisations (what are the reference organizations in the target country with an expertise in the field of industrial policies for the company sensitive sector? What are the most important trade associations?).</li> <li>▪ Research on the distribution system (information about the distribution structure, the importers and the dealers in each target market).</li> <li>▪ Competitor analysis (analysis of the product competitors in the target market. E.g.: who are the competitors? What are the competitive factors that they have? etc.).</li> <li>▪ Search distributors, importers, agents, representatives in the target countries.</li> <li>▪ Computerized management of relations agents, distributors.</li> <li>▪ Organization of travel and hosting.</li> <li>▪ Organization of meetings and agenda.</li> </ul>	<ul style="list-style-type: none"> <li>▪ To get the knowledge of role of the customs agent</li> <li>▪ To be able to operate a selection agent, distributor or dealer</li> <li>▪ To be able to manage Consumer satisfaction sector</li> <li>▪ To be able to manage Business-to-business relationship</li> <li>▪ To get the knowledge and practice of human resources management</li> </ul>

		<ul style="list-style-type: none"> <li>▪ Coordination Export activities.</li> <li>▪ Collaboration in the definition of pricing and promotional activities in support of sales department;</li> <li>▪ Dealing directly with strategic customers.</li> <li>▪ Organisation and manages meetings with area managers and/or sales department coordinators.</li> </ul>	
29	<p><b>Pinterest</b></p> <p>Pinterest allows businesses to create pages aimed at promoting their businesses online. Such pages can serve as a "virtual storefront". Several brand studies have continued to show Pinterest is more effective at driving sales than other forms of social media</p>	<ul style="list-style-type: none"> <li>▪ Competitor analysis (analysis of the product competitors in the target market. E.g.: who are the competitors? What are the competitive factors that they have? etc.).</li> <li>▪ Research for each product (statistical information on the consumption of a single product in each target market).</li> <li>▪ Information about competitor products information on substitute and/or competitor products).</li> <li>▪ Information about prices (information on product pricing).</li> <li>▪ Promotional campaigns via the web (how to build them, tools to be used, kind of products, expected results, reference countries etc..).</li> <li>▪ Monitoring the promotional campaign on the web (tools for monitoring the effectiveness of the promotional campaign).</li> <li>▪ Collaboration in the definition of pricing and promotional activities in support of sales department;</li> </ul>	<ul style="list-style-type: none"> <li>▪ To be able to draft an international marketing plan</li> <li>▪ To get the knowledge of newer forms of international commerce, internet sales</li> <li>▪ To be able to manage Consumer satisfaction sector</li> </ul>
30	<p><b>Twitter</b></p> <p>It is the social media marketing tool that lets you broadcast your updates across the web. Follow tweeters in your industry or related fields, and you should gain a</p>	<ul style="list-style-type: none"> <li>▪ General market research (sector trends in different target countries).</li> <li>▪ Promotional campaigns via the web (how to build them, tools to be used, kind of products, expected results, reference countries etc..).</li> <li>▪ Monitoring the promotional campaign on the web (tools</li> </ul>	<ul style="list-style-type: none"> <li>▪ To be able to use web marketing tools for the customer relationship management</li> <li>▪ To be able to employ techniques for customer satisfaction in the international environment</li> <li>▪ To be able to manage Consumer satisfaction sector</li> </ul>

	<p>steady stream of followers in return. Mix up your official-related tweets about specials, discounts, and news updates with some fun and quirky tweets interspersed. Be sure to re-tweet when a customer has something nice to say about you, and don't forget answer people's questions when possible. Using Twitter as a social media marketing tool revolves around dialog and communication, so be sure to interact as much as possible</p>	<p>for monitoring the effectiveness of the promotional campaign).</p> <ul style="list-style-type: none"> <li>Marketing and communication</li> </ul>	<ul style="list-style-type: none"> <li>To be able to manage Business-to-business relationship</li> </ul>
31	<p><b>Flickr</b></p> <p>As other image sharing tools, Flickr allows businesses to create pages aimed at promoting their businesses online. It is not oriented to Export, but it is an extraordinary commercial window for companies. Furthermore, through this tool is possible to show the users how a given product is built and how it borns, producing an awareness in the potential customer about the "history" of the product which is going to buy.</p>	<ul style="list-style-type: none"> <li>Competitor analysis (analysis of the product competitors in the target market. E.g.: who are the competitors? What are the competitive factors that they have? etc.).</li> <li>Promotional campaigns via the web (how to build them, tools to be used, kind of products, expected results, reference countries etc..).</li> <li>Marketing and communication.</li> </ul>	<ul style="list-style-type: none"> <li>To be able to use web marketing tools for the customer relationship management</li> <li>To get the knowledge of product policies according to the brand and "made in " policies;</li> <li>To be able to manage communication policies and to be able to organize fairs and exhibitions;</li> <li>To be able to Allow the customer to purchase</li> <li>To be able to employ techniques for customer satisfaction in the international environment</li> <li>To get the knowledge of Elements of psychology necessary during trade negotiations</li> <li>To get the knowledge of practices different forms and techniques of doing business in different continents in order to detect possible purchases, sales and business investments</li> </ul>
32	<p><b>Viadeo</b></p>	<ul style="list-style-type: none"> <li>Reference organisations (what are the reference organizations in the target country with an expertise in the</li> </ul>	<ul style="list-style-type: none"> <li>To be able to use web marketing tools for the customer relationship management</li> </ul>

	<p>It is important if a company wants to widen its business opportunity abroad. By means of this tool it is possible to find clients, partners and agents and to raise the awareness of the business on the internet</p>	<p>field of industrial policies for the company sensitive sector? What are the most important trade associations?).</p> <ul style="list-style-type: none"> <li>▪ Information about competitor products (information on substitute and/or competitor products).</li> <li>▪ Competitor analysis (analysis of the product competitors in the target market. E.g.: who are the competitors? What are the competitive factors that they have? etc.).</li> <li>▪ Information about duties and taxes (information concerning duties of imports, customs clearance systems, certification, licensing, constraints etc.).</li> <li>▪ Promotional campaigns via the web (how to build them, tools to be used, kind of products, expected results, reference countries etc..).</li> <li>▪ Monitoring the promotional campaign on the web (tools for monitoring the effectiveness of the promotional campaign).</li> <li>▪ Search distributors, importers, agents, representatives in the target countries.</li> <li>▪ Computerized management of relations agents, distributors.</li> <li>▪ Order collection.</li> <li>▪ Dealing directly with strategic customers.</li> <li>▪ Organisation and manages meetings with area managers and/or sales department coordinators.</li> </ul>	<ul style="list-style-type: none"> <li>▪ To get the knowledge of price policy in international marketing</li> <li>▪ To be able to manage communication policies and to be able to organize fairs and exhibitions</li> <li>▪ To be able to draft an international marketing plan</li> <li>▪ To get to know the access facilities in international markets: agents and distributors, subsidiaries and branches, import/export franchises and consortiums, Industrial implantations, Joint-ventures</li> <li>▪ To be able to manage Logistics and international transport</li> <li>▪ To be able to operate a selection agent, distributor, dealer</li> <li>▪ To be able to Allow the customer to purchase</li> <li>▪ To get the knowledge and practice of human resources management</li> <li>▪ To be able to manage Consumer satisfaction sector</li> <li>▪ To be able to manage Business-to-business relationship</li> </ul>
33	<p><b>Pay Pal</b></p> <p>It facilitates the payment system all over the world. It makes it safer and ensures the transaction for the operator which</p>	<ul style="list-style-type: none"> <li>▪ Information about prices (information on product pricing).</li> <li>▪ Information about competitor products (information on substitute and/or competitor products).</li> <li>▪ Competitor analysis (analysis of the product competitors in the target market. E.g.: who are the competitors? What are</li> </ul>	<ul style="list-style-type: none"> <li>▪ To get knowledge of international economy, exchange rates</li> <li>▪ To get the knowledge of international payments and finance</li> <li>▪ To get the knowledge and practice of international</li> </ul>

	wants to buy on the internet a good or a service.	the competitive factors that they have? etc.).	<p>management of payments and charges</p> <ul style="list-style-type: none"> <li>▪ To get the knowledge of customs in international commerce</li> <li>▪ To get the knowledge of Business transactions EU and non-EU</li> </ul>
34	<p><b>ITC International Trade Centre</b></p> <p>It is an excellent tool to support new business to open to new markets, providing studies, report, documentation on different products and sectors or based on the countries.</p>	<ul style="list-style-type: none"> <li>▪ General market research</li> <li>▪ Research for each product</li> <li>▪ Competitor analysis (analysis of the product competitors in the target market)</li> <li>▪ Governmental policies</li> <li>▪ Reference organisations</li> <li>▪ Information about contracts</li> <li>▪ Information about duties and taxes</li> <li>▪ Search distributors, importers, agents, representatives in the target countries.</li> </ul>	<ul style="list-style-type: none"> <li>▪ To get technical abilities to analyses international social-economic contexts, political-legal situation, the cultural environment, statistical indication – country fact sheets</li> <li>▪ To get knowledge of international economy, exchange rates</li> <li>▪ To get the knowledge of Trade basic concepts and foreign direct investments</li> <li>▪ To get the knowledge of the main geographic contexts</li> <li>▪ To get the knowledge of economic, institutional systems, tax and legal aspects of the different countries systems</li> <li>▪ To be able to acquire a complex country insight</li> <li>▪ To be able to develop negotiating techniques</li> <li>▪ To be able to conduct international marketing researches according to quantitative methods and to develop the ability to assume strategic decisions</li> <li>▪ To be able to use web marketing tools for the customer relationship management</li> <li>▪ To get the knowledge of price policy in international marketing</li> <li>▪ To be able to draft an international marketing plan</li> <li>▪ To get to know the main elements of the international contracts and techniques and rules to regulate them</li> <li>▪ To get the knowledge of principles of the international private law and different applicable law according to the countries</li> </ul>

			<ul style="list-style-type: none"> <li>▪ To get the practice of trading techniques</li> <li>▪ To get the knowledge of international payments and finance <ul style="list-style-type: none"> <li>▪ To get the knowledge and practice of international management of payments and charges</li> <li>▪ To get the knowledge of customs in international commerce</li> <li>▪ To get the knowledge of International treaties and new market access</li> <li>▪ To get the knowledge of International trade techniques</li> <li>▪ To be able to operate a selection agent, distributor, dealer</li> </ul> </li> <li>▪ To get the knowledge and practices of Negotiation techniques <ul style="list-style-type: none"> <li>▪ To get the knowledge of basic principles of Tax Law and tax treaties</li> <li>▪ To get the knowledge of dynamic VAT in international relations</li> <li>▪ To get the knowledge of principles and best practices in SCM today</li> </ul> </li> <li>▪ To be able to Identify the implications of globalization and applying marketing knowledge to manage relationships among manufacturers, distributors, retailers <ul style="list-style-type: none"> <li>▪ To be able to manage Consumer satisfaction sector</li> <li>▪ To be able to organize and manage E-Logistics and logistics solutions for internationalization</li> </ul> </li> <li>▪ To be able to get negotiation techniques</li> <li>▪ To be able to perform International Role Play</li> <li>▪ To get the knowledge of market forces of supply and demand</li> <li>▪ To be able to measure a nation's income and cost of living</li> </ul>
--	--	--	---

Table 3 – Traditional EM competencies and ICT and WEB based tools

Traditional EM competencies	ICT and WEB based tools
General market research (sector trends in different target countries).	<ul style="list-style-type: none"> <li>▪ Kelkoo</li> <li>▪ KOMPASS</li> <li>▪ Trade Export Help Desk</li> <li>▪ Twitter</li> <li>▪ Xing</li> <li>▪ Youtube Trends</li> <li>▪ Youtube</li> <li>▪ Consumer barometer</li> <li>▪ Consumer Survey</li> <li>▪ Eurostat</li> <li>▪ Global Market Finder</li> <li>▪ Google Trends</li> <li>▪ Google+</li> <li>▪ Import genius</li> <li>▪ ITC – International Trade Centre</li> <li>▪ Market Access Database</li> <li>▪ E-Market Service</li> </ul>
Research for each product(statistical information on the consumption of a single product in each target market).	<ul style="list-style-type: none"> <li>▪ Kelkoo</li> <li>▪ KOMPASS</li> <li>▪ Pinterest</li> <li>▪ Export Window</li> <li>▪ Youtube Trends</li> <li>▪ Youtube</li> <li>▪ Consumer barometer</li> <li>▪ Consumer Survey</li> <li>▪ Global Market Finder</li> <li>▪ Google Trends</li> <li>▪ Import genius</li> <li>▪ ITC – International Trade Centre</li> <li>▪ Market Access Database</li> <li>▪ E-Market Service</li> </ul>

	<ul style="list-style-type: none"> <li>▪ Powerful Online Company database</li> </ul>
<p>Research on the distribution system (information about the distribution structure, the importers and the dealers in each target market).</p>	<ul style="list-style-type: none"> <li>▪ Import genius</li> <li>▪ Xing</li> <li>▪ Consumer Survey</li> <li>▪ Eurostat</li> <li>▪ E-Market Service</li> <li>▪ Powerful Online Company database</li> <li>▪ Export Window</li> <li>▪ LinkedIn</li> <li>▪ FITA</li> <li>▪ Google Analytics</li> </ul>
<p>Competitor analysis (analysis of the product competitors in the target market. E.g.: who are the competitors? What are the competitive factors that they have? etc.).</p>	<ul style="list-style-type: none"> <li>▪ Kelkoo</li> <li>▪ KOMPASS</li> <li>▪ Pinterest</li> <li>▪ Export Window</li> <li>▪ Youtube Trends</li> <li>▪ Youtube</li> <li>▪ Flickr</li> <li>▪ LinkedIn</li> <li>▪ Consumer Survey</li> <li>▪ Facebook</li> <li>▪ Google Trends</li> <li>▪ Pay Pal</li> <li>▪ Viadeo</li> <li>▪ Xing</li> <li>▪ Google+</li> <li>▪ Import genius</li> <li>▪ ITC – International Trade Centre</li> <li>▪ Panjiva</li> <li>▪ Powerful Online Company database</li> </ul>
<p><u>Governmental policies</u> (governmental policies concerning a specific product, long-term development plans that could affect a company product, etc.).</p>	<ul style="list-style-type: none"> <li>▪ Market Access Database</li> </ul>

<p>Reference organisations (what are the reference organizations in the target country with an expertise in the field of industrial policies for the company sensitive sector? What are the most important trade associations?).</p>	<ul style="list-style-type: none"> <li>▪ KOMPASS</li> <li>▪ Export Window</li> <li>▪ LinkedIn</li> <li>▪ Trade Export Helpdesk</li> <li>▪ Facebook</li> <li>▪ Viadeo</li> <li>▪ Xing</li> <li>▪ Globaletrade.com</li> <li>▪ Import genius</li> <li>▪ ITC – International Trade Centre</li> <li>▪ FITA</li> <li>▪ Powerful Online Company database</li> </ul>
<p>Information about competitor products (information on substitute and/or competitor products).</p>	<ul style="list-style-type: none"> <li>▪ Kelkoo</li> <li>▪ Export Window</li> <li>▪ Youtube Trends</li> <li>▪ Youtube</li> <li>▪ Consumer Survey</li> <li>▪ Facebook</li> <li>▪ Google Trends</li> <li>▪ Pay Pal</li> <li>▪ Viadeo</li> <li>▪ Xing</li> <li>▪ Google+</li> <li>▪ Import genius</li> <li>▪ Panjiva</li> <li>▪ Powerful Online Company database</li> </ul>
<p>Information about prices (information on product pricing).</p>	<ul style="list-style-type: none"> <li>▪ Kelkoo</li> <li>▪ Pay x Click</li> <li>▪ Pay Pal</li> <li>▪ Pinterest</li> <li>▪ Trade Export Help Desk</li> <li>▪ Consumer Survey</li> <li>▪ Eurostat</li> </ul>

	<ul style="list-style-type: none"> <li>▪ FITA</li> <li>▪ Powerful Online Company database</li> <li>▪ Globaltrade.net</li> <li>▪ Export Window</li> </ul>
Information about contracts (information on the legal bases that affect the marketing of a product in the target countries, authorization, labeling, etc.).	<ul style="list-style-type: none"> <li>▪ Trade export Helpdesk</li> <li>▪ Juris International</li> <li>▪ Export Window</li> <li>▪ Import genius</li> <li>▪ ITC – International Trade Centre</li> <li>▪ Market Access Database</li> <li>▪ Powerful Online Company database</li> </ul>
Information about duties and taxes (information concerning duties of imports, customs clearance systems, certification, licensing, constraints etc.).	<ul style="list-style-type: none"> <li>▪ Trade export Helpdesk</li> <li>▪ Viadeo</li> <li>▪ Eurostat</li> <li>▪ Juris International</li> <li>▪ FITA</li> <li>▪ Globaltrade.net</li> <li>▪ ITC – International Trade Centre</li> <li>▪ Market Access Database</li> </ul>
Promotional campaigns via the web (how to build them, tools to be used, kind of products, expected results, reference countries etc.).	<ul style="list-style-type: none"> <li>▪ Kelkoo</li> <li>▪ Pinterest</li> <li>▪ Twitter</li> <li>▪ Export Window</li> <li>▪ Youtube Trends</li> <li>▪ Youtube</li> <li>▪ Consumer Survey</li> <li>▪ Facebook</li> <li>▪ Google Trends</li> <li>▪ Google+</li> <li>▪ Flick</li> <li>▪ Viadeo</li> <li>▪ Kompass</li> <li>▪ Adwords</li> </ul>

Monitoring the promotional campaign on the web (tools for monitoring the effectiveness of the promotional campaign).	<ul style="list-style-type: none"> <li>▪ Kelkoo</li> <li>▪ Pinterest</li> <li>▪ Twitter</li> <li>▪ Google Analytics</li> <li>▪ Youtube Trends</li> <li>▪ Youtube</li> <li>▪ Consumer Survey</li> <li>▪ Facebook</li> <li>▪ Google Trends</li> <li>▪ Google+</li> <li>▪ Viadeo</li> </ul>
Search distributors, importers, agents, representatives in the target countries.	<ul style="list-style-type: none"> <li>▪ LinkedIn</li> <li>▪ Xing</li> <li>▪ Import Genius</li> <li>▪ Panjiva</li> <li>▪ E-Market service</li> <li>▪ Powerful Online Company database</li> <li>▪ Export Window</li> <li>▪ Kompass</li> <li>▪ Google+</li> <li>▪ Viadeo</li> </ul>
Computerized management of relations agents, distributors.	n/a
Budget allocation to the distributor / agents.	n/a
Control of the budget allocated.	<ul style="list-style-type: none"> <li>▪ Pay per Click</li> <li>▪ Adwords</li> </ul>
Order management.	<ul style="list-style-type: none"> <li>▪ Pay per Click</li> <li>▪ eBay</li> </ul>
Order collection.	<ul style="list-style-type: none"> <li>▪ Pay per Click</li> <li>▪ Viadeo</li> <li>▪ eBay</li> </ul>
Order monitoring.	<ul style="list-style-type: none"> <li>▪ Pay per Click</li> </ul>

Order financial management.	<ul style="list-style-type: none"> <li>▪ Pay per Click</li> </ul>
Order statistical analysis (by product, by region, by customer, etc.).	<ul style="list-style-type: none"> <li>▪ Kelkoo</li> <li>▪ Kompass</li> </ul>
Reservation of the stand.	<ul style="list-style-type: none"> <li>▪ Globaltrade.net</li> </ul>
Setting up of the stand.	n/a
Coordination of the shipment.	n/a
Marketing and communication.	<ul style="list-style-type: none"> <li>▪ Youtube</li> <li>▪ Facebook</li> <li>▪ Panjiva</li> <li>▪ Twitter</li> <li>▪ Pinterest</li> <li>▪ Flick</li> <li>▪ Export window</li> </ul>
Organization of travel and hosting.	<ul style="list-style-type: none"> <li>▪ LinkedIn</li> <li>▪ FITA</li> </ul>
Organization of meetings and agenda.	<ul style="list-style-type: none"> <li>▪ LinkedIn</li> <li>▪ Powerful Online Company Database</li> </ul>
Collaboration in the definition of pricing and promotional activities in support of sales department.	<ul style="list-style-type: none"> <li>▪ Adwords</li> </ul>
Dealing directly with strategical customers.	<ul style="list-style-type: none"> <li>▪ LinkedIn</li> <li>▪ Viadeo</li> <li>▪ Consumer Survey</li> <li>▪ Google+</li> <li>▪ Import Genius</li> <li>▪ Panjiva</li> <li>▪ Kompass</li> </ul>
Intervention in case of complaints or return notes.	<ul style="list-style-type: none"> <li>▪ Direct mailing</li> <li>▪ n/a</li> </ul>
Coordination Export activities.	<ul style="list-style-type: none"> <li>▪ LinkedIn</li> <li>▪ Trade export Helpdesk</li> <li>▪ Xing</li> </ul>

	<ul style="list-style-type: none"> <li>▪ Eurostat</li> </ul>
Plannig of future activities in term of results, human resources organisation.	<ul style="list-style-type: none"> <li>▪ Xing</li> <li>▪ Import Genius</li> </ul>
Preparation of correspondence.	n/a
Assurance that the activities and processes of the organization are conducted in accordance with the rules and objectives	<ul style="list-style-type: none"> <li>▪ AdWords</li> </ul>
Organisation and manages meetings with area managers and/or sales department coordinators.	n/a

## 4. Findings and observations

The research, the analysis and the synthesis conducted in the WP3 framework has allowed to make a point on Web based and ICT tools currently available “on the shelf”. The research can be undoubtedly considered highly and deeply representative of the context which the partnership must exploit and enrich for developing the training modules of the EM 2.0 Training Course. The Research has allowed us to get to some important considerations in the development of the training modules which will be carried out in the WP4.

The research of WP3 suggests to adopting the following structure for the EM2.0 Training Course modules, nevertheless, the Partnership could develop and improve it, during the WP4.

Table 4 – Structure of the EM 2.0 training Course

Module	Title	Expected Contents
1	Introduction to EM2.0 training course	<ul style="list-style-type: none"> <li>▪ What is EM2.0 training Course.</li> <li>▪ Export Management in 2013: why 2.0 Resources are fundamental in the current practice of Export Management.</li> <li>▪ Comparison with traditional EM approach.</li> <li>▪ Overview of EM2.0 approaches and tools.</li> </ul>
2	The 4 EM2.0 Group of Resources	<ul style="list-style-type: none"> <li>▪ The 4 Groups of Resources in general.</li> <li>▪ Introduction to the tools for Web Marketing.</li> <li>▪ Introduction to the available Technologies.</li> <li>▪ Introduction to Web based Networks.</li> <li>▪ Introduction to other web based sources of information.</li> </ul>
3	Web tools - Knowledge and Analysis of the Market	<ul style="list-style-type: none"> <li>▪ What is the Web Marketing.</li> <li>▪ Integration of web marketing with traditional marketing.</li> <li>▪ What it mean to plan a Web Marketing Campaign.</li> <li>▪ The tools for Web Marketing Planning and How to use them: Consumer Barometer; Google Trends; Youtube Trends; Consumer Survey; Global Market Finder.</li> </ul>
4	SEM & SEO	<ul style="list-style-type: none"> <li>▪ The tools for Web Marketing implementation and How to use them.</li> <li>▪ Search Engine Marketing &amp; Optimisation.</li> <li>▪ Your own Web Site.</li> <li>▪ Adwords.</li> <li>▪ Youtube.</li> </ul>

		<ul style="list-style-type: none"> <li>▪ Panjiva.</li> </ul>
5	Social Media Marketing	<ul style="list-style-type: none"> <li>▪ What is Social Media Marketing? Facebook; Twitter; Pinterest; Google+.</li> </ul>
6	Other tools	<ul style="list-style-type: none"> <li>▪ Banners.</li> <li>▪ Direct Mailing.</li> <li>▪ Newsletter.</li> </ul>
7	Technologies for EM2.0	<ul style="list-style-type: none"> <li>▪ E-commerce (via own website, eBay, 360.com).</li> <li>▪ Electronic Payments: Pay Pal.</li> <li>▪ Support to Logistic.</li> <li>▪ Mobile Apps.</li> </ul>
8	Web Based Networks for Businesses	<ul style="list-style-type: none"> <li>▪ LinkedIn; Xing; Viadeo.</li> </ul>
9	Other sources of Knowledge for EM2.0	<ul style="list-style-type: none"> <li>▪ Eurostat; Kelkoo; FITA Global Trade Portal; E-Market services; JURIS INTERNATIONAL; MARKET ACCES DATABASE; Powerful Online Company Database; Export Window*; Kompass.</li> </ul>
10	Monitoring	<ul style="list-style-type: none"> <li>▪ Google Analytics.</li> </ul>
11	<i>Budgeting</i>	<ul style="list-style-type: none"> <li>▪ <i>Currently unavailable (to be further investigated).</i></li> </ul>
12	Service Providers	<ul style="list-style-type: none"> <li>▪ European IPR help Desk; Trade Export Helpdesk; Import Genius; ITC International Trade Centre; globaltrade.net .</li> </ul>

\* National resource (SI)

## 5. Conclusions

The research carried out by the partnership has highlighted which resources 2.0 will be exploited for the building of the EM 2.0 training course. At the same time, criteria to define the training modules have been fixed (table above).

**First** of all, it is possible to affirm that the resources which have been taken into consideration represent a wide and exhaustive sample of the Web and ICT resources. They will be processed in WP4 in order to create the main architecture of the EM2.0 training course. Such architecture is destined to be further enriched by additional (national/regional) resources added by each VET institution delivering the EM2.0 course after the end of the project, shaping the “national version” of the EM2.0 course. Thus, EM2.0 course will have a common “training ground” (represented by the Resources 2.0 researched in the WP3) and a national-tailored declination, which will be defined by each single VET institution.

The tailoring described above, to be performed by each VET institution before the delivery of the course, is also functional to the constant updating/upgrading of the training modules, avoiding the risk of obsolescence of the training contents.

**Secondly**, according to the research findings, there could be some lack of *Resources 2.0* available in following issues treated in the EM2.0 course, which could potentially result in the need of additional research:

- **Sales Network Management**
  - Budget allocation for distributors / agents
  - Computerized management of relations agents, distributors
- **Fair Management**
  - Coordination of the shipment
  - Setting up of the exposition stands
- **Additional Activities**
  - Intervention in case of complaints or return notes
  - Preparation of correspondence
  - Organisation and management of meetings with area managers and/or sales department coordinators

Being not negligible topics, the coordinator will carry out a targeted additional research during the development of the training modules WP4. Nevertheless, the resources highlighted during the WP3 research, will be further processed in order to double-check if any additional functionality related to the categories above could be found.

**Finally**, the research confirms the idea to implement the training modules according to a binary-level approach: the *strategical level* and the *operational level*. This approach, which is particularly evident as far as regards the “*Web tools*” modules, will constantly be taken into account and applied during the training course development and delivery, right in order to allow the future trainee to have a clear perception of the several work phases an Export Manager 2.0 has to deal with during his daily work.