



SCOTLAND'S GLOBAL CONNECTIONS SURVEY 2004

GENERAL GUIDANCE

Scotland's Global Connections Survey is an annual Scottish business survey which aims to provide estimates of Scottish exports, sales to the rest of the UK and to assess the international links of Scottish business.

Figures provided should relate solely to the economic activity of the Scottish branch(es)/ operation(s) of your company (with the exception of section 3 which asks about international activity).

Where your permission is given, the information which you provide will be made available to your Local Enterprise Company (LEC). This will enable LECs to ensure that companies are being provided with the appropriate help and advice.

If you are not happy for your information to be shared with your Local Enterprise Company (LEC), please cross this box

The Scottish Executive, Scottish Enterprise and Highlands & Islands Enterprise will treat your data in confidence. Totals will be published for each LEC. Company-specific details will not be disclosed and data from which it might be possible to identify individual companies will not be published.

Please complete as much of the questionnaire as possible before returning it in the pre-paid envelope provided or returning it on-line if completing an electronic form. On-line forms can be accessed at www.scotland.gov.uk/stats/exportsurvey. Where the exact information is not readily available, please provide your best estimate(s). Where an answer is 0, please indicate this and do not leave blank. Please enter all monetary values in £'000.

Please refer to the enclosed notes and definitions sheet for more information on filling in the questionnaire

SECTION 1: To be completed by all companies

1. Ideally we are looking for information relating to calendar year January 2004 to December 2004. If you are unable to provide information on a calendar year basis, please indicate which 12 month period is covered by this return.

Twelve months ending: [ ] [ ] (day) [ ] [ ] (month) [ ] [ ] [ ] [ ] (year)

2. Please indicate the number of employees currently at the Scottish branch(es)/ operation(s) of your company (Full-time equivalent): [ ]

3. Please give the total sales of goods and services from Scottish branches of your company in 2004.

GOODS £ [ ] ,000 SERVICES £ [ ] ,000

4. Please indicate the percentage of your total sales from branches in Scotland to customers based in the rest of the UK in 2004. [ ] %

5. Did any Scottish branches of your company have customers based outside the UK in 2004 (include sales of goods and provision of services to temporary visitors to Scotland, e.g. tourists, students, business clients)."

Yes [ ] please go to Q6 No [ ] please go to Q8

6. Please provide the total value of exports of goods and/or services from the Scottish branch(es)/operation(s) of your company during the survey period (excluding VAT) to the nearest £1000. (NOTE: It may help to complete Q7 prior to completing this).

Table with 3 columns: Category, Exports to EU, Exports outside EU. Rows: Goods, Services.

**SECTION 2: DESTINATION AND VALUE OF EXPORTS To be completed by companies with overseas customers**

7. Please indicate the destination and value (in £'000) of any exports of goods and/ or services to the countries listed below, from the **Scottish branch(es)/ operation(s) of your company in 2004**. If the information is not available for individual countries please give the value for the trading area as a whole if possible. If actual figures are not available please provide your best estimates. Please also tick the countries that you see as future markets, but are not currently exporting to.

	Export Destination		Future Export Destination			Export Destination		Future Export Destination	
	2004 (Tick)	Value of Exports (£000's)	2004 (Tick)	Value of Exports (£000's)		2004 (Tick)	Value of Exports (£000's)	2004 (Tick)	Value of Exports (£000's)
<b>European Union</b>		£ 000			<b>Middle East</b>		£ 000		
Austria		£ 000			Bahrain		£ 000		
Belgium		£ 000			Egypt		£ 000		
Denmark		£ 000			Iran		£ 000		
Eire		£ 000			Iraq		£ 000		
Finland		£ 000			Israel		£ 000		
France		£ 000			Jordan		£ 000		
Germany		£ 000			Kuwait		£ 000		
Greece		£ 000			Lebanon		£ 000		
Italy		£ 000			Libya		£ 000		
Luxembourg		£ 000			Oman		£ 000		
Netherlands		£ 000			Qatar		£ 000		
Portugal		£ 000			Saudi Arabia		£ 000		
Spain		£ 000			Syria		£ 000		
Sweden		£ 000			UAE (7)		£ 000		
Cyprus		£ 000			Yemen		£ 000		
Czech Republic		£ 000			Other Middle East		£ 000		
Estonia		£ 000							
Hungary		£ 000			<b>Asia</b>		£ 000		
Latvia		£ 000			Bangladesh		£ 000		
Lithuania		£ 000			Brunei		£ 000		
Malta		£ 000			China		£ 000		
Poland		£ 000			Hong Kong		£ 000		
Slovak Republic		£ 000			India		£ 000		
Slovenia		£ 000			Indonesia		£ 000		
					Japan		£ 000		
<b>Rest of Europe</b>		£ 000			Kazakhstan		£ 000		
Azerbaijan		£ 000			Korea		£ 000		
Bulgaria		£ 000			Malaysia		£ 000		
Canary Islands		£ 000			Pakistan		£ 000		
Faroe Islands		£ 000			Philippines		£ 000		
Gibraltar		£ 000			Singapore		£ 000		
Iceland		£ 000			Sri Lanka		£ 000		
Norway		£ 000			Taiwan		£ 000		
Romania		£ 000			Thailand		£ 000		
Russia		£ 000			Vietnam		£ 000		
Switzerland		£ 000			Other Central Asia (8)		£ 000		
Turkey		£ 000			Other South Asia (9)		£ 000		
Ukraine		£ 000			Other Southeast Asia (10)		£ 000		
Former Yugoslavia (1)		£ 000							
Other Eastern Europe (2)		£ 000			<b>Australasia</b>		£ 000		
Other Western Europe (3)		£ 000			Australia		£ 000		
					New Zealand		£ 000		
<b>North America</b>		£ 000			Pacific Islands (11)		£ 000		
Canada		£ 000							
USA		£ 000			<b>Africa</b>		£ 000		
<b>Central/ South America</b>		£ 000			Algeria		£ 000		
Argentina		£ 000			Angola		£ 000		
Brazil		£ 000			Ghana		£ 000		
Caribbean Islands (4)		£ 000			Kenya		£ 000		
Chile		£ 000			Mauritius		£ 000		
Mexico		£ 000			Morocco		£ 000		
Uruguay		£ 000			Nigeria		£ 000		
Venezuela		£ 000			South Africa		£ 000		
Other Central America (5)		£ 000			Tunisia		£ 000		
Other South America (6)		£ 000			Zimbabwe		£ 000		
					Other Africa (12)		£ 000		

**Notes**

- Bosnia and Herzegovina, Croatia, Macedonia, Serbia and Montenegro
- Albania, Armenia, Belarus, Georgia, Moldova
- Andorra, Monaco, Liechtenstein
- Anguilla, Antigua & Barbuda, Aruba, Bahamas, Barbados, Bermuda, Caymans, Cuba, Dominica, Dominican Rep., Dutch Antilles, Grenada, Haiti, Jamaica, Montserrat, Puerto Rico, St Kitts & Nevis, St Lucia, St Vincent & Grenadines, Trinidad & Tobago, Turks & Caicos, Virgin Is.
- Belize, Costa Rica, El Salvador, Guatemala, Honduras, Panama, Nicaragua
- Bolivia, Colombia, Ecuador, Falklands, French Guiana, Guyana, Paraguay, Peru, Suriname

- Abu Dhabi, Dubai, Fujairah, Sharjah, Ajman, Umm Al-Qaiwain, Ras Al-Khaimah
- Turkmenistan, Uzbekistan, Kyrgystan, Tajikstan, Afghanistan, Mongolia
- Maldives, Nepal, Bhutan
- Cambodia, Laos, Myanmar (Burma), Vietnam
- Incl. Fiji, Tonga, New Caledonia, Cook Islands, Vanuatu, Papua New Guinea, Samoa etc.
- Benin, Botswana, Burkina Faso, Burundi, Cameroon, Cape Verde Islands, Central African Rep, Ceuta, Comoros, Congo, Congo Dem Rep, Djibouti, Eq Guinea, Eritrea, Ethiopia, Gabon, Gambia, Guinea, Ivory Coast, Liberia, Madagascar, Malawi, Mali, Mauritania, Mayotte, Melilla, Mozambique, Namibia, Niger, Rwanda, Seychelles, Sierra Leone, St Helena, Swaziland, Tanzania, Togo, Uganda, Zambia

**SECTION 3: OVERSEAS RELATIONSHIPS - To be completed by all companies, as applicable**

This section aims to characterise the wider commercial relationships of Scottish business with overseas companies.

8. Is your company headquartered in Scotland? (please tick) Yes  → go to Q9 No  → go to Q16

9. What is the country of ultimate ownership of the company? Scotland  Other (please specify)

10. Does your company have any overseas branches or overseas relationships? Yes  → go to Q11 No  → go to Q14

11. Please state the number of any of each type of overseas operations/ relationships you have using the options below, and the number in each trading area.

	Number	EU	Rest of Europe	North America	Central / S America	Middle East	Asia	Australasia	Africa
Overseas manufacturing subsidiary	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Other overseas subsidiary	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Representative office/ agency (incl. sales offices etc.)	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Joint venture (formal, legally contracted, jointly owned)	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Franchise or licensing agreement	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Strategic alliance (less formal relationships, e.g. joint marketing initiatives)	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Research collaboration	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Import partners (direct contacts with companies overseas)	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Staff secondments/ exchanges (not included above)	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

12. Please provide the numbers of employees of your company in each trading area

13. Please indicate the overall importance of the above overseas interests, in terms of their approximate contribution to your worldwide turnover;

less than 5%  5% - 15%  15% - 25%  25% - 40%  40% - 60%  over 60%

14. Is your company currently planning to increase its presence overseas? Yes  → go to Q15 No  → go to SECT 4

15. Please tick the method(s) below by which you intend to increase your overseas presence, showing the trading area in which you intend to do this.

	EU	Rest of Europe	North America	Central / S America	Middle East	Asia	Australasia	Africa
Planned overseas manufacturing subsidiary	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other planned overseas subsidiary	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Planned representative office/ agency (incl. sales offices etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Future joint venture (formal, legally contracted, jointly owned)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Planned franchise or licensing agreement	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Planned strategic alliance (less formal relationships, e.g. joint marketing initiatives)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Planned research collaboration	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Future import partners (direct contacts with companies overseas)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Planned staff secondments/ exchanges (not included above)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

16. If your company is not headquartered in Scotland, please describe the relationship between the Scottish branch(es)/ operation(s) of your company and the owner/ global HQ of the company using the options provided below (tick as many as necessary).

**The Scottish branch(es)/ operation(s) of your company:**

Is a manufacturing subsidiary  Is a representative office/ agency   
 Is an other subsidiary  Is a franchise

**SECTION 4: BARRIERS TO EXPORTING - To be completed by all companies, where applicable**

**17. What barriers to future export development exist for the Scottish branch(es)/ operation(s) of your company?**

Currency/exchange rates	<input type="checkbox"/>	Lack of bank support	<input type="checkbox"/>	Legislation and standards	<input type="checkbox"/>
Lack of market information	<input type="checkbox"/>	Lack of trained staff	<input type="checkbox"/>	Setting competitive prices	<input type="checkbox"/>
Language/cultural differences	<input type="checkbox"/>	Lack of resources/managerial time	<input type="checkbox"/>	No spare capacity	<input type="checkbox"/>
Export documentation	<input type="checkbox"/>	High import tariffs in target markets	<input type="checkbox"/>	Warranty of service support	<input type="checkbox"/>
Payment issues	<input type="checkbox"/>	Products/services unsuitable for exports	<input type="checkbox"/>		

Other (please specify):

**18. Which form(s) of assistance would encourage the Scottish branch(es)/ operation(s) of your company to further develop export performance?**

Market research information	<input type="checkbox"/>	Overseas trade missions	<input type="checkbox"/>	Language training	<input type="checkbox"/>
Introductions to potential overseas customers	<input type="checkbox"/>	Finding export agents and/or distributors	<input type="checkbox"/>	Finding joint venture partners	<input type="checkbox"/>
Export training	<input type="checkbox"/>	Translation assistance	<input type="checkbox"/>	E-commerce training for international trade	<input type="checkbox"/>
Exhibiting at trade fairs	<input type="checkbox"/>	Export documentation	<input type="checkbox"/>	Entering new markets	<input type="checkbox"/>
International marketing	<input type="checkbox"/>	Developing an international trade strategy	<input type="checkbox"/>		

Other (please specify):

**SECTION 5: YOUR COMMENTS**

In order to help monitor the impact of this questionnaire on your company's resources, please indicate the length of time it took to complete this form.

hour(s)       mins

We would welcome any comments you would like to make regarding this questionnaire. Please use the space provided below.

Please provide your contact details

Name:	<input type="text"/>	Direct telephone number:	<input type="text"/>
Email:	<input type="text"/>	Company web-site:	<input type="text"/>

**THANK-YOU FOR TAKING THE TIME TO COMPLETE THIS QUESTIONNAIRE. PLEASE RETURN IT IN THE PRE-PAID ENVELOPE PROVIDED OR ALTERNATIVELY YOU CAN COMPLETE IT ONLINE AT [WWW.SCOTLAND.GOV.UK/STATS/EXPORTSURVEY](http://WWW.SCOTLAND.GOV.UK/STATS/EXPORTSURVEY). YOU MAY FIND IT USEFUL TO TAKE A COPY OF THIS FORM FOR FUTURE REFERENCE, OR TO ANSWER ANY QUERIES WHICH MAY ARISE FROM IT.**