



# The Scottish Government

## SCOTLAND'S GLOBAL CONNECTIONS SURVEY 2009

**For guidance on completing the questionnaire please refer to Guidance Notes**

Please complete as much of the questionnaire as possible before returning it in the pre-paid envelope provided.

**Even if you do not export or have no international connections, this information is still valuable to us.**

For any assistance, please phone the helpline on 0131 244 2838

### Section 1: Company details

#### 1 Please amend any details in the boxes below, if required

Contact name  
Company name  
Postal Address

Postcode  
Tel No.  
Email  
Website:

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Contact name  
Company name  
Postal Address

Postcode  
Tel No.  
Email  
Website:


#### 2 Which country are your headquarters based in?

◆ Refer to notes and attached country list for additional guidance

Scotland

Other - please specify:

#### 3 Please describe in words the main business activity of your Scottish branch(es)/operation(s)

#### 4 How many people are employed at the Scottish branch(es)/operation(s) of your company?

◆ Count all those persons who are on the payroll at the end of 2009.  
(including part time staff)

**CONTINUED OVERLEAF**

**Section 2: Sales and exports**

**5** Please give the total sales of goods and services from the Scottish branches of your company in 2009, to the nearest £1,000

◆ Please refer to notes on particular service sectors

Goods £  ,000 + Services £  ,000 = Total £  ,000

**6** What percentage of your sales in 2009 (as reported in Q5) were to customers in the following locations?

◆ Refer to notes and attached country list for additional guidance

**Goods\***

Scotland  % + Rest of UK  % + Rest of EU  % + Rest of World  % = 100%

**Services\***

Scotland  % + Rest of UK  % + Rest of EU  % + Rest of World  % = 100%

\*If you cannot provide a breakdown of goods and services, please provide a total sales breakdown

**Total**

Scotland  % + Rest of UK  % + Rest of EU  % + Rest of World  % = 100%

If you had no sales to customers outside the UK



Go to **8**

**7** Please list the countries where most of your non-UK customers are based, and the amount or percentage of your total sales that was accounted for by those customers (exports).

- ◆ Values should exclude VAT and any overseas freight costs and insurance ("free on board basis")
- ◆ If the information cannot be broken down into specific countries please provide the region totals
- ◆ Refer to notes and attached country list for additional guidance

Country	Amount (to nearest £1,000)	Percentage of Total Sales
1.	£ <input type="text"/> ,000	<input type="text"/> %
2.	£ <input type="text"/> ,000	<input type="text"/> %
3.	£ <input type="text"/> ,000	<input type="text"/> %
4.	£ <input type="text"/> ,000	<input type="text"/> %
5.	£ <input type="text"/> ,000	<input type="text"/> %
6.	£ <input type="text"/> ,000	<input type="text"/> %
7.	£ <input type="text"/> ,000	<input type="text"/> %
8.	£ <input type="text"/> ,000	<input type="text"/> %
9.	£ <input type="text"/> ,000	<input type="text"/> %
10.	£ <input type="text"/> ,000	<input type="text"/> %
11.	£ <input type="text"/> ,000	<input type="text"/> %
12.	£ <input type="text"/> ,000	<input type="text"/> %
13.	£ <input type="text"/> ,000	<input type="text"/> %
14.	£ <input type="text"/> ,000	<input type="text"/> %
15.	£ <input type="text"/> ,000	<input type="text"/> %
16.	£ <input type="text"/> ,000	<input type="text"/> %
17.	£ <input type="text"/> ,000	<input type="text"/> %
18.	£ <input type="text"/> ,000	<input type="text"/> %
19.	£ <input type="text"/> ,000	<input type="text"/> %
20.	£ <input type="text"/> ,000	<input type="text"/> %
<b>Total for any remaining countries</b>	£ <input type="text"/> ,000	<input type="text"/> %

**Section 3: Barriers to International business**

**8 What barriers to future International business development exist for the Scottish branch(es)/operation(s) of your company?**

◆ Please tick all that apply

- |   |  |
|---|--|
| <input type="checkbox"/> Products/services unsuitable for exports | <input type="checkbox"/> Lack of resources/management time     |
| <input type="checkbox"/> Lack of market information               | <input type="checkbox"/> High import tariffs in target markets |
| <input type="checkbox"/> Language/ cultural differences           | <input type="checkbox"/> Currency/ exchange rates              |
| <input type="checkbox"/> Export documentation                     | <input type="checkbox"/> Legislation and standards             |
| <input type="checkbox"/> Export Credit Insurance                  | <input type="checkbox"/> Setting competitive prices            |
| <input type="checkbox"/> Export Finance                           | <input type="checkbox"/> No spare production capacity          |
| <input type="checkbox"/> Lack of trained staff                    | <input type="checkbox"/> After sales service                   |
|   | <input type="checkbox"/> Transport costs                       |
|   | <input type="checkbox"/> Non Tariff barriers                   |

Other (please be as specific as possible)


**9 Which form(s) of assistance would encourage the Scottish branch(es)/operation(s) of your company to improve International performance?**

◆ Please tick all that apply

- |   |  |
|---|--|
| <input type="checkbox"/> Export Training                      | <input type="checkbox"/> International Marketing                             |
| <input type="checkbox"/> Export Documentation                 | <input type="checkbox"/> International Mentoring / Placements                |
| <input type="checkbox"/> International E Commerce             | <input type="checkbox"/> Introduction to Overseas Customers                  |
| <input type="checkbox"/> Developing an International Strategy | <input type="checkbox"/> Introduction to Agents / Distributors / JV partners |
| <input type="checkbox"/> Market Research                      | <input type="checkbox"/> Information on Business Opportunities               |
| <input type="checkbox"/> Exhibiting at Trade Fairs            | <input type="checkbox"/> Information on World Aid Funded Business            |
| <input type="checkbox"/> Overseas Trade Missions              | <input type="checkbox"/> Start Up Facilities Overseas                        |

Other (please be as specific as possible)


**CONTINUED OVERLEAF**

**Section 4: Future export destinations**

**10** Please list any countries or regions that you see as future export markets

- ◆ Include **all** countries you are targeting in the next 12 months
- ◆ Refer to the attached country list for additional guidance

**Country**

1.	6.
2.	7.
3.	8.
4.	9.
5.	10.

**Section 5: Overseas relationships**

**11** Please list the countries, if any, that your company has existing or planned relationships with, and state the *number* of each.

- ◆ Answer only if your business headquarters are based in Scotland
- ◆ If the information cannot be broken down into specific countries please provide the region totals
- ◆ Refer to notes and attached country list for additional guidance

<b>Country</b>	<b>Subsidiary</b>	<b>Sales Office/ Agency</b>	<b>Joint Venture</b>	<b>Other</b>
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Current

1.				
2.				
3.				
4.				
5.				
6.				
7.				

Planned

1.				
2.				
3.				
4.				
5.				
6.				
7.				

**Section 6: Your comments**

**12a** Could you please indicate how long this survey form has taken to complete?  hrs  mins

**12b** Could you indicate the cost of completing this survey form to your business, to the nearest £? £

**13** We would welcome any comments you have regarding this questionnaire. Please use the space provided below.
