



SCOTLAND'S GLOBAL CONNECTIONS SURVEY 2002

GENERAL GUIDANCE

- 1. Scotland's Global Connections Survey is an annual survey of Scottish business activity. It has been undertaken for several years and aims to assess the international links of Scottish business.
2. The data given in parts 2, 5 & 6 of this survey should relate solely to the economic activity of the Scottish branch(es)/ operation(s) of your company.
3. Where your permission is given, the information which you provide will be made available to your Scottish Local Enterprise Company (LEC).
4. The Scottish Executive, Scottish Enterprise and Highlands & Islands Enterprise will treat your data in confidence.
5. Please complete as much of the questionnaire as possible before returning it in the pre-paid envelope provided.

DEFINITIONS

- Exports are direct sales of goods and/or services to customers who are based outside the UK.
Figures should include royalties and license fees received, unless they are already included in the contract price of goods.
Figures should include sales to customers visiting Scotland temporarily where these are available.
Export sales of goods should be provided on a "free on board" basis i.e.the value excluding overseas freight and insurance costs.

SECTION 1: COMPANY DETAILS - To be completed by all companies

1. Please check the company address on this form, amending the label if necessary, and provide your own contact details below.
Telephone: [ ] Fax: [ ]
Email: [ ] Web-site: [ ]
Managing Director: [ ] (or) Person managing this site: [ ]
2. Please indicate the number of employees currently at the Scottish branch(es)/ operation(s) of your company: [ ]
3. Ideally we are looking for information relating to calendar year January 2002 to December 2002. 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)

SECTION 2: TOTAL SALES & THEIR DESTINATION - To be completed by all companies, as applicable

- 1. Please indicate the total value of all sales for goods and/or services from the Scottish branch(es)/operation(s) of your company during the survey period (excluding VAT) and give the proportions sold to customers based in each trading area.
- Rest of UK = England, Wales and Northern Ireland and sales to the Offshore Oil and Gas Industry operating within the UK Continental Shelf.
- EU includes sales to the Republic of Ireland and the Channel Islands
- Non EU sales should exclude the Channel Islands.
- As far as possible please give the value of sales based on the consignment address, not invoice address if different.

Table with 7 columns: Total Value of Sales From Scottish Branches/ Operations (£000's), Percentage of Sales From Scottish Branches/Operations to Customers in: Scotland, Rest of UK, Rest of World i.e. Exports (EU, Non-EU), Total. Rows for Goods and Services.

**SECTION 2: TOTAL SALES & THEIR DESTINATION - *continued***

2. Please indicate the destination and value of any exports to the countries listed below, from the **Scottish branch(es)/ operation(s) of your company**, ideally using your invoices for that country. If the destination(s) and value(s) are not available for individual countries please show the destination and value for the trading area as a whole.

Trade Area	Export Destination (Tick)	Value of Exports (£000's)
<b>European Union</b>	<input type="checkbox"/>	<input type="text"/>
Austria	<input type="checkbox"/>	<input type="text"/>
Belgium	<input type="checkbox"/>	<input type="text"/>
Denmark	<input type="checkbox"/>	<input type="text"/>
Eire	<input type="checkbox"/>	<input type="text"/>
Finland	<input type="checkbox"/>	<input type="text"/>
France	<input type="checkbox"/>	<input type="text"/>
Germany	<input type="checkbox"/>	<input type="text"/>
Greece	<input type="checkbox"/>	<input type="text"/>
Italy	<input type="checkbox"/>	<input type="text"/>
Luxembourg	<input type="checkbox"/>	<input type="text"/>
Netherlands	<input type="checkbox"/>	<input type="text"/>
Portugal	<input type="checkbox"/>	<input type="text"/>
Spain	<input type="checkbox"/>	<input type="text"/>
Sweden	<input type="checkbox"/>	<input type="text"/>

<b>Rest of Europe</b>	<input type="checkbox"/>	<input type="text"/>
Azerbaijan	<input type="checkbox"/>	<input type="text"/>
Bulgaria	<input type="checkbox"/>	<input type="text"/>
Cyprus	<input type="checkbox"/>	<input type="text"/>
Czech Republic	<input type="checkbox"/>	<input type="text"/>
Estonia	<input type="checkbox"/>	<input type="text"/>
Hungary	<input type="checkbox"/>	<input type="text"/>
Iceland	<input type="checkbox"/>	<input type="text"/>
Latvia	<input type="checkbox"/>	<input type="text"/>
Lithuania	<input type="checkbox"/>	<input type="text"/>
Malta	<input type="checkbox"/>	<input type="text"/>
Norway	<input type="checkbox"/>	<input type="text"/>
Poland	<input type="checkbox"/>	<input type="text"/>
Romania	<input type="checkbox"/>	<input type="text"/>
Russia	<input type="checkbox"/>	<input type="text"/>
Slovakia	<input type="checkbox"/>	<input type="text"/>
Slovenia	<input type="checkbox"/>	<input type="text"/>
Switzerland	<input type="checkbox"/>	<input type="text"/>
Turkey	<input type="checkbox"/>	<input type="text"/>
Ukraine	<input type="checkbox"/>	<input type="text"/>

*Other (please specify)*

<b>North America</b>	<input type="checkbox"/>	<input type="text"/>
Canada	<input type="checkbox"/>	<input type="text"/>
USA	<input type="checkbox"/>	<input type="text"/>

<b>Central/ South America</b>	<input type="checkbox"/>	<input type="text"/>
Argentina	<input type="checkbox"/>	<input type="text"/>
Brazil	<input type="checkbox"/>	<input type="text"/>
Mexico	<input type="checkbox"/>	<input type="text"/>
Uruguay	<input type="checkbox"/>	<input type="text"/>
Venezuela	<input type="checkbox"/>	<input type="text"/>

*Other (please specify)*

Trade Area	Export Destination (Tick)	Value of Exports (£000's)
<b>Middle East</b>	<input type="checkbox"/>	<input type="text"/>
Dubai	<input type="checkbox"/>	<input type="text"/>
Egypt	<input type="checkbox"/>	<input type="text"/>
Iran	<input type="checkbox"/>	<input type="text"/>
Israel	<input type="checkbox"/>	<input type="text"/>
Kuwait	<input type="checkbox"/>	<input type="text"/>
Libya	<input type="checkbox"/>	<input type="text"/>
Saudi Arabia	<input type="checkbox"/>	<input type="text"/>
Syria	<input type="checkbox"/>	<input type="text"/>
UAE	<input type="checkbox"/>	<input type="text"/>

*Other (please specify)*

<b>Asia</b>	<input type="checkbox"/>	<input type="text"/>
China	<input type="checkbox"/>	<input type="text"/>
India	<input type="checkbox"/>	<input type="text"/>
Indonesia	<input type="checkbox"/>	<input type="text"/>
Japan	<input type="checkbox"/>	<input type="text"/>
Korea	<input type="checkbox"/>	<input type="text"/>
Malaysia	<input type="checkbox"/>	<input type="text"/>
Pakistan	<input type="checkbox"/>	<input type="text"/>
Philippines	<input type="checkbox"/>	<input type="text"/>
Singapore	<input type="checkbox"/>	<input type="text"/>
Sri Lanka	<input type="checkbox"/>	<input type="text"/>
Taiwan	<input type="checkbox"/>	<input type="text"/>
Thailand	<input type="checkbox"/>	<input type="text"/>
Vietnam	<input type="checkbox"/>	<input type="text"/>

*Other (please specify)*

<b>Australasia</b>	<input type="checkbox"/>	<input type="text"/>
Australia	<input type="checkbox"/>	<input type="text"/>
New Zealand	<input type="checkbox"/>	<input type="text"/>

*Other (please specify)*

<b>Africa</b>	<input type="checkbox"/>	<input type="text"/>
Algeria	<input type="checkbox"/>	<input type="text"/>
Kenya	<input type="checkbox"/>	<input type="text"/>
Morocco	<input type="checkbox"/>	<input type="text"/>
Nigeria	<input type="checkbox"/>	<input type="text"/>
South Africa	<input type="checkbox"/>	<input type="text"/>
Zimbabwe	<input type="checkbox"/>	<input type="text"/>

*Other (please specify)*

*Other (please specify)*

**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.

1. Please give the country of ownership of your company (specify England, Wales, Scotland or N.Ireland if in the UK)

2. Please give the country in which your company is headquartered (specify England, Wales, Scotland or N.Ireland if in the UK)

3. **If your company is HEADQUARTERED in Scotland**, please provide the number of any overseas operations/ relationships you have using the options below, and the number in each trading area.

- **Representative office/ agency** = may be a sales/ marketing office/ agency or location for providing a full range of services.
- **Joint venture** = formal, legally contracted and jointly owned ventures.
- **Strategic alliance** = less formal relationships, aiming to expand business through mutual strengths and expertise; may include joint marketing of products/ services.

	Total Number	Number in each trading area:							
		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	<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"/>
Joint venture	<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	<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"/>
Please specify the number of employees located in each trading area	<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"/>

Please estimate the percentage of your **total worldwide company turnover** that is generated by the above overseas relationships and operations.  %

Please indicate the value of your **total worldwide company turnover (£000's)**.  £

4. **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 of the company using the options provided below (tick as many as necessary).

**The Scottish branch/operation of your company** (please tick all that apply);

Is a manufacturing subsidiary	<input type="checkbox"/>	Is a joint venture	<input type="checkbox"/>
Is another subsidiary	<input type="checkbox"/>	Is a franchise/ licensing agreement	<input type="checkbox"/>
Is a representative office/ agency	<input type="checkbox"/>	Is a strategic alliance	<input type="checkbox"/>

**SECTION 4: FUTURE OVERSEAS RELATIONSHIPS - to be completed by companies headquartered in Scotland, as applicable**

1. If your company is **headquartered in Scotland**, please select those target areas where you have strategically planned to establish overseas relationships in future and specify the method by which you have planned to increase your presence (choose as many methods as necessary).

- A = Overseas manufacturing subsidiary**
- B = Other overseas subsidiary**
- C = Representative office/ agency**
- D = Collaborative research**

- E = Joint venture**
- F = Franchise or licensing agreement**
- G = Strategic alliance**
- H = Staff secondments/ exchanges (not included in A - G)**

Target Area	Method (s)	Target Area	Method (s)
EU	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	Middle East	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Rest of Europe	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	Asia	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
North America	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	Australasia	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Central/ South America	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	Africa	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>

**SECTION 5: IMPORTS - To be completed by all companies**

1. Please indicate the total value of the inputs (including raw material, components, services) bought in to produce the outputs from the **Scottish branch(es)/ operation(s) of your company** and the estimated proportion of inputs bought at each location.

Value of Purchases (£000's)	Estimated Percentage of Purchases by Scottish Branches/ Operations from Suppliers in:				Total
	Scotland	Rest of UK	Rest of World		
			EU	Non-EU	
£	%	%	%	%	100%

**SECTION 6: BARRIERS TO EXPORTING - To be completed by companies, as applicable**

1. What barriers to future export development exist for the **Scottish branch(es)/ operation(s) 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):

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

Market research information	<input type="checkbox"/>	Overseas trade missions	<input type="checkbox"/>	Language training	<input type="checkbox"/>
Finding overseas sales leads	<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	<input type="checkbox"/>
Exhibiting at trade fairs	<input type="checkbox"/>	Export documentation	<input type="checkbox"/>		

Other assistance (please specify) :

**SECTION 7: YOUR COMMENTS**

1. 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.

hours  mins

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

**FORM SUBMITTED BY:**

Signature: <input type="text"/>	Name: <input type="text"/>
Position in Company: <input type="text"/>	Email: <input type="text"/>
Direct Tel: <input type="text"/>	

**THANK-YOU FOR TAKING THE TIME TO COMPLETE THIS QUESTIONNAIRE. PLEASE RETURN IT IN THE PRE-PAID ENVELOPE PROVIDED. 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.**