



EXPRESSION OF INTEREST TO RECEIVE COACHING ON EXPORT MANAGEMENT THROUGH EU TRADE-RELATED TECHNICAL ASSISTANCE PROJECT

1. Name of the organization & address:

2. Business registration number:

3. Date of commencement:

4. Name of the owner/CEO:

5. Year of birth of owner/CEO:

6. Contact details: Tel. No.

 E-mail

7. Type of business:

8. How long have you been exporting your products?

9. If not, when are you planning to commence exports?

10. Products currently exported or planned to be exported:

Export products	Quantities exported per month	Current market(s)	Potential market(s) of interest (if any)

11. Annual turnover: 2015/2016 2016/2017 2017/2018 2018/2019

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12. Number of employees

13. What is the type of assistance/advice/guidance required to improve your export business?

14. Have you ever encountered any problems in one or more of the following areas in your export business?

Packaging

- Inner packaging breakage
- Product leakage
- Outer packaging breakage
- Product spoilage/loss despite intact packaging
- Variation between expected and actual packaging quantities

Labelling

- Inner packaging labels rejected by buyer
- Inner product labels rejected despite containing all mandatory elements
- Shipment rejected/lost after clearing import customs, despite appropriate packaging

Mandatory certifications/registrations & buyer standards

- Product rejected by Sri Lankan regulatory authorities
- Product rejected at importing country customs
- Product rejected by buyer for not meeting standards
- Product rejected despite previously meeting standards

Customs documents & processes

- CUSDEC rejected at Sri Lankan Customs
- Unexpected delays at customs

Free trade agreements & re-export schemes

- Form A document application rejected

- Issues obtaining the full economic benefits of a re-export scheme

Logistics shipping & packing

- Cargo breakage/loss/spoilage
- Cargo lost/rejected before clearing import customs, despite intact packaging
- Cargo rejected by freight forwarder before shipment (only for LCL/air freight)
- Dangerous goods/restricted goods shipment rejected
- Shipping delays/additional costs once the cargo is in the care of the freight forwarder

Shipping risks & costing

- Unnecessary expenses/risk exposure because of improper Incoterms use
- Unnecessary expenses/risk exposure because of improper insurance use
- High variation between SME's estimated shipping costs and final/actual shipping costs

Export planning & pro-forma invoice

- Unexpected delays and incorrect predictions made to buyers regarding lead times on export shipments
- Failure to close deals because of incorrect information on *pro-forma* invoice

Signature

Date