

APPENDIX II

INTERNATIONAL TRADED SERVICES

International traded service companies must be providing “international services” i.e. export oriented and generating sales revenue from export markets.

In addition to meeting normal commercial criteria and demonstrating the need for industrial agency funding they should fit into one of the following categories

1. Companies which are 100% export based
2. Companies which derive at least 50% of their sales revenues from export markets and have clear plans to increase their export business.
3. Companies with export sales of less than 50% but which have clear international market objectives and confirmed prospects of growing their export business.

The service business should have most of the following characteristics:

- Confirmed export orders and good prospects of ongoing export business
- Established distribution channels or a business partnership to support export market entry
- An established overseas office or commitment of budget and personnel to develop export sales
- Significant absolute growth in export sales