

PART 1

Country: _____

Survey Number: _____

EXPORT SCREENER

Introduction

Q301. Hello, this is _____. I am calling on behalf of The World Bank to gather information on possible barriers to exporting products. I would like to speak to a person at your location who is knowledgeable about exporting goods for your company. We would like to speak with someone who is responsible for Product Testing/Certification in your Marketing, Sales or Legal department. Before connecting me, could I have that person's name and title?

[IF NEEDED: THIS IS NOT A SALES CALL. WE HAVE NOTHING TO SELL AND YOU WILL NOT BE CONTACTED BY A SALESPERSON IN THE FUTURE AS A RESULT OF THIS RESEARCH.]

[INTERVIEW NOTE: WE ARE LOOKING FOR SOMEONE WHO DEALS WITH THE TESTING STANDARDS FOR EXPORT GOODS IN THE COMPANY. IF THE COMPANY IS SMALL, THIS PERSON COULD BE THE CHIEF FINANCIAL OFFICER (CFO) OR CHIEF OPERATIONS OFFICER (COO) OF THE COMPANY].

Yes	# ₁
No, not available (collect name and title)	# ₂
Don't Know	# ₃ FIND SOMEONE WHO DOES KNOW
Refused	# ₉ THANK AND TERM

Name _____

Title _____

Q315. Hello, my name is _____. I am calling on behalf of The World Bank, to gather information on possible barriers to exporting products. (The World Bank is exploring the relationship between export competitiveness, development and technical barriers to trade. All information provided by you will be kept strictly confidential. All data will be aggregated and no company names or any other information will be released.)

Is/Does your company: (READ LIST) (MULTIPLE RESPONSE)

Located in a single location	# ₁	ASK Q321
Have facilities in more than one location in _____(Country)	# ₂	ASK Q317
Have facilities in countries other than _____(Country)	# ₃	ASK Q316
Don't Know	# ₈	FIND SOMEONE WHO KNOWS

IF Q315 IS BOTH 2 AND 3 ASK Q316 THEN Q317.

Q316. You mentioned that you have facilities in countries other than _____(Country). Please only consider the exporting processes for _____(Country).

Q317. Are you knowledgeable about the exporting processes for **ALL** the facilities in _____(Country)?

Yes	# ₁	ASK Q318
No	# ₂	ASK Q320
Respondent is most knowledgeable about this location only	# ₈	ASK Q320

Q318. When giving estimates of your company's export history, please consider all the facilities in _____(Country).

GO TO Q325

Q320. Could you please give me the name, title and phone number of someone who is knowledgeable about the exporting processes for **ALL** the facilities in your country?

Yes (Collect name and phone number)	# ₁	ASK Q315
Not available (Schedule callback)	# ₂	ASK Q315
No one is knowledgeable about export process for ALL facilities	# ₃	ASK Q321

Name _____

Title _____

Phone Number _____

Interviewer Note: Complete the screener information for the respondent even if Q317 = 3.

Interviewer Note: If Q315=2 and Q320=3 continue with screener, but do not schedule interview.

Q321. When thinking about your company's export history, please give information for your location only.

Q325. Which statement best describes the level of exporting activity for your company? If you can, please give the level of activity for all products exported from all facilities in your country). Would you say: (READ LIST)

- 50% or more of product(s) made by your company in _____(Country) is/are exported #1 **ASK Q326**
- Some of the product(s)made by your company in _____(Country) is/are exported but your company is interested in exporting a higher share of its production #2 **ASK Q326**
- Your company is not currently exporting its product(s) but has an interest in doing so in the future #3 **ASK Q326**
- None of the above #4 **(THANK AND TERM)**

NO MORE THAN 20% OF COMPLETES CAN BE FROM RESPONSE 3 ‘COMPANY IS NOT CURRENTLY EXPORTING ITS PRODUCT(S)’

Q326. I am going to read you a list of items. Please tell me whether or not each item has impacted your ability or future plans to export products. (READ LIST)

- Quality or performance regulations #1
- Certification requirements #2
- Design standards #3
- Testing procedures #4
- Labeling and/or packaging regulations #5
- There are other obstacles for not exporting at this time #6
- None of the above (voluntary response) #7

IF Q326 =7 THANK AND TERM; OTHERWISE ASK Q330 (IF Q325=3, THEN JUMP TO Q370).

Q335. What are your export markets? Do you export to: [READ LIST]
(Multiple Response)

- | | |
|----------------|----------------|
| Australia | # ₁ |
| Canada | # ₂ |
| European Union | # ₃ |
| Japan | # ₄ |
| United States | # ₅ |
| Other _____ | # ₆ |
| Other _____ | # ₇ |
| Other _____ | # ₈ |
| Other _____ | # ₉ |

NO MORE THAN 20% OF COMPLETES MAY COME FROM FIRMS THAT DO NOT EXPORT TO AUSTRALIA, THE EU, JAPAN, UNITED STATES OR CANADA AS LISTED IN Q335

Q370. Would you say that the number of employees at your location/country is between: [READ RANGES UNTIL ANSWER IS GIVEN]

- | | |
|-------------|----------------|
| 1-4 | # ₁ |
| 5-19 | # ₂ |
| 20-49 | # ₃ |
| 50-99 | # ₄ |
| 100-149 | # ₅ |
| 150 or more | # ₆ |

Q375. In which of the following industry classifications would you put your business? [READ LIST]

- | | |
|---|-----------------|
| Raw agricultural products | # ₁ |
| Fish and fish products | # ₂ |
| Electrical and Electronic equipment | # ₃ |
| Fabricated Metal Products | # ₄ |
| Industrial Machinery and Equipment | # ₅ |
| Industrial or Agricultural chemicals | # ₆ |
| Instruments and Related Products | # ₇ |
| Leather and Leather Products | # ₈ |
| Paper and Allied Products | # ₉ |
| Printing and Publishing Products | # ₁₀ |
| Processed Foods and Tobacco Products | # ₁₁ |
| Rubber and Plastic Products | # ₁₂ |
| Telecommunications terminal equipment | # ₁₃ |
| Textiles and apparel | # ₁₄ |
| Transportation Equipment/Automotive Parts | # ₁₅ |
| Other _____ | # ₁₆ |

Q400. The World Bank wants to obtain information on possible technical barriers to trade impacting the export capabilities of companies like yours in order to better understand the relationship between export competitiveness, development and technical regulations. For that purpose we will be conducting in-person interviews and would like you to participate. The in-person interview is a face-to-face discussion between you and a professional moderator. During the interview, you will be asked to share your opinions regarding the process of exporting and possible technical barriers to trade you may encounter. The information in this survey will be aggregated. Propriety company information will not be disclosed to any party.

We will be conducting interviews in your area on _____. Would you be willing to meet with an interviewer on that day to share your additional thoughts?

(IF NECESSARY: THIS IS NOT A SALES CALL NOR WILL IT LEAD TO A SALES CALL)

Yes	# ₁	
No, not interested	# ₂	ASK FOR REFERRAL, QUALIFIED REFUSAL
No, not available	# ₃	ASK FOR REFERRAL, QUALIFIED REFUSAL

Q405. Could you please give me the correct spelling of your name and address?

405. NAME: _____

406. TITLE: _____

407. YEARS WITH FIRM IN
CURRENT POSITION: _____

408. COMPANY: _____

409. YEAR FIRM WAS
ESTABLISHED: _____

410. ADDRESS: _____

411. CITY: _____

412. COUNTRY: _____

413. PHONE #: _____

414. FAX #: _____

415. E-MAIL ADDRESS: _____

Q416. We would also like to talk with an individual in your company who is knowledgeable about the financial impact technical barriers to trade may be having on your company. Could you please give me the name, title and phone number of someone at your location who is the most knowledgeable about the financial impact these export barriers may have on your organization?

416. Name: _____

417. Title: _____

418. Phone Number: _____

419. Company: _____

Thank you, Mr/Ms. _____. We look forward to seeing you on _____ (date)

at _____ (time). If you should have any questions, please feel free to call my supervisor

_____ (name) at _____ (phone number).