

MORE INFORMATION

If your organization would like to benefit from the project results, please do not hesitate to make contact.

The project website provides further details about the project, the partners involved and on how to subscribe to the CITEX newsletter.

www.citexproject.eu

CITEX

Competitive Intelligence in Trade and Export



SPANISH
INSTITUTE
FOR FOREIGN
TRADE



NEST ASSOCIATION

Association for economic
development of trade, business and
industry enterprises



Regionalna razvojna agencija
Celje, d.o.o.



West Sweden



INTERLIGARE R&D

The Scientific Intelligence Laboratories



EURADIA
Formación



idec



INSTYTUT
POSTĘPOWANIA
TWÓRCZEGO



necc

North East Chamber of Commerce



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CITEX

WHY CITEX?

Pro-active internationalization reinforces growth, enhances competitiveness and supports the long term sustainability of companies. Yet, for many Small and Medium-sized Enterprises (SMEs), national frontiers still represent a significant barrier to expanding their businesses.

One of the main export obstacles identified is the lack of knowledge of foreign markets. CITEX objective is to tackle this issue by developing Competitive Intelligence (CI) training methods that will improve skills such as: assessing the competition of other companies in the same sector; finding new potential suppliers; understanding the relevant regulations in new markets or simply detecting new business opportunities.

EXPECTED RESULTS

The CITEX project will equip organizations with the necessary tools to take full advantage of the potential in Competitive Intelligence for trade and export. The project runs for 2 years and proposes to generate:

- High quality learning materials and teaching methods in the field of CI.
- Pilot training for the Business Support Centers (BSCs) in the project consortium.
- A study on the information needs of SMEs and quality of service of BSC supporting them.

TARGET GROUPS

As extending business activities beyond their own country often is a big additional investment for SMEs with scarce resources, the primary target groups of CITEX are Business Support Centers and other organizations supporting SMEs in their internationalization process.

LONG TERM GOALS

The long term goal of the project is to establish a new professional profile responsible for the development of CI in trade and export. This profile is currently lacking and is critically needed at the EU level. The expectation is that improved skills in Competitive Intelligence will foster business growth in Europe.

PROJECT PARTNERS

The project partners are located all over Europe and consist of both research organizations and regional business support centers. The Spanish Institute for Trade and Export (ICEX) are coordinators.

Organisation	Country	Website
Spanish Institute for Trade and Export (ICEX)	Spain	www.icex.es
North East Chamber of Commerce (NECC)	UK	www.necc.co.uk
Regionalna Razvojna Agencija Celje d.o.o. (RRA Celje)	Slovenia	www.rra-celje.si
Association NEST	Bulgaria	www.nest-association.org
Interligare S.L.	Spain	www.interligare.com
Institute of Creative Proceedings (CPC)	Poland	www.ipt.pl
EURADIA International	Spain	www.euradia.es
IDEC	Greece	www.idec.gr
West Sweden	Sweden	www.westsweden.se