

CBI EXPORT MANUAL

DIGGING FOR GOLD

Internet as a source for marketing information



Compiled for CBI by:
Facts Figures Future

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INTRODUCTION

“Knowledge is of two kinds. We know a subject ourselves, or we know where we can find information upon it.” (Samuel Johnson, 1709-1784)

The Internet is like a gold mine: it contains many precious treasures. Data on countries, markets, industries, companies, products and other marketing and useful information is freely available. However, the challenge is to locate these resources!

The Internet is an excellent tool to perform your international market research. It is a very good start for your desk research. You can find for example trade statistics, market studies, clients in the EU, product information, quality demands and even tools to translate texts or websites! In practice, websites of trade associations contain very good information on a particular sector. At the same time, the internet can be used to locate experts in your industry in the target country. You could do some primary research by approaching these experts -like consultants, importers, agents and representatives of trade associations- by mail or telephone to ask them for their opinion. The Internet can make you rich in market knowledge!

This manual helps you digging for gold on the Internet. You will learn how to find websites, databases, information providers and other useful resources. It is a framework which you can use as your personal internet manual. It contains the most important internet definitions, tips on how to search the Internet effectively, explanations about search engines and some very useful websites. These are general websites, offering you access to marketing data on all EU-countries. They are the starting point for your information search on EU-markets.

This manual has been compiled by searching the Internet, by using the internal sources of the CBI and by contacting some information providers such as industry associations, trade promotion organisations, governments and trade journals.

Chapter 1 will give you an overview of the basic principles of the internet, including an explanation on the browser Internet Explorer. In chapter 2 you will find the most relevant searching tools and tips and tricks on how to use them well. The best search engine at the moment is Google, which will be the subject of chapter 3. Some practical tips like making use of Favorites can be found in chapter 4. Finally, chapter 5 will conclude with some very useful websites providing access to marketing information on all EU-countries: market information, business directories, information resources and more.

We wish you good digging!

1 THE INTERNET

“Amazing what you can learn through the Internet”

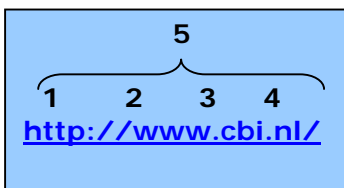
Mr Dieterich of Orga Schiedam (the Netherlands): “On the Internet, I found the whole market, the suppliers, the customers, prices. In short, everything could be found on the internet.”
(Source: Fenedexpress)

The above shows the value of Internet in daily practice. It has turned out to be an extra source of information, which also contains data for very specific products and markets. In the above case a complete branch report and contacts in the target market could only be established through the use of the Internet!

Below we give a short explanation of the basic applications of the Internet which you will find during your search on the Internet. It concerns common and often used terms which will form your basic vocabulary. The description of the browser Internet Explorer will conclude this chapter.

1.1 Definitions

The Internet is a network of millions of computers which are connected throughout the world. You can find information there, but also pictures and even live radio is one of the possibilities. The *Web* consists of a huge number of documents which are stored in all these connected computers. Most websites are commercial ones, a small part consists of scientific sites. Below, the most common terms are described by means of an example.



- 1- http://
- 2- www
- 3- domain name
- 4- top level domain
- 5- URL

Ad 1) HyperText Transfer Protocol (http)

Hypertext is actually the language in which the web pages are written. Due to this hypertext, it is possible to connect several documents.

Ad 2) World Wide Web (WWW)

The billions of documents which form the Internet are joined under one name through the World Wide Web. The Web connects all pages by means of 'invisible wires' and makes it possible to go from one page to another (to surf). These pages are accessible for everybody around the world with the Internet software (browser) of, for example, Netscape and Microsoft. With these browsers, the most relevant information is found.

Ad 3) Domain name

You can obtain your own 'street' on the Internet by the use of a domain name. In combination with the suffix, this name forms a unique identification and can only be used once. Examples of well-known domain names are cbi.nl and cnn.com.

Ad 4) Top Level Domain name (TLD)

The suffix of an Internet address (.nl or .net) is the so called Top Level Domain name and often gives an idea of the nature of the site. A .com is a commercial company, a .net a service provider, an .org a non-profit organisation and a .gov a government agency.

The *Top Level Domain name* also gives information on the origin of the site. The following top-level domain names are mainly used in the United States:

.org = non-profit organisation
.gov = organisation of the American government
.com = commercial companies, international

A two character country code is also often used to describe a domain. Some examples are:

.de = Germany
.fr = France
.uk = Great Britain
.nl = The Netherlands

Ad 5) URL

A Uniform Resource Locator (URL) can be compared with the combination of street, postal code and house number. An example of a URL within WWW is <http://www.cbi.nl>.

Homepages and websites

The whole set of information that a person or an organisation puts on the Web is called a website. The entrance or the starting point of the website is called the homepage.

More internet information

The English website <http://whatis.com> explains more than 2,000 concepts and contains over 12,000 references to related subjects.

1.2 Browsers

A browser is the most important tool to view the pages on the Internet and to 'surf' through the net. You can perform multiple tasks with the help of a browser: you can search for websites and documents, construct web pages and read e-mail. The best known browser is Internet Explorer. This browser is commonly used within many organisations and is treated below.

1.2.1 Internet Explorer

When you start Internet Explorer on your computer, the main screen of the program will appear. This main window has many parts, which are described in detail below. The "Title Bar" at the very top of the window tells you what the title is of the page you are viewing. The "Title Bar" will also tell you what Internet Explorer application is currently active.

Figure 1.1 Title Bar

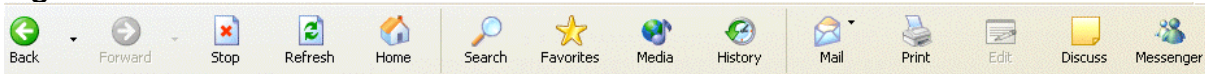


Immediately under the "Title Bar" you will find the "Main Menu Bar". This bar has many different sub-menus which control all options, functions, and commands for the entire Internet Explorer program. Some of the browsing controls can also be found in these sub-menus.

Figure 1.2 Menu Bar



Below this menu is the "Internet Explorer Toolbar". This toolbar contains the most frequently used commands and all the browsing functions. (See the next section for more details)

Figure 1.3 Tool Bar

The main toolbar is composed of useful buttons. Each of these buttons has a different function and purpose in Internet Explorer. The buttons that are most frequently used will each be discussed in the following sections.

Back

This button will take you back to whatever document you were previously viewing. Pressing it immediately takes you back one document. If you have browsed many pages, or are well into a multi-page document, pressing it repeatedly will continue to let you go back one page at a time.

Forward

This button will take you forward to the next document if you have previously browsed multiple page documents and then returned to the page you are currently viewing. You can move forward until you reach the last page that you had browsed.

Stop

The stop button stops ANY current operations by Internet Explorer. It will stop any type of file from loading. It can also be used to stop animations from continuing once a page is loaded.

Refresh

This button will reload the current document that you are viewing. It is useful if the page updates very frequently so that you can view these changes as soon as they are available.

Home

This button will return you to the page you have selected as the default start-up page for Internet Explorer.

Search

This button will take you to the page you have selected as the default Web search page for Internet Explorer.

Favorites

This button will open the Favorites menu. You can choose a favorite that you wish delete from the list, add a favorite to the list, or organise your favorites from this menu. See chapter 4.2 as well.

History

Internet Explorer keeps close track of your surf actions. In the map History you will find exactly which pages you have visited

Print

The print button will bring up a Print dialog box. In the box you can decide if you would like to print the contents of the page you are viewing and how many pages you wish to print.

Below the toolbar is the "Address Bar". This will tell you the exact location of the page you are currently viewing. You can also type a web address directly into this bar and then press enter to go to that site.

Figure 1.4 Address bar

Underneath the "Address Bar" is the "Main Browser Window". This window will display all of the information that is located at the Web site you are currently visiting. Any text, images, movies, animation, links, or any other application files will be shown in this window. The scroll bars located on the right side and on the bottom of this window allow you to continue viewing the page you are visiting, when the page is too large to fit into your screen.

Figure 1.5 Main window



At the very bottom of the page is the "Status Bar". This bar tells you what the progress of the browser is while it downloads files to the page, where links go to when you move over them, whether or not a document is secure, and any other information that the program feels is necessary for you to know.

Figure 1.6 Status bar



2 SEARCHING

According to a research of Bright Planet (USA), the Internet contains more than 550 billion web pages. Where in this jungle of billions of web pages can you find the pages that are relevant for you? By following an efficient search strategy you can find more relevant information more quickly. In the following paragraphs, we give you four steps to enable you to search on the Internet with more focus.

- 1) Determination of information need (paragraph 2.1);
- 2) Choice of the resources to be used (paragraph 2.2);
- 3) Choice of the search language (paragraph 2.3);
- 4) Judging and evaluating the result (paragraph 2.4).

2.1 Information need

Given the size of the Internet, it is of the utmost importance that you precisely determine what you are looking for before you start any search. This way, you will avoid a search result with too much irrelevant data. Asking the right questions is essential on the Internet. So, much of the final result can be determined beforehand. Searching on the Internet starts with the determination of the information need and a definition of the problem. Concrete definitions and a good limitation of the subject are very important in a research that makes use of the Internet.

Let us give an example. An exporter from South Africa wants to sell flowers in Germany and wants to investigate what this market looks like. The information need of this company consists of flowers and Germany. However, these subjects are not clear enough. If we search with these two words, the report 'The market for ornamental products in Germany' will not be found, although we know that there is enough information to be found on this subject. Therefore, it is important to determine a number of search terms for each subject which describe the subject more effectively. Search terms for the subject 'flowers' can be for example: flowers, cut flowers, horticulture and/or floriculture. You can broaden the term Germany with, for example, Europe. Other search terms can be translations of these terms in German, French and/or Spanish, as the Internet does not automatically translate these terms. The most common language on the Internet is English, but local information is often given in the language of the country.

2.2 Resources

You can find Internet pages by typing the correct internet address. This requires the precise Internet address, like for example <http://www.cbi.nl>. A user, however, does not know beforehand where the exact information can be found. Fortunately, there are several resources to find out where the information is discussed. In the following subparagraphs, the following resources will be clarified:

1. search engines;
2. portals and directories;
3. searching by the feel of it and links;
4. databases;
5. mail to relevant organisations/associations.

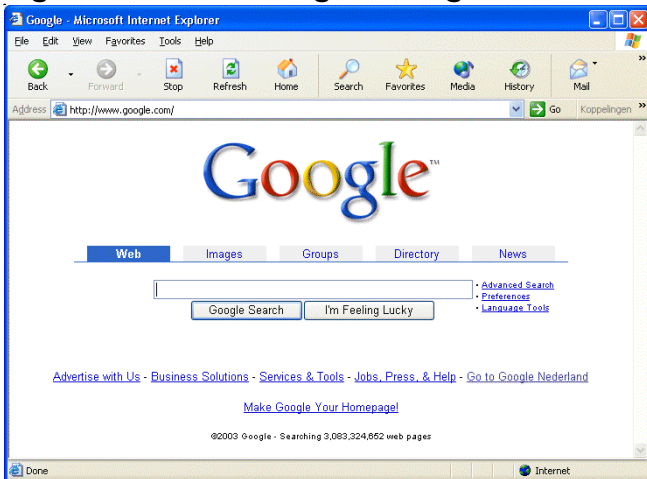
2.2.1 Search engines

These are programs on the Internet where a computer can be consulted which maps out many files on the Internet. When you type a keyword or phrase, a list of Internet addresses will appear in which the that word or phrase is used. The documents that you have found, however, do not always have the entered search term as their main subject. The list contains all documents in which the word is used. Therefore, there is certainly a chance that also irrelevant documents are found. To prevent this, you need to make your search term as specific and concrete as possible. The search engine searches through the entire web for words and/or word combinations. The search engine is a robot and thus needs clear instructions from the user!

The results often vary per search engine. The reason for this is that search engines use different techniques and may also differ in their search areas. The 'perfect' search engine has yet to be made.

The best-known and most used search engine at this moment is Google (<http://www.google.com>), see figure 2.1. More information on Google can be found in chapter 3.1.

Figure 2.1 Search engine Google



Tip: make use of more than one search engine

No search engine indexes all the sites on the Web. If the result of a quest in one particular search engine is not satisfactory, then search in at least one more search engine. Search engines change from day to day. Choose two or three engines with which you prefer to work and learn how they work.

2.2.2 Directories and portals

Directories (or indexes) and portals are partly comparable with the telephone dictionary. These databases are not composed by a robot but by humans. These 'cyber editors' judge the different websites per subject and categorise these. The advantage of this way of composing the database is that they are composed and chosen by experts who have the knowledge of the subject concerned. This way, the 'electronic card trays' or web guides are created, which are to be searched like a tree with many branches. The references are hierarchically built; they start with the so-called trunk of the tree and run to the leaf. For example, an index for Italian magazines looks as follows:

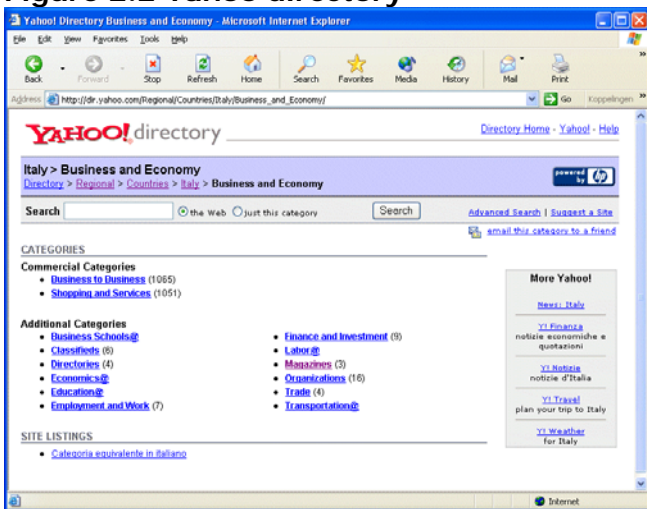
Ad 1) Directories

Scheme 2.1 Example of structure of directory Yahoo (<http://www.yahoo.com>)

- o Regional
 - o U.S. States
 - o Regions
 - o Countries
 - o Ireland
 - o Israel
 - o Italy
 - o Arts and Humanities
 - o Business and Economy
 - o Finance and Investment
 - o Labour@
 - o Magazines

Also refer to figure 2.2.

Figure 2.2 Yahoo directory



Beside following subdirectories, you can also start a search here by means of a catchword. Contrary to using a search engine, this search action only takes place within the directory! Some other well-known directories are About.com (<http://www.about.com/>) and International Information Systems (<http://reenic.utexas.edu/>), which is recommended to every exporter.

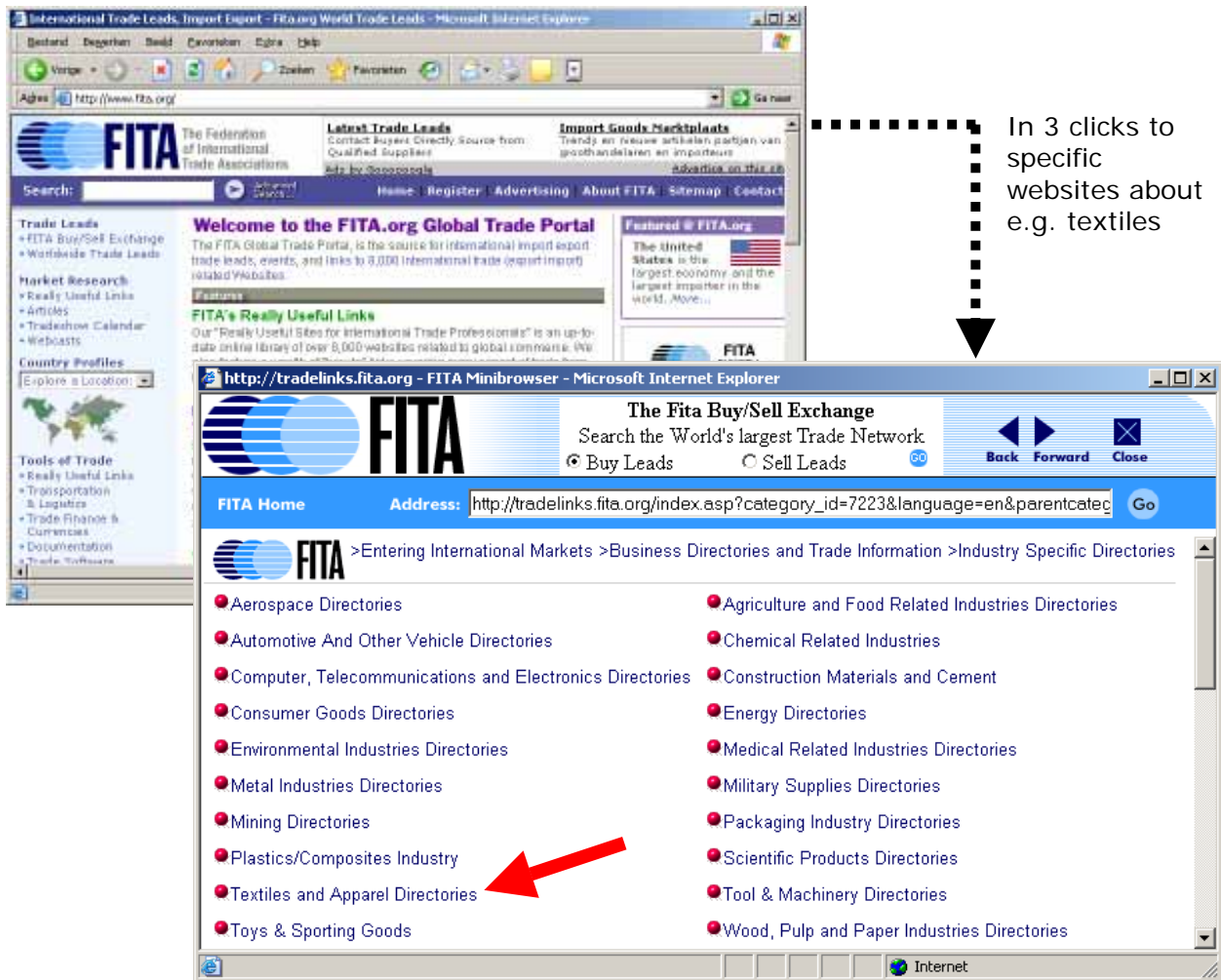
Ad 2) Portals

Portals are entry gates to several subjects on the Internet, with fewer branches than directories. A very useful portal in the field of international trade is the website <http://www.fita.org>. It features a comprehensive searchable database with links to thousands of websites about international trade. As an example, the following selection can be made:

1. 'Really useful links', followed by
2. 'Business Directories and Trade Information', then hit
3. 'Industry Specific Directories' and then choose a product, e.g.
4. 'Textiles and Apparel Directories'

Here a number of websites are given about only the chosen product, e.g. trade associations and/or marketplaces. These can be used to find market information, prices, manufacturers, traders, processors, market demands and so on. Refer to figure 2.3.

Figure 2.3 Portal FITA



Some more examples of very useful portals include:

1 Leathernet - <http://www.leathernet.com/>

All about leather: markets, news, production data, prices.

2 Fruitnet - <http://www.fruitnet.com/>

All about fruit and other fresh produce: data & statistics, links to companies ('fruit logistical virtual marketplace'), market prices and much more.

3 Fis (Fish Information & Services) - <http://www.fis.com/>

All about fish: market reports, prices & company information.

4 Governments on the WWW - <http://www.gksoft.com/govt/en/>

This page has arranged many internet addresses of governmental organizations per category.

2.2.3 Searching on intuition and by means of links

Searching on intuition

in addition to using 'traditional' attributes, do not forget your own intuition. By giving in the name of a product or organisation in combination with the most probable extension, you may already be composing a correct internet address. Suppose you are searching for Heineken's site, you may try <http://www>, followed by the name 'Heineken' and .nl because it is a Dutch

company. This leads to <http://www.heineken.nl>. Sometimes you are assisted while searching the web on intuition.

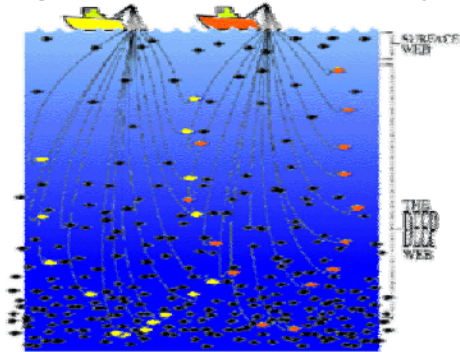
Links

Websites often contain references ('links') to other pages. Links on a good site more than once form a good starting point for a search on the internet. From the site you found in this way, you can link further and in this way the 'snow ball' continues.

2.2.4 Databases (Invisible Web)

The internet contains a large number of databases that is not found by search engines. Should all these be counted, then the Internet might be 500 times (!) as large as it is now. These databases may contain statistics, but also market reports, articles and address details of various institutions. The databases have in common that they are part of an internal searchable part of a website. By giving in a keyword in the internal search engine you can find the desired documents. Therefore, general search engines cannot index the databases, which makes them 'invisible'. From this phenomenon the term 'Invisible Web' is derived. (see figure 2.4).

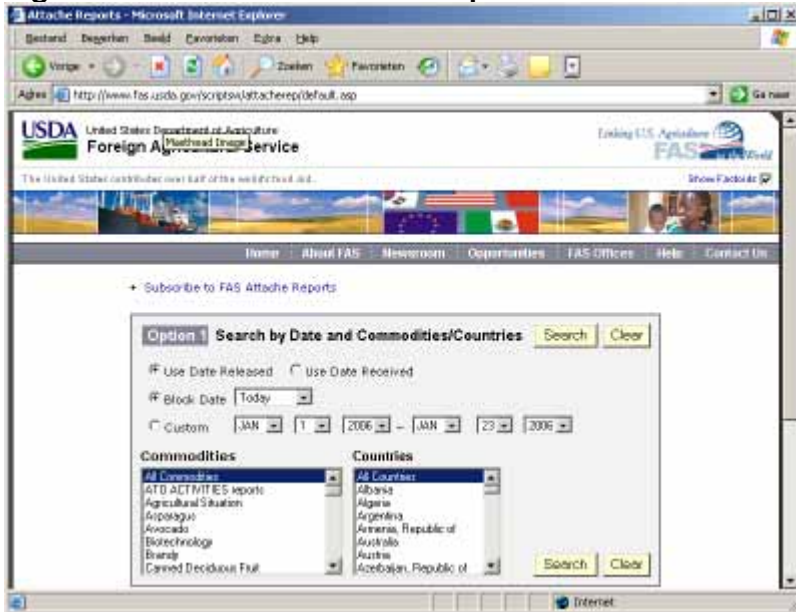
Figure 2.4 Schematic display of the 'Invisible Web'



Source: Bright Planet <http://www.brightplanet.com>

It is the information of the non-visible part of the internet that is very valuable and of a good quality. It often concerns information of governments and /or universities. By knowing a number of Internet sites where these databases can be found, you will have access to 'the Invisible Web'. An example of a website with valuable databases is <http://www.fas.usda.gov/scriptqw/attacherep/default.asp> (figure 2.5) where many market and product reports can be selected. There are many more; these will be explained in more detail among other sites in chapter 5.

Figure 2.5 Database Attaché reports FAS Online



2.3 Search language

In some cases it may be important for your search action to use the search language 'Boolean Logic' in which search words can be combined. The Boolean Logic can be used in some search engines, but also in other search functions within a web page. By using specific Boolean words, search assignments (queries) can be formulated. Below you will find a short overview of the most important words:

AND or '+'

Both words or sentence elements have to occur in the document that is searched..

Example: flowers **AND** Germany or +flowers +Germany

OR or 'space bar'

At least one of the terms has to occur in the results.

Example: flowers **OR** Germany or flowers Germany

AND NOT or 'NOT'

This query indicates that the searched word must not occur in a document.

The query flowers **AND NOT** cut flowers indicates that the computer has to search documents in which the word 'flowers' must occur, but the word 'cut flowers' must not.

NEAR

The key words should be close to each other, with a maximum of ten words between them. This increases the chance of a connection between the two words.

For example: 'flowers' NEAR 'Germany' indicates that the word 'flowers' should be close to 'Germany'.

Brackets '()'

In order to be able to combine extensive Boolean search queries, you can use brackets.

The following query is an example of this: (bulbs OR tulips) **NEAR** (market OR consumption)

Entire phrase

All pages which contain this entire text are shown. Do not forget the quotation marks.

For example: "the flower production in Germany"

Wildcard

The position of the punctuation mark for the wildcard needs to correspond with the position of the terms in the results that you want.

For example: 'flower*' gives results for flower, but will also find flower bulb, flowers and flower market.: the asterisk is on the right-hand side of 'flower' and so are the extra words in the result.

Combining search queries

All the search words mentioned above can also be combined, due to which the chance of finding relevant pages increases and the total number of results found decreases. The query 'Germany', for example, will lead to 16,6 million hits (May 2003), while 'Germany flowers' *only* results in 522,000 hits. Experience learns that the combination of three or four key words in general already leads to good results. While combining search words it is wise to put the most important subject first, as many search engines arrange the hits on first search word.

Before using these mentioned search languages, make sure that the search engine you are using requires this way of searching. With Google, for example, it is not necessary to use these languages. Each search engine has a 'help' function where you can find how to search with it. It is therefore really recommended to verify this help function (refer to section 3.3).

2.4 Judging and evaluating

It will be clear to you now that there is no unambiguous way to search for information on the internet. The desired result often will be reached by using a combination of methods and means. When the result eventually has been reached, the question may arise to what extent the data found will be good and trustworthy. Below you will find a number of tips and suggestions that may help you on your search quest:

Judging a Web page

In which way can you see whether the results found are trustworthy? An apt and logical question. There is a number of tools, which may be used for this.

Ad a) Authority

- Is it clear who the writer is and what his status is?
- Is it a commercial, personal, governmental or academic website?

By means of the Top Level Domain name the trustworthiness of a site can often be determined. A governmental institution (.gov) can be considered to have good sources, as may non-profit organisations (.org). The presence of an address and telephone number also gives an indication of the trustworthiness of the site and the organisation behind it.

Ad b) Content

- Is the text of the site written correctly?
- Is the information of the site good and accurately documented?

Ad c) Update

- Does the page indicate when it was changed for the last time? Is the page outdated?

Evaluating

After a search query has been given, the results will appear on the screen within a few seconds. Often a summary already indicates whether the document found contains the desired information. Searching with a search engine often gives you an endless list of results. However, as long as the best results are listed on top, this does not really matter. In most cases this will be the fact. Especially in the beginning it is not always so easy to find relevant results. For this reason it is important that you continuously think up new search words which describe the subject. In some

cases it may be worthwhile to take over words from documents you already found and to use these as a search query. When this search does not lead to the desired results there are various possibilities, like combining key words again, formulating new search queries or using another search engine.

3 SEARCH ENGINES

Each search engine has its own methods and techniques to look for the most relevant hits. Therefore, for each search engine and each subject the results may vary. This is caused by the fact that each search engine has:

- Its own system to gather sites and fill the database
- Its own system to organize the site in the database
- Its own way for searching in a database
- Its own way determining relevance and presentation

Therefore, we recommend that you learn how to work with a number of search engines and how to use their possibilities in the most optimal way. We advise you, partly from our own experience, to start with Google. This search engine will be explained extensively in this paragraph. An overview site for search engines, Whitelines, will be explained in paragraph 3.2. On this site you will find overviews of specific search engines, while background information is also available. A similar site, Whitelines, will also be discussed in this paragraph. Paragraph 3.3 discusses the importance of the help function of search engines.

3.1 Google

Quotation inventor of Google:

"Google is a wonderful example of what may happen in the future. Our system contains more knowledge than any living creature. But what the future will be like, I have no clue. In the search window of Google I gave in 'future of the internet' hoping that I would find a ready answer. But it did not work. So I guess we will have to continue working on Google."

(source: <http://www.ad.nl>, 'the success of Google')

The biggest search robot of this moment is Google (<http://www.google.com>). This section gives you some specific tools to optimise your skills for this search engine.

Combining queries in Google is simple: you do not have to use Boolean operators. More than one keyword is already seen as a combination. A '+' or 'AND' command is not necessary. Tip: in order to save the results while opening the sites found, you can click on 'open search results in a new window' under 'preferences' and then save these preferences by clicking the button 'save preferences'.

Advanced Search

With the "Advanced Search" option you will be able to search more directly. This function is given in the form of a 'scroll-down menu'. The AND and OR functions have been replaced by a menu that the user can click on. Refer to figure 3.1

Figure 3.1 Advanced search through 'scroll-down menu' of Google

Google Advanced Search - Microsoft Internet Explorer

Bestand Bewerken Beeld Favorieten Extra Help

Vorige Zoeken Favorieten

Adres http://www.google.nl/advanced_search?hl=en Ga naar

Google Advanced Search [Advanced Search Tips](#) | [About Google](#)

Find results

with **all** of the words 10 results

with the **exact phrase**

with **at least one** of the words

without the words

Language Return pages written in

File Format return results of the file format

Date Return web pages updated in the

Occurrences Return results where my terms occur

Domain return results from the site or domain
e.g. google.com, .org [More info](#)

Usage Rights Return results that are
[More info](#)

SafeSearch No filtering Filter using [SafeSearch](#)

Gereed Internet

With this menu you can:

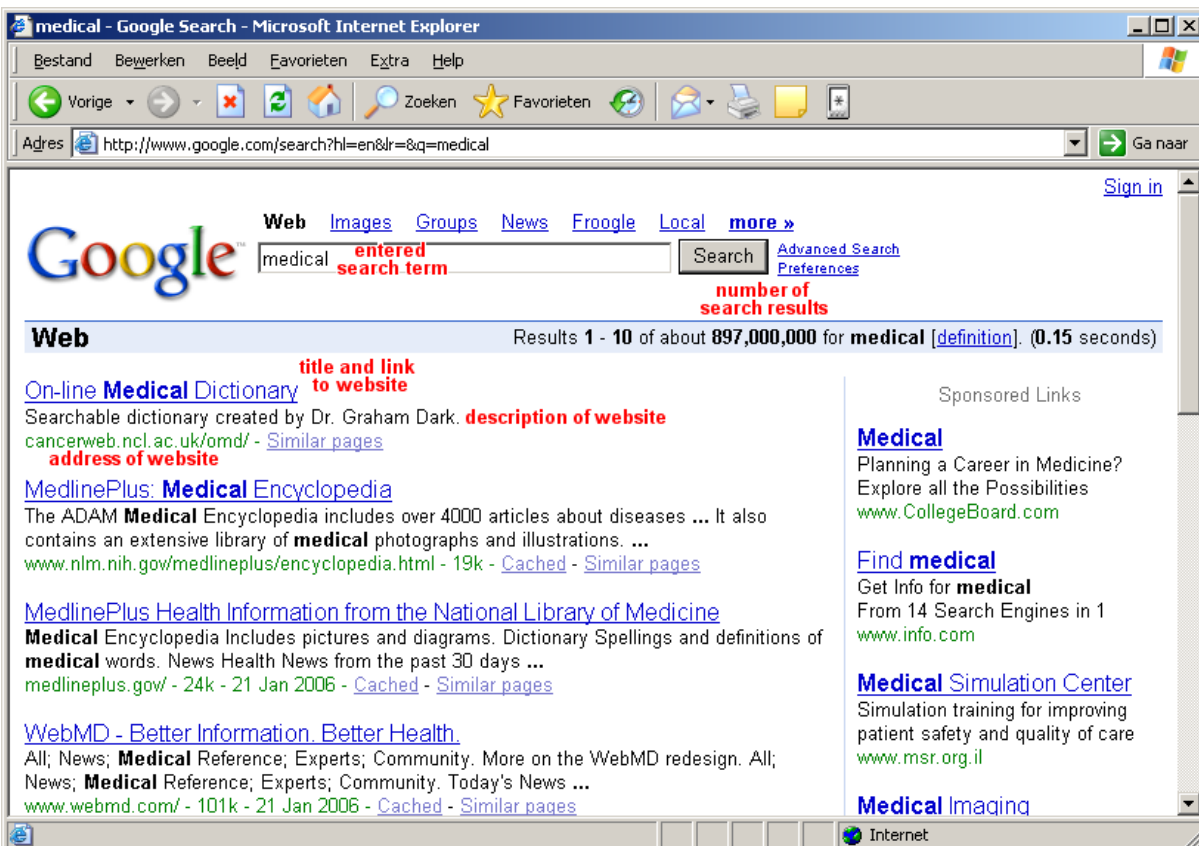
1. Do a single word search
2. Do an exact phrase search
3. Do a topic search
4. Use alternative terms
5. Add another term
6. Specify a domain
7. Exclude a term, and more

Ad 1) Single word search

Type 'medical' in the *Find results with all of the words* box, then click on the Google Search button.

Find results	with all of the words	<input type="text" value="medical"/>	10 results	<input type="button" value="Google Search"/>
	with the exact phrase	<input type="text"/>		
	with at least one of the words	<input type="text"/>		
	without the words	<input type="text"/>		
Language	Return pages written in	<input type="text" value="any language"/>		
File Format	<input type="button" value="Only"/> return results of the file format	<input type="text" value="any format"/>		
Date	Return web pages updated in the	<input type="text" value="anytime"/>		
Occurrences	Return results where my terms occur	<input type="text" value="anywhere in the page"/>		
Domain	<input type="button" value="Only"/> return results from the site or domain	<input type="text"/>		
		e.g. google.com, .org More info		
Usage Rights	Return results that are	<input type="text" value="not filtered by license"/>		
		More info		
SafeSearch	<input checked="" type="radio"/> No filtering <input type="radio"/> Filter using SafeSearch			

The first 10 results (Web pages) will be presented (although in this image the page has been truncated). At the top of the list the number of separate Web pages retrieved is displayed (in this case almost 900 million!). Search terms are highlighted (in bold text):



Fortunately, Google lists the results in such a way that those that are likely to contain quality, information on the search topic appear at the top of the list. Each retrieved page is ranked,

relative to the others in the result, according to the number of links other sites have made to it. On the basis that the more other Web authors link to a particular site, the higher its perceived quality (in terms of design and content), this ranking is a useful indicator of relative

site quality. But remember, the ranking of results is only a guide - you still need to scroll through and evaluate the top ranked results for relevance and quality.

Note also that quality sites will tend to link to other potentially relevant sites of a similar standard, so a small number of the top ranking sites can potentially lead to a much expanded pool of useful information.

Ad 2) Exact phrase search

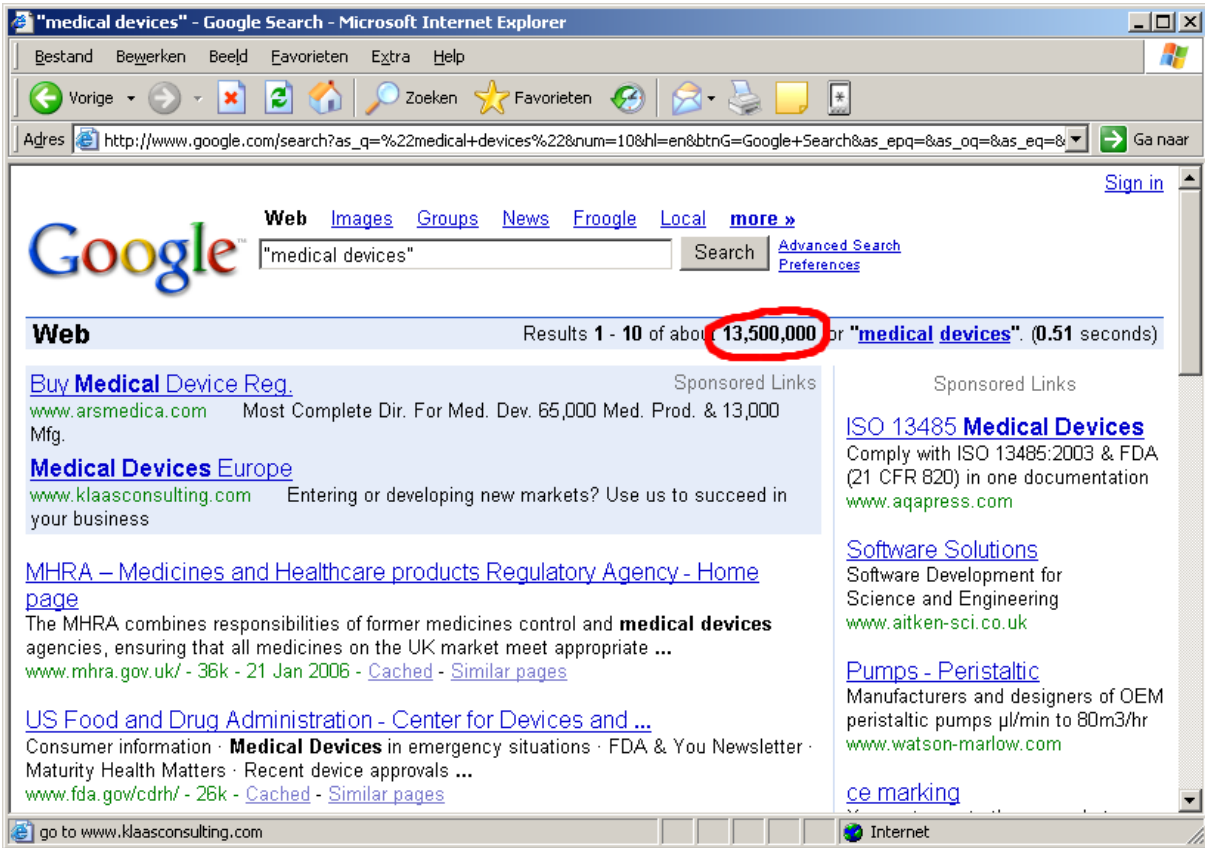
There are two ways of phrase searching. Type the phrase in the *Find results with the exact phrase* box:

Find results	with all of the words	<input type="text"/>	10 results ▾	<input type="button" value="Google Search"/>
	with the exact phrase	<input type="text" value="medical devices"/>		
	with at least one of the words	<input type="text"/>		
	without the words	<input type="text"/>		
Language	Return pages written in	<input type="text" value="any language"/>		
File Format	<input type="text" value="Only"/> return results of the file format	<input type="text" value="any format"/>		
Date	Return web pages updated in the	<input type="text" value="anytime"/>		
Occurrences	Return results where my terms occur	<input type="text" value="anywhere in the page"/>		
Domain	<input type="text" value="Only"/> return results from the site or domain	<input type="text"/>		
		e.g. google.com, .org More info		
Usage Rights	Return results that are	<input type="text" value="not filtered by license"/>		
		More info		
SafeSearch	<input checked="" type="radio"/> No filtering <input type="radio"/> Filter using SafeSearch			

OR type the phrase in quotation marks in the *Find results with all of the words* box:

Find results	with all of the words	<input type="text" value="medical devices"/>	10 results ▾	<input type="button" value="Google Search"/>
	with the exact phrase	<input type="text"/>		
	with at least one of the words	<input type="text"/>		
	without the words	<input type="text"/>		
Language	Return pages written in	<input type="text" value="any language"/>		
File Format	<input type="text" value="Only"/> return results of the file format	<input type="text" value="any format"/>		
Date	Return web pages updated in the	<input type="text" value="anytime"/>		
Occurrences	Return results where my terms occur	<input type="text" value="anywhere in the page"/>		
Domain	<input type="text" value="Only"/> return results from the site or domain	<input type="text"/>		
		e.g. google.com, .org More info		
Usage Rights	Return results that are	<input type="text" value="not filtered by license"/>		
		More info		
SafeSearch	<input checked="" type="radio"/> No filtering <input type="radio"/> Filter using SafeSearch			

Result of either of the exact phrase searches (13.5 million pages):



Ad 3) Topic search

We can now try a search on a topic: *a market study about medical devices in Europe*. As there are two phrases, the search terms can be entered in several different ways. Like this:

Find results	with all of the words	"market study" Europe	10 results	Google Search
	with the exact phrase	medical devices		
	with at least one of the words			
	without the words			
Language	Return pages written in	any language		
File Format	<input type="checkbox"/> Only return results of the file format	any format		
Date	Return web pages updated in the	anytime		
Occurrences	Return results where my terms occur	anywhere in the page		
Domain	<input type="checkbox"/> Only return results from the site or domain	e.g. google.com, .org More info		
Usage Rights	Return results that are	not filtered by license More info		
SafeSearch	<input checked="" type="radio"/> No filtering <input type="radio"/> Filter using SafeSearch			

The retrieved pages will each include all of the terms entered. In this case, 907 results remain.

Ad 4) Alternative terms

Suppose that the search topic was ‘a market study on medical devices in Europe’. It may be useful to widen the search to also retrieve pages that include the word "EU". Enter the alternative terms in Find results with any of the words:

Find results	with all of the words	<input type="text" value="market study"/>	10 results ▾	<input type="button" value="Google Search"/>
	with the exact phrase	<input type="text" value="medical devices"/>		
	with at least one of the words	<input type="text" value="Europe EU"/>		
	without the words	<input type="text"/>		
Language	Return pages written in	<input type="text" value="any language"/>		
File Format	<input type="button" value="Only"/> return results of the file format	<input type="text" value="any format"/>		
Date	Return web pages updated in the	<input type="text" value="anytime"/>		
Occurrences	Return results where my terms occur	<input type="text" value="anywhere in the page"/>		
Domain	<input type="button" value="Only"/> return results from the site or domain	<input type="text"/>		
		e.g. google.com, .org More info		
Usage Rights	Return results that are	<input type="text" value="not filtered by license"/>		
		More info		
SafeSearch	<input checked="" type="radio"/> No filtering <input type="radio"/> Filter using SafeSearch			

This search will find pages containing both of the terms "market and/or study" and "medical devices" and also either the word "Europe" or "EU". (Pages that include all five terms will also be retrieved).

Modifying a search

Looking at the numbers of results obtained so far we can end up with very large numbers of sites. Given its vastness, retrieving too many results of varying relevance and quality can be more of a problem when searching the Internet than too few results. This section presents some of the most useful ways for narrowing down or focusing a search using Google Advanced Search. The specific techniques are:

- adding another term
- specifying a domain
- specifying a date
- excluding a term

Ad 5) Adding another term

Focus on a specific aspect of the topic by including a relevant term in, for example:

- A market study on medical devices in European importers

Find results with **all** of the words Europe importer

with the **exact phrase**

with **at least one** of the words

without the words

Language Return pages written in

File Format return results of the file format

Date Return web pages updated in the

Occurrences Return results where my terms occur

Domain return results from the site or domain
e.g. google.com, .org [More info](#)

Usage Rights Return results that are
[More info](#)

SafeSearch No filtering Filter using [SafeSearch](#)

Only those pages from the original search that also contain the word "importer" are presented. Result: 602 results (January 2006).

Ad 6) Specifying a domain

In its simplest form, the Internet address (URL) of a site classifies it as belonging to a particular type of organisation, and (generally) by country of origin. This information specifies the domain of the site.

For example:

URL ends in:	Domain
.gov.uk	UK government site

Restricting the search to a particular domain provides a means of focusing on authoritative sources, e.g. .gov.uk for official reports and policy information from the UK government, or .edu.uk for reports, working papers and articles published by UK universities and research centres. The following example demonstrates this.

To limit the search on: *medical devices in the UK* to just UK government sites, type the domain information into the *Domains* box:

Find results with **all** of the words

with the **exact phrase**

with **at least one** of the words

without the words

Language Return pages written in

File Format return results of the file format

Date Return web pages updated in the

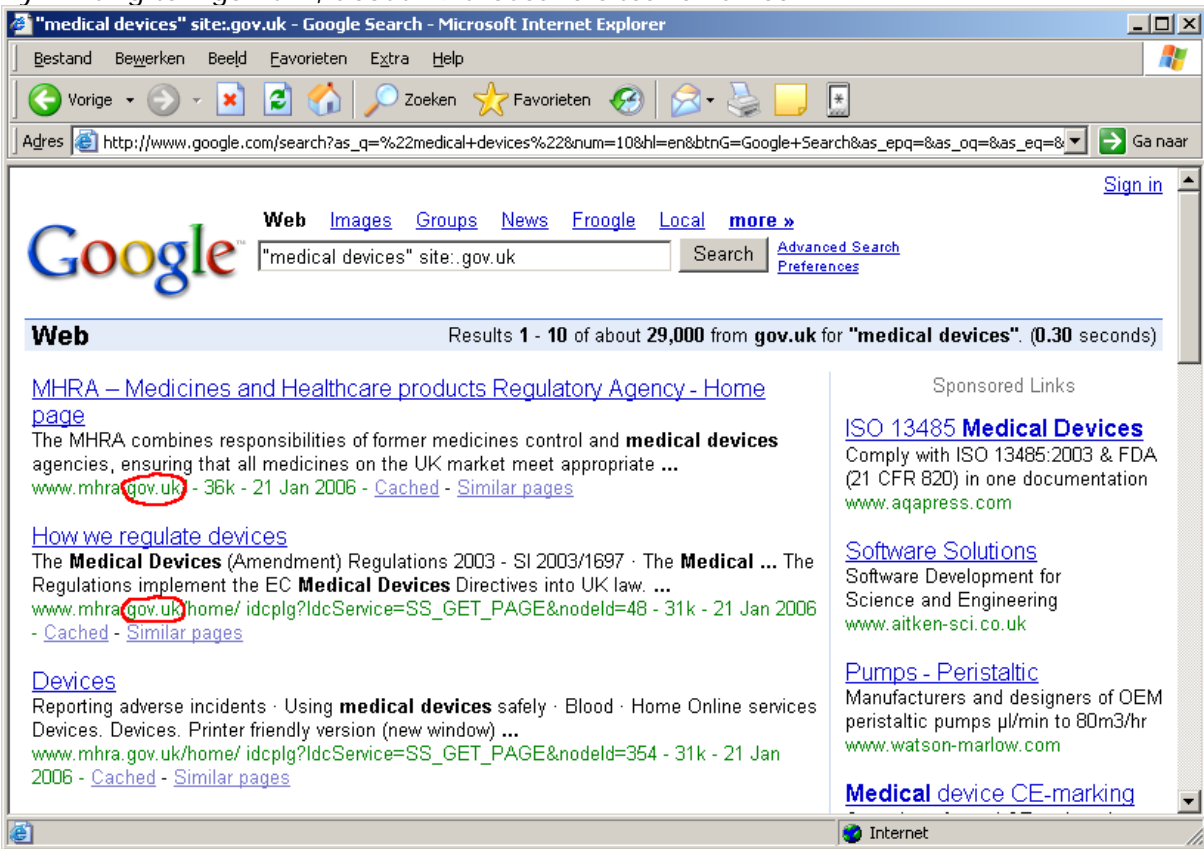
Occurrences Return results where my terms occur

Domain return results from the site or domain
e.g. google.com, .org [More info](#)

Usage Rights Return results that are
[More info](#)

SafeSearch No filtering Filter using [SafeSearch](#)

Results: without limiting to government sites, approximately 13.5 million sites were obtained. By limiting to ".gov.uk", about 29 thousand sites remained.



Ad 7) Excluding a term

The initial search on just the words *medical devices* gives all the results that contain both words. One way to focus more towards the medical devices is to modify the search by typing "gloves" in the *Find results without the words* box

Find results	with all of the words	medical devices	10 results	Google Search
	with the exact phrase			
	with at least one of the words			
	without the words	gloves		
Language	Return pages written in		any language	
File Format	<input type="checkbox"/> Only return results of the file format		any format	
Date	Return web pages updated in the		anytime	
Occurrences	Return results where my terms occur		anywhere in the page	
Domain	<input type="checkbox"/> Only return results from the site or domain			e.g. google.com, .org More info
Usage Rights	Return results that are		not filtered by license	More info
SafeSearch	<input checked="" type="radio"/> No filtering <input type="radio"/> Filter using SafeSearch			

Use this feature with care. If the term you are trying to exclude could reasonably also appear in pages that are of relevance to your topic, you may overlook useful information.

Options

After each search result follows an option to search for 'similar pages'. When you select this, a list with related internet address appears. After the Heineken homepage for example, this results in a listing of home pages of companies like Interbrew or Inbev, and other companies in the same branch.

3.2 Search engines per country / per subject

Sometimes it may be worthwhile to work with national search engines instead of worldwide ones. This way you can specifically look for information which concerns one country in particular. For this you can consult Whitelines. It is an umbrella website of and with search engines, available at <http://www.whitelines.nl>. You can ask for an overview of national search engines and directories by selecting this in the country lists in the middle. This way you can specifically search within a country for the desired data. For the Netherlands you will find 34 different search engines (January 2006). Refer to figure 3.2.

Figure 3.2 Whitelines: overview search engines



Supplementary sites

The following two websites provide you with an overview of relevant search engines, portals and /or directories per country. These are

- Searchenginecolossus (<http://www.searchenginecolossus.com/>) and
- Searchenginewatch (<http://www.searchenginewatch.com>).

3.3 Help function

As you will have noticed, many search engines can be found on the internet: large and small ones, international and country specific ones. Each has its own specific search methods and ways to arrange documents and pages. Also the way to use them may differ per search engine. One will accept Boolean words, while another only works with '+' and '-'. A third engine does not need these marks at all. Therefore, always consult the help function of a specific search engine and look how they function. You will find this under names as: "about", "how to", "search help" and "advanced search". This will help you use the search engines correctly and get the best results. Therefore, also learn to work with a small number of favourite engines and use these while searching for information on the internet.

4 PRACTICAL TIPS

In this paragraph you will find some practical tips and clues, which will simplify your surfing on the internet.

4.1 Surfing suggestions

Quick search of a document

Within Explorer, go to the 'Edit' menu and choose the 'find (on this page)' option. With the search option you can search for a specific word or expression within a web page. This way you can quickly search through a large file, which saves you a lot of scrolling, staring at the screen and, most importantly, time. You can find this in figure 4.1

Figure 4.1 Searching within a document



To cut and paste internet pages into a word processing program

By means of 'cut' and 'paste' you can easily take over a text of an internet page in a word processing programme (for example Microsoft Word). Select the desired text with your mouse and copy it with the right mouse button. Then paste the text in Word, also with the right mouse button. This way the entire text can be edited. This saves you much typing. The same can be done with figures and/or maps. Our advice is to use the option 'paste special' (under the menu 'edit') and choose non-formatted text.

PDF

You can do the same with texts of a PDF file (Acrobat Reader). Refer to figure 4.2 for an example. Make sure that you first click the 'select Text tool' in the PDF menu before copying a text. Then select a text and copy it with the right mouse button. Then again paste it in your word processing programme. The same goes for pictures, graphics or figures in PDF files. As can be seen in figure 4.3, first select the 'snapshot tool', next to the 'Text select' tool. Copy it with the right mouse button and copy it to your word processing document.

Remark: when you use texts or figures for your own purposes, it is recommended to quote the source. If you hesitate whether it is allowed to copy texts or when the disclaimer is not sufficiently clear, you could contact the author.

Figure 4.2 Cut & paste text from PDF files

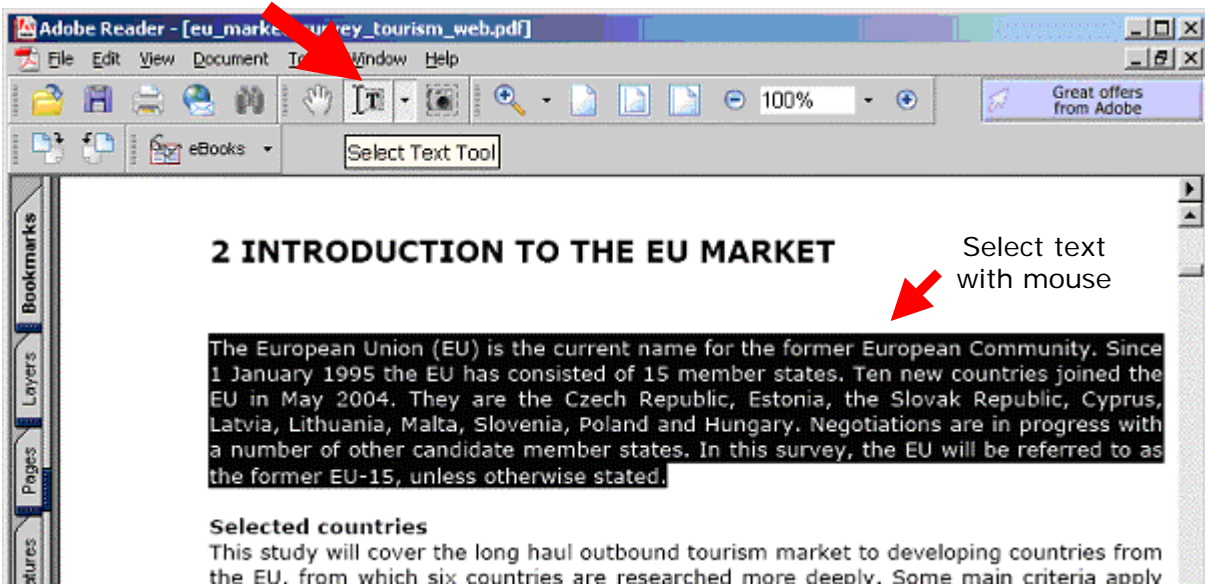
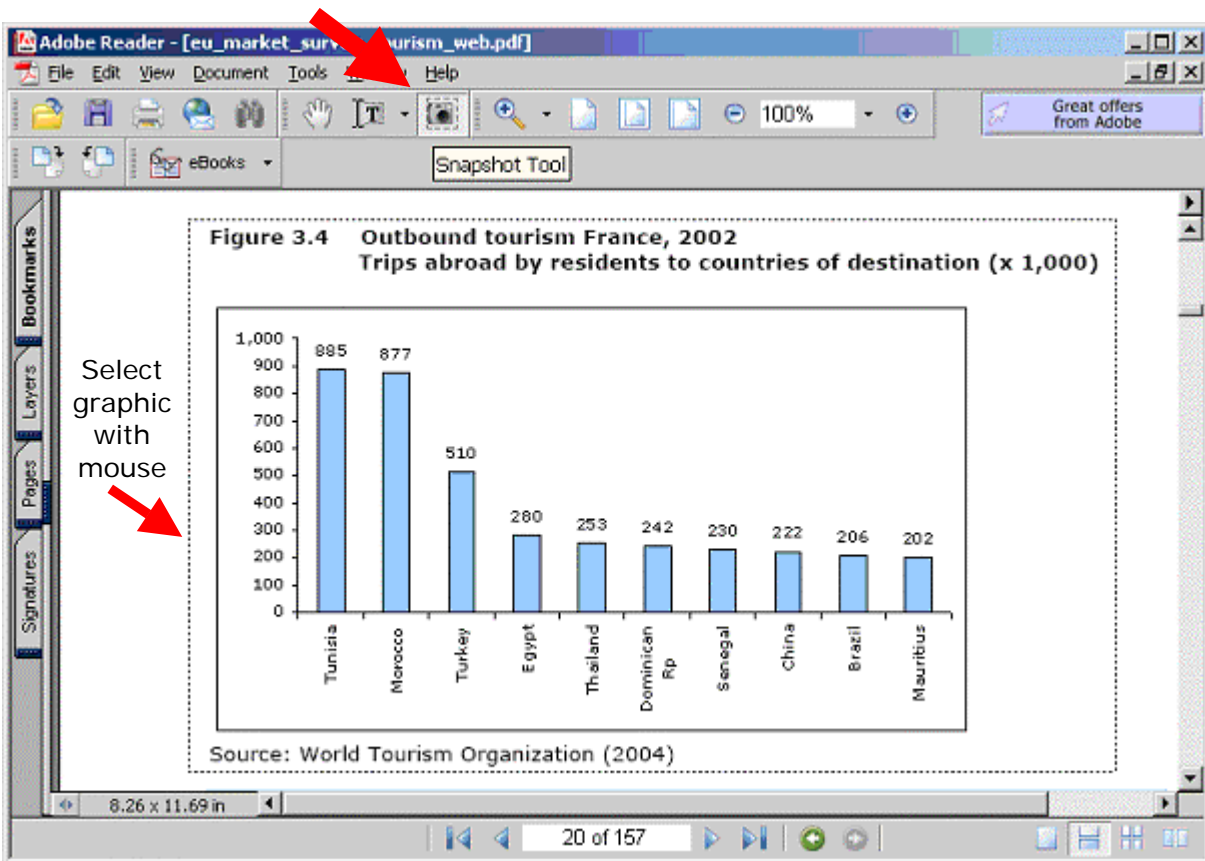


Figure 4.3 Cut & paste graphics from PDF files



To open a new window

Internet Explorer enables you to make double screens while surfing. As is indicated in figure 4.4 you go to the 'File' menu and choose 'new window'. The selected page opens in exactly the same window, and you can just see the outer edges of the previous one.

Figure 4.4 Open new window

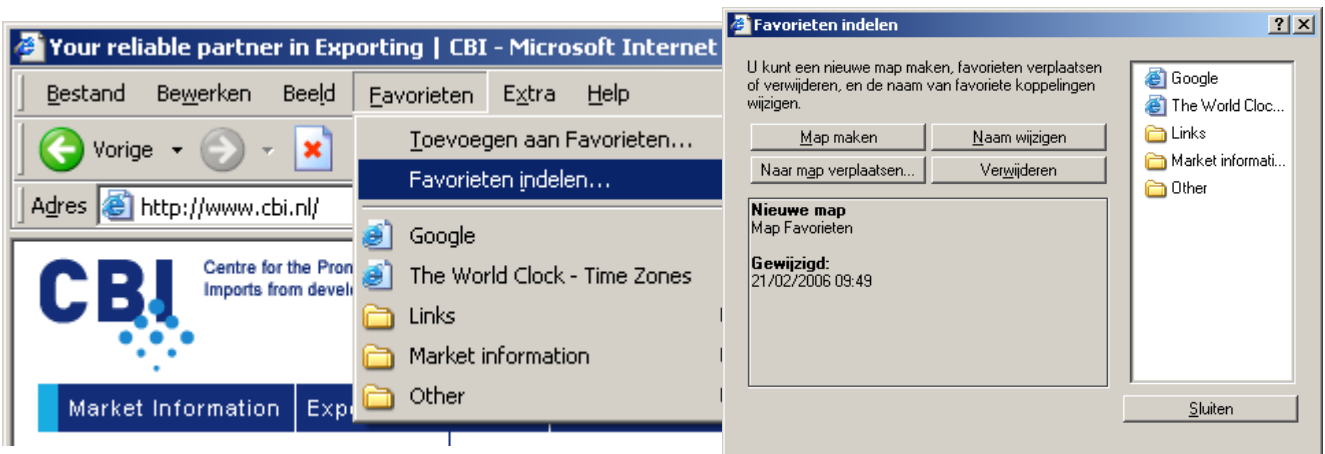


When you are examining the results of a search engine, you can click on the right mouse button and select 'open in a new window'. The selected website will open in a separate window and the results of the query remain.

4.2 Management of favorites

Internet Explorer contains a system of marking frequently visited Websites, which are known as Favorites. The settings for your Favorites are located on the main menu bar of Internet Explorer.

- 1 Select the "Favorites" sub-menu with your mouse.
- 2 Now select "Organize Favorites" from this menu. The Organize Favorites dialog box has now appeared.
- 3 From this box you can add and remove folders, sort your favorites, and do anything else needed to manage favorites. The Move button allows you to move your favorites to another directory. The Rename button will let you change the name of the Favorite you selected. The Delete button will delete the favorite you have selected.

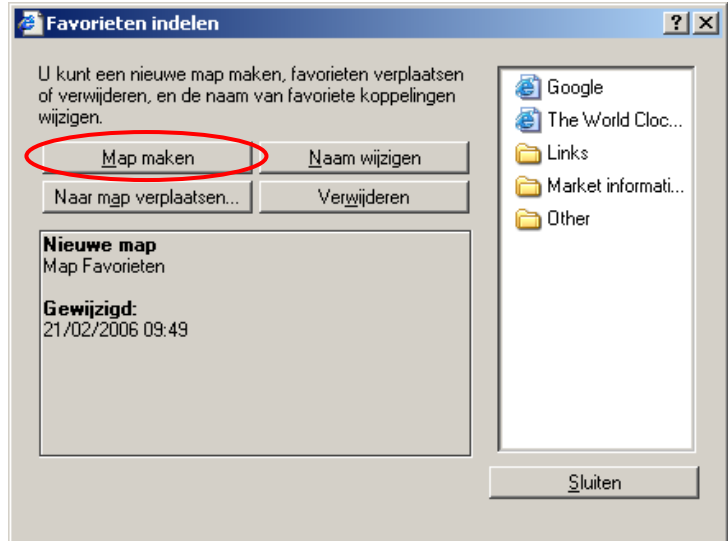


Creating a new favorites folder

1 To create a new folder for your favorites, go to the Organize Favorites dialog box again by clicking Favorites and then selecting "Organize Favorites".

2 In this box, a button is located in the upper-left hand side that will allow you to create a new folder (This button has been circled in red in the figure). Click this button and a new folder will appear.

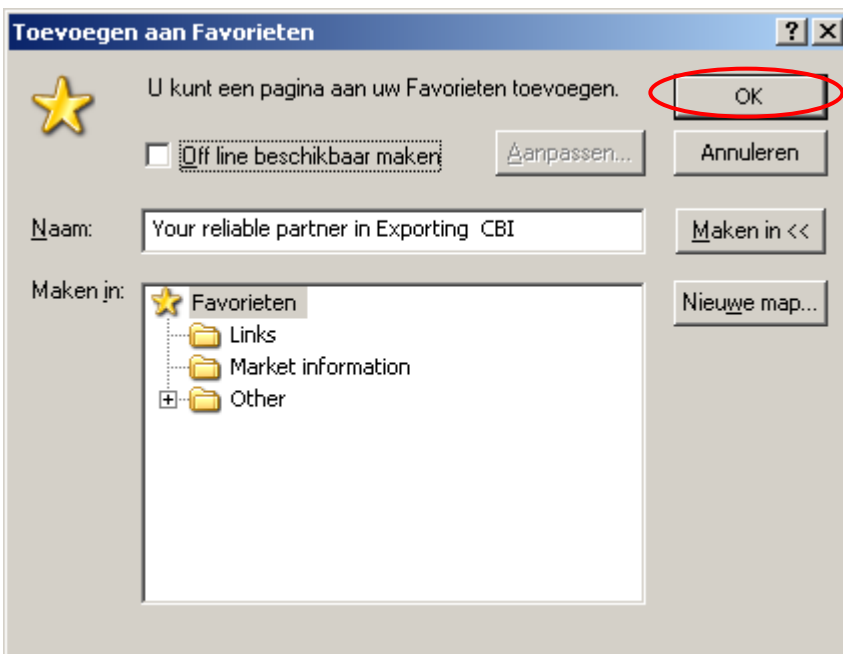
3 The default name of this folder is "New Folder". Change the name by typing a new name when the "New Folder" text is highlighted. You can always change a file or folder name by clicking on the file or folder one time. Then click the right mouse button and select Rename.



Adding to favorites

1 When you are at a Web Site that you would like to add to your Favorites, go up to the "Favorites" menu item and click on "Add To Favorites". This will bring up a dialog box in which you can change the name of the favorite.

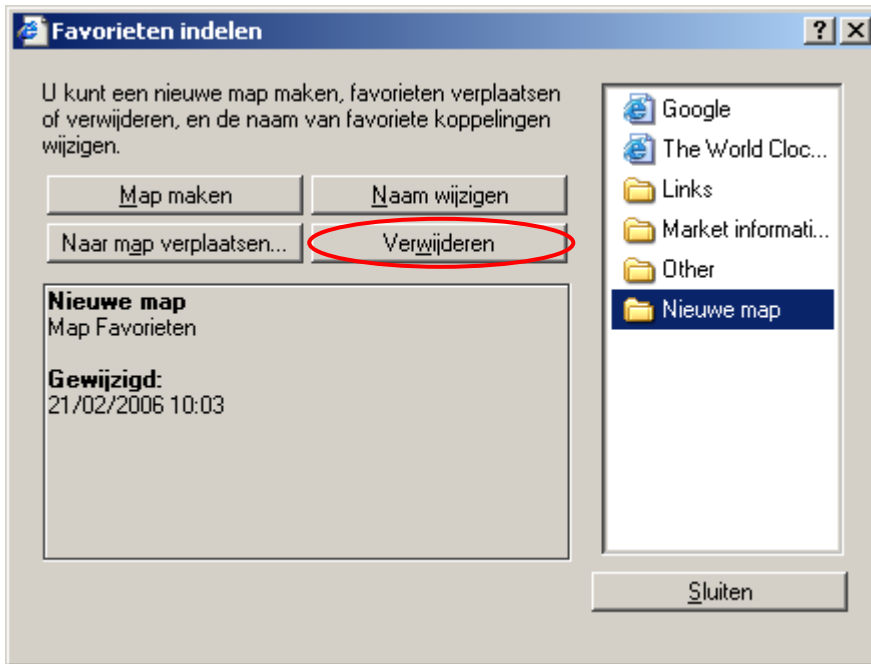
2 Click "OK" and the favorite is added to your current favorites list.



Deleting favorites

1 From the Organize Favorites dialog box, select the favorite that you wish to delete by clicking on it once. Now four buttons have lit up just below the listing of your favorites.

2 Click the Delete button and you will be asked to confirm whether or not you really want to delete. Click yes if you want to delete the Favorite you've selected.



Moving your favorites to another computer

In Internet Explorer version 6 you can use the wizard "Import and Export" which you can find in the "file- menu". With this wizard you can import/export your favorites and/or cookies step by step.

For older versions of the Internet Explorer you have to take the following steps:

1 Using your file management program (Windows Explorer, File Manager...etc), open the directory where your Internet Explorer Favorites directory is located.

2 Copy these sub-directories files to a diskette and take them to the computer on which you wish to use your favorites.

3 On that computer open up Internet Explorer and the Organize Favorites dialog box.

4 From the Organize Favorites dialog box, click on the arrow next to the "Folder" box. Scroll upward to select the drive your favorites are currently in (if it is on your diskette, make sure you select the floppy drive).

5 Click on this directory to open the file listing in the favorites box. Now your favorites can be selected from this computer!

5 USEFUL WEBSITES EUROPEAN COUNTRIES

Below you will find some useful websites and internet resources for all countries of the European Union. They are general websites, which can be used to look for country-specific information. You will find a content description and navigation tips for each website in order to guide you as comfortably as possible to the information you are looking for.

5.1 Market information European countries (general)

CBI – <http://www.cbi.nl>

The very first start for your own market research! You can choose between

- 1) 'Search CBI publications', where you'll find amongst others export manuals, fashion forecasts and the CBI News Bulletin
- 2) 'Search CBI database'. CBI's Market Information Database contains information on:
 - Market size, distribution, prices and margins
 - Market Access Requirements
 - Marketing

Whether you're looking for import, export or consumption figures, market trends, information on distribution and pricing, information on market access requirements or marketing guidelines for the product of your interest – the database has it all and more for some 35 market sectors with EU market potential. The following search options are possible:

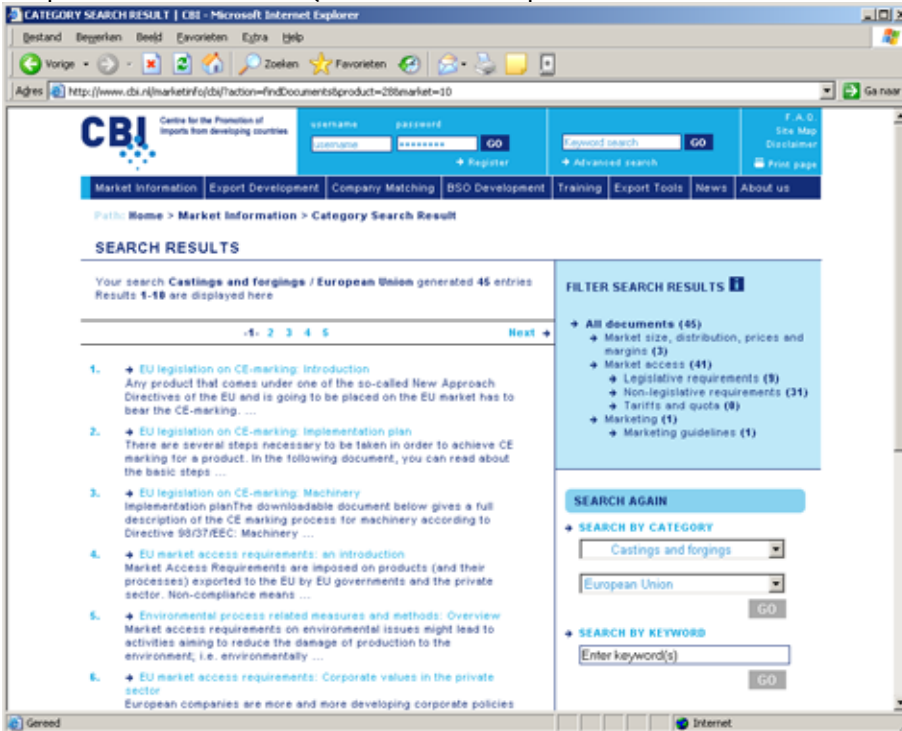
1. Category search - Search by choosing market sector and the (importing) country you are interested in. This way of searching will give a complete overview of all documents related to one market sector, and is also the most reliable way of using the database in order not to miss important information.
2. Keyword search - Search by typing in a keyword. This way you may get more specific information than the whole product group. Note however that you may also miss information relevant to your product when using this search function, as too specific a keyword may not generate any hits.
3. Large result? You can narrow down the list with search results by selecting a specific type of information (look at 'filter search results').

Example: market info for castings and forgings

Step 1: go to <http://www.cbi.nl/marketinfo/cbi/> and select your sector



Step 2: search results (select for example 'market brief steel and valve castings')



Step 3: download document in PDF

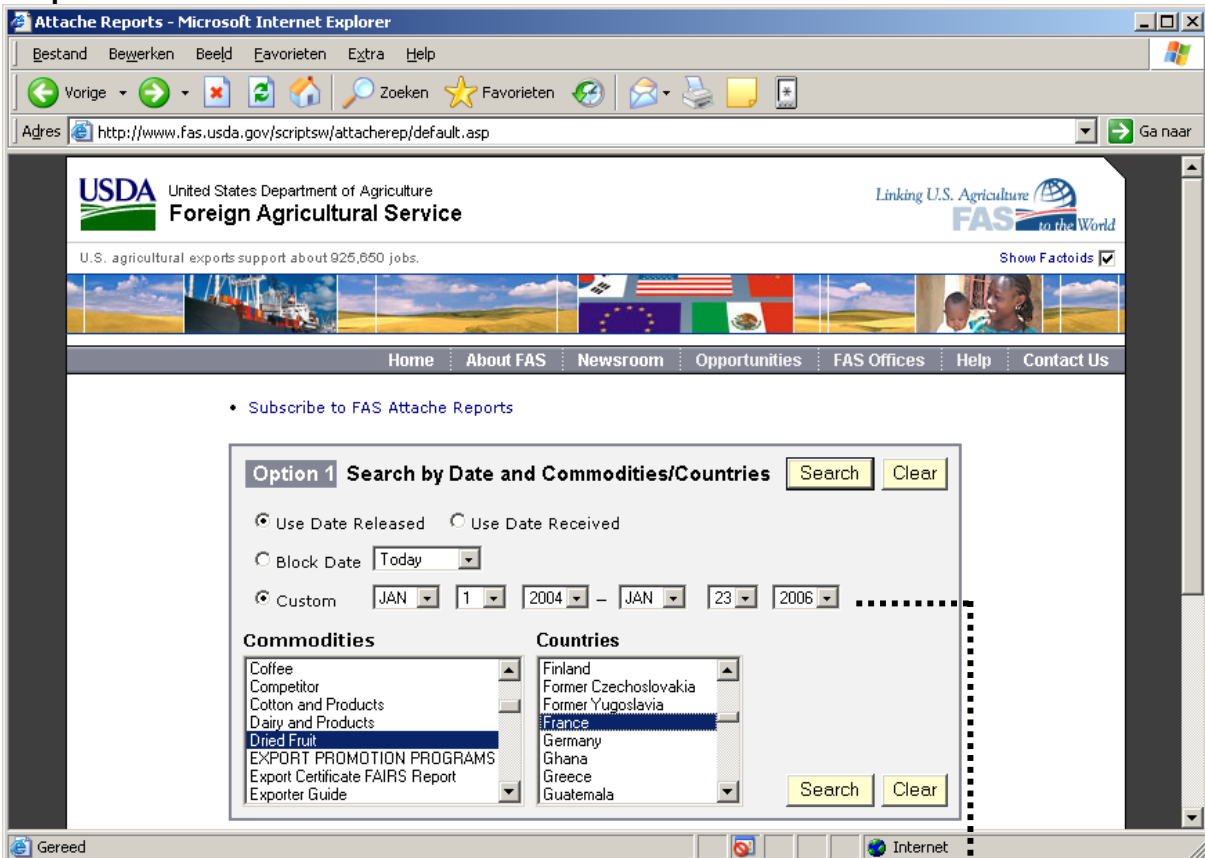


Attaché Reports - <http://www.fas.usda.gov/scriptsw/attacherep/default.asp>

- Over 20,000 market reports, product briefs and retail food sector reports.
- Topics include a.o: fresh fruits, citrus, cocoa, coffee, organic products and also Exporter Guides on EU countries.
- Choose your subject at the menu on the left-hand side, then select your country of interest on the right.
- !!Don't forget to switch back the custom date of the search engine, for example to 2004!!

Example: 'dried fruit' for 'France'.

Step 1: Choose 'Dried fruit' and 'France'

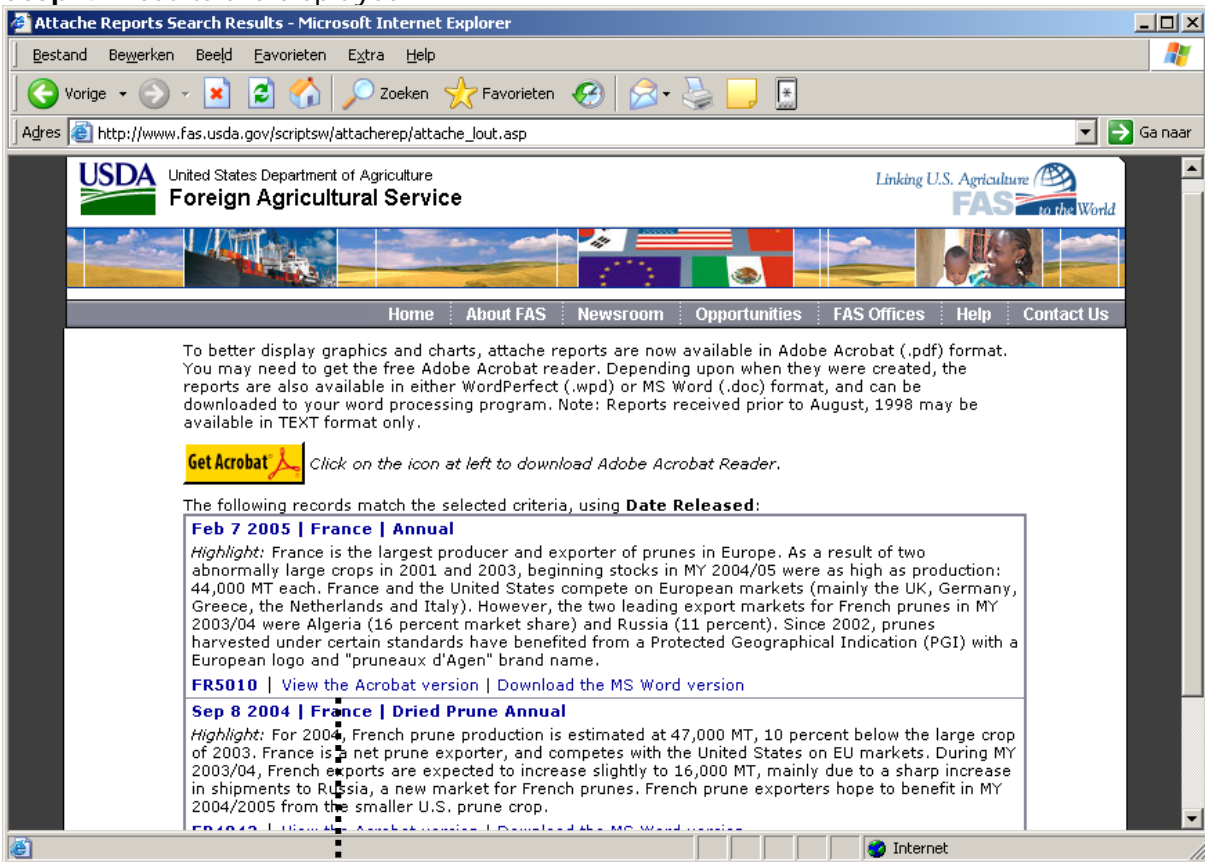


Step 2: Switch back date to 2004



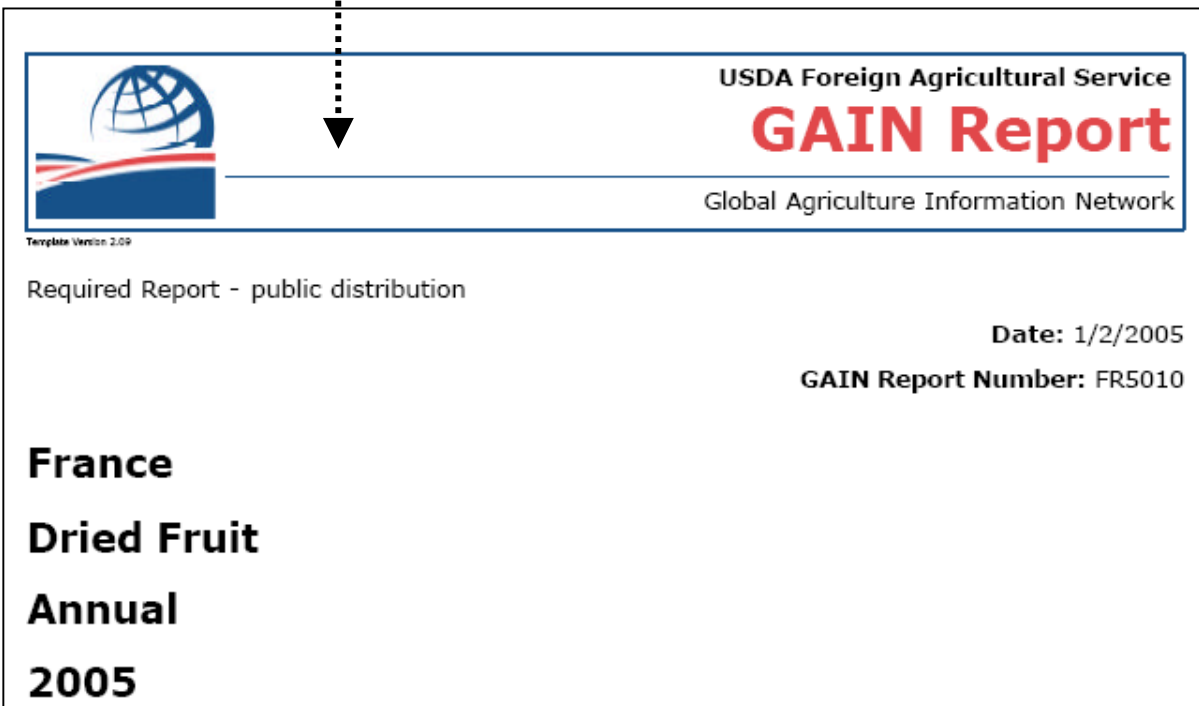
Step 3: Click on 'Search' button

Step 4: Results are displayed



Step 5: Download report:

- Choose from 'View the Acrobat version' or 'download the MS Word version'
- Then: open it!



Australian Trade Commission - <http://www.austrade.gov.au/>

- Wide range of industry- and country profiles
- Select 'for Australian exporters' and then
- 'Industry and country information'
- Then use the scroll down menu to select either an industry or country

EU helpdesk for developing countries - <http://export-help.cec.eu.int/>

Service of the European Commission to facilitate market access for DC to the EU. Topics:

- Requirements and internal taxes
- Custom documents
- Market place, links and trade Statistics

Example: imports of cut flowers by EU25 from Kenya over 2002-2004:

Step 1: select a product

- hit 'trade statistics' and then 'search'
- enter the product, e.g. 'flower'

Step 2: choose product from list with codes

Code	Product Description
0603	Cut flowers and flower buds of a kind suitable for bouquets or for ornamental purposes, fresh, dried, dyed, bleached, impregnated or otherwise prepared
5 0603	Cut flowers and flower buds of a kind suitable for bouquets or for ornamental purposes, fresh, dried, dyed, bleached, impregnated or otherwise prepared

Select code (2x)

Step 3: select other search elements from scroll down menu

Step 4: Result!

- Option: download results to your own computer by selecting 'XLS file' for example.

Results Download as **TAB** or **XLS** file

Trade Statistics (Imports)
 EUR25 / Kenya
 For commodity 0603 in Year 2002,2003,2004
 Cut flowers and flower buds of a kind suitable for bouquets or for ornamental purposes, fresh, dried, dyed, bleached, impregnated or otherwise prepared

Indicators	Import Value (1000 EURO)	Import Value (1000 EURO)	Import Value (1000 EURO)	Import Qty (1000 kg)	Import Qty (1000 kg)	Import Qty (1000 kg)
Reporters	eur25	eur25	eur25	eur25	eur25	eur25
Years	2002	2003	2004	2002	2003	2004
Partners						
Kenya	198 001.609	209 505.328	236 467.422	49 115.102	54 948.398	67 684.703

Source **Eurostat Comext** : 25/10/2005 - **Other sources**

Eurostat - <http://www.europa.eu.int/comm/eurostat>

- Statistical Office for European Community
- Imports, exports, production, macro data and more
- Data for all 15 members and new member states as well (depending on country and product)
- Main difference with EU Helpdesk: more in depth selections possible (selection of several years, products and countries at the same time)

Example: imports by EU25 of cut flowers from Colombia and Ecuador ('03-'04). Select:

- 'External trade' (main menu left side)
- 'Data' (3rd element from the left of menu in the middle)
- + 'External trade detailed data' (at the bottom)
- + 'External trade detailed data at HS4 and HS2 level'
- 'Access database'

A new screen will open, continue as follows:

- EU trade since 1995 by HS2–HS4
- New query

Then choose the elements, as shown in example below.

Step 1: Select all elements

- 1 or more EU countries, trade partners (include e.g. your country), products (use keyword), trade flow (imports or exports), year(s) and unit (value and/or volume).

Step 2: Hit 'continue' and the result appears in table below!

	PARTNER COLOMBIA		ECUADOR	
REPORTER / PERIOD	Jan. Dec. 2003	Jan. Dec. 2004	Jan. Dec. 2003	Jan. Dec. 2004
AUSTRIA	465732	436041	934303	951546
BELGIUM (and LUXBG -> 1998)	146296	102827	33910	38802
CYPRUS	-	-	-	-
CZECH REPUBLIC (CS->1992)	2754493	1686195	866516	515586
GERMANY (incl DD from 1991)	9811895	9983395	13087104	11645863
DENMARK	-	-	-	-
ESTONIA	622213	406574	105509	57039
SPAIN	12865532	11613071	8117031	9258490
FINLAND	-	-	24216	1112
FRANCE	1534070	1797089	3298917	3636600
UNITED KINGDOM	44634000	36601806	2185646	2447384
GREECE	408273	481210	363837	260328
HUNGARY	11049	61312	41732	28409
IRELAND	757850	551910	-	-
ITALY	406075	392900	6900807	6452318
LITHUANIA	24710	11544	13424	4982
LUXEMBOURG	183630	55578	166501	112671
LATVIA	207099	125440	236085	115401
MALTA	-	289	-	-
NETHERLANDS	21439141	18417041	35762818	42994210
POLAND	3605	2377	36154	5852
PORTUGAL	10542	15888	680157	691445
SWEDEN	2393877	1624765	454487	693643
SLOVENIA	615993	0	211230	1003
SLOVAKIA	784260	386113	126100	39550

FAOSTAT – Food & Agriculture organization - <http://faostat.fao.org/>

Very extensive database with focus on agriculture and horticulture:

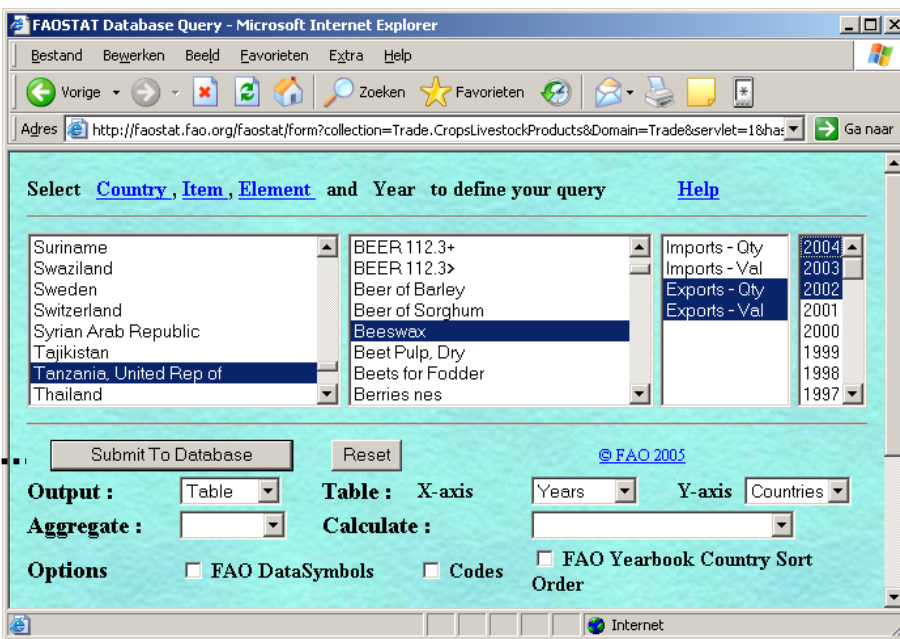
- Production data (historical series for tens of years)
- Trade / imports and exports (value and volume, also historical series)
- Very wide global coverage

Example: exports of beeswax from China, Ethiopia and Tanzania:

Step 1: select 'agriculture'

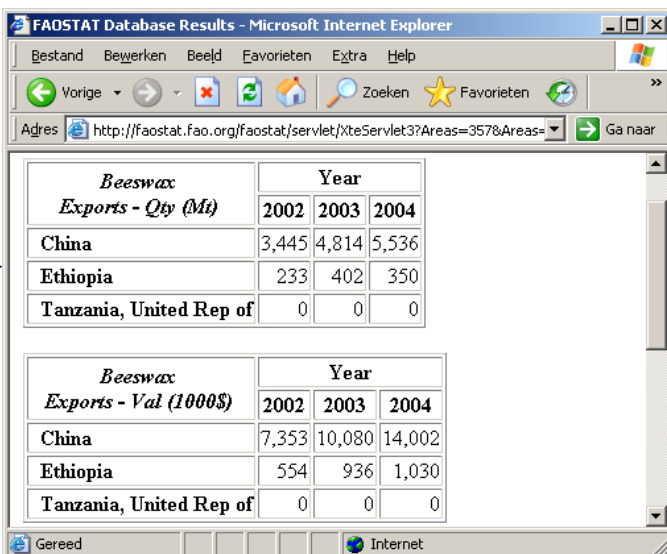
Step 2: You are in the main menu now. Select 'crops & livestock primary & processed'

Step 3: make selections, as done below.



Step 4: Submit

- Hit 'submit to database' and the results appear in your screen.
- You can download them to your computer ('click 'CSV' under the table with results)

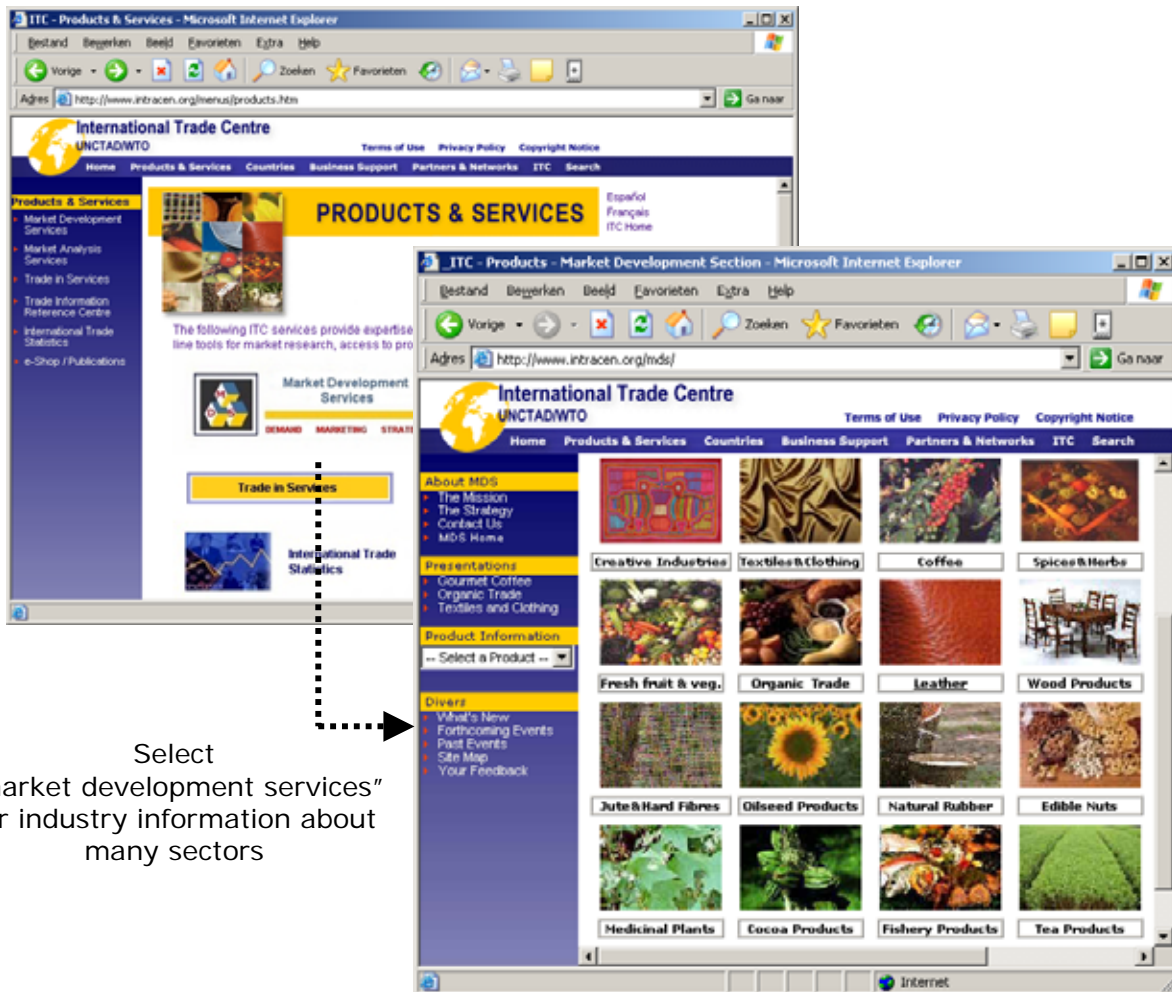


Info Export - <http://www.infoexport.gc.ca>

- Canadian Trade Promotion Organization
- Market reports and useful websites for many industries and European countries
- Most studies are for freely available
- Select English → our market reports

International Trade Centre – <http://www.intracen.org/>

- Technical cooperation agency of UNCTAD and WTO
- Product profiles, industry data by country (hit 'products and services' and then 'market development services')
- Market News Service for prices in EU market (small fee required)



P Maps – <http://www.p-maps.org>

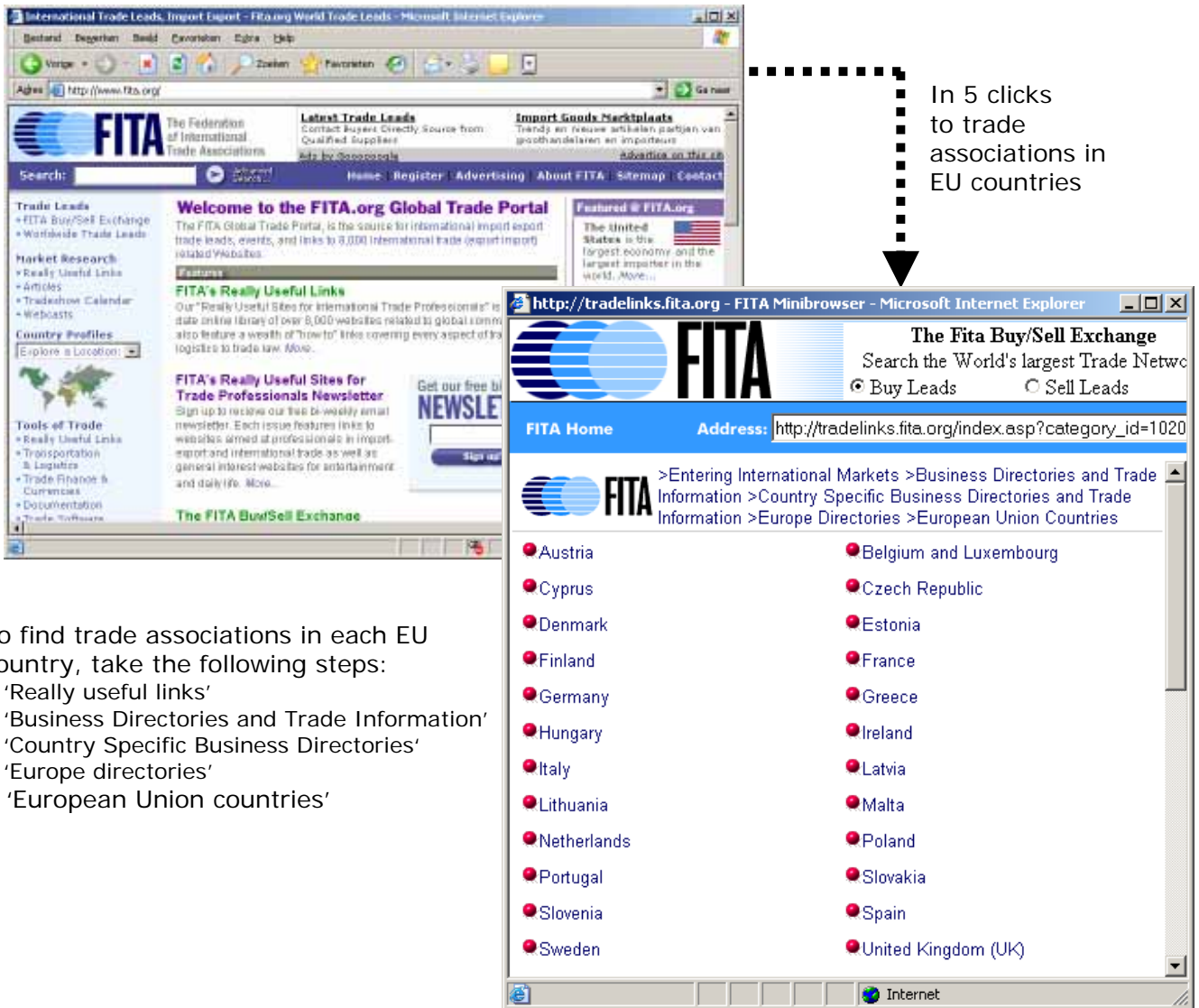
The ITC's P-Maps cover about 5,000 products classified within 72 product clusters, ranging from automotive components to fruit juice and wood products. Each portal offers extensive international trade statistics for over 180 countries and territories. They enable exporters and BSOs from developing countries to analyse trade flows from and to any country in the world. Subscription is required, the fee ranges from USD 200 for organizations in developing countries to USD 100 for organizations based in least developing countries.

SIPPO - Swiss Import Promotion Programme - <http://www.sippo.ch/>

- Trade promotion by the Swiss government
- Go to 'publications and news' and then 'publications' for Market Surveys. Available sectors:
 - Agricultural Products & Food (incl. organic!)
 - Clothing & Fashion
 - Tourism
 - Software and IT

TRADE ASSOCIATIONS IN EU

In general, industry associations or trade promotion organizations dispose of good information and information on prospects in the EU as well (via their member lists!). The best start to find those country- or industry specific directories is using <http://www.fita.org> (refer section 2.2.2).



- To find trade associations in each EU country, take the following steps:
- 1 'Really useful links'
 - 2 'Business Directories and Trade Information'
 - 3 'Country Specific Business Directories'
 - 4 'Europe directories'
 - 5 'European Union countries'

Additionally, there are some country specific sources to find good associations. Some examples in English language are:

Germany - <http://www.verbandsforum.de/>

Look for German industry associations. Use German keywords by translating it with <http://babelfish.altavista.com>.

Italy - <http://www.italtrade.com/countries/links/links3.htm>

Industry associations and organizations in Italy.

UK - <http://www.taforum.org/>

Select the 'TAF Directory' to find a trade association, guild or federation by industry name or organisation name.

5.2 EU country information

Governments on the WWW - <http://www.gksoft.com/govt>

Comprehensive database of governmental institutions on the World Wide Web:

- ministries
- embassies
- central banks
- multi-governmental institutions

Use these resources to find information yourself or send your specific request by e-mail to these institutions. Introduce yourself, ask one or two questions and leave your address details.

International Chamber of Commerce – <http://www.iccwbo.org/>

- Worldwide directory of chambers of commerce.
- Select 'ICC Worldwide'

World Factbook – <http://www.odci.gov/cia/publications/factbook/index.html>

Recent country information reports: politics, economy, geography and country map.

5.3 Trade fairs

AUMA – Association of German trade fair industry – <http://www.auma.de>

- Extensive database with information on various exhibitions in Europe
- Detailed background information and statistics
- Select 'English' and then 'worldwide'.
- Within the database, select
 - The years (e.g. 2006 and 2007)
 - Keywords (e.g. fish)
 - Continents/countries (e.g. Europe)

International trade fair abroad held by German organizer **GTQ**

Year: 2004 ▲ 2005 ▲ 2006 ▼ 2007 ▼ Month: January ▲ February ▲ March ▼ April ▼

Title: [search help](#)

Organiser:

Keywords leading to the industry: Fire Protection (72) Firefighting (72) **Fish (24)** Flax Growing (49) Fleece Technology (67)

City: 's Hertogenbosch ▲ Aachen ▲ Aalen ▲ Aberdeen ▼ Abu Dhabi ▼

Continents/Countries: Europe ▲ Africa ▲ North America ▲ Latin America ▼ Asia ▼

Industry sectors 01...99: 01: General Trade Fairs for Capital and Consumer Goods 02: Trade Fairs for Capital Goods 03: Trade Fairs for Consumer Goods 04: General Consumer Exhibitions 05: Ophthalmic Optics

sorted: chronologically geographically

5.4 Finding prospects in the EU

First of all, have a look at relevant trade associations of your specific product (please refer to the end of section 5.1 of this Manual). Most of them will, generally spoken, have member lists available. These reveal detailed information on e.g. name, address, activity and products they offer. Next to that, websites of trade fairs give good company data. Finally, below follow some company databases, which can also be used to retrieve some companies within your specific sector. Be aware: composing long lists with prospects is a time consuming process! Take your time and make yourselves acquainted with the websites and databases concerned.

Europages - <http://www.europages.com/>

- Search for business contacts such as importers and wholesalers in Europe
- Selection criteria:
 - EU country
 - Region / province within EU country
 - Type of activity (manufacturer/distributors/retailers) and/or
 - Workforce size

Example

Imagine you are looking for distributors of games and toys in the counties North Rhine and Westphalia in Germany with a workforce smaller than 200 persons. The following steps are taken:

Step 1 Search for toys - type a keyword, e.g. 'toys'

DIRECTORY BUSINESS CLASSIFIEDS PUBLIC PROCUREMENT MY ACCOUNT

Search for details (telephone, fax, email contact, address) of a product supplier or a service provider in Europe.

▶ Search for a product or a service

▶ Search for the name of a company

▶ Search by business sector

[See animated presentation](#) [Advertise in EUROPAGES](#)

Step 2 Click on 'Also search according to type of activity or size of company' (at bottom of page)

DIRECTORY BUSINESS CLASSIFIEDS PUBLIC PROCUREMENT MY ACCOUNT

Search on: **toys** [New search](#)

ALL THE RESULTS

Advertisement containing the word(s): **toys** Games and **toys**

Wooden toys Plastic - **toy** industry products

Toys, electric

See also

Plastics - industrial products

Also search according to type of activity or size of company

Step 3 Search in more detail

Select items:

- Product (games and toys)
- Activity (distributors and exclusive distributors)
- Workforce (1-10 + 11-50 + 51-100 + 101-200)
- Hit 'OK'

The screenshot shows the CBI search interface with the following elements:

- Navigation tabs:** DIRECTORY (highlighted), BUSINESS CLASSIFIEDS, PUBLIC PROCUREMENT, MY ACCOUNT.
- Search bar:** Search on: **toys** (with a 'New search' link).
- Section:** ALL THE RESULTS
- Filters:**
 - Advertisement containing the word(s): **toys** (checkbox)
 - Wooden **toys** (checkbox)
 - Toys**, electric (checkbox)
 - Games and **toys** (checkbox, checked)
 - Plastic - **toy** industry products (checkbox)
 - Plastics - industrial products (checkbox)
- See also:** Plastics - industrial products (checkbox)
- Type of Activity (Optional):**
 - Manufacturers (checkbox)
 - Distributors (checkbox, checked)
 - Exclusive Distributors (checkbox, checked)
 - Services (checkbox)
 - Retailers (checkbox)
- Workforce (Optional):**
 - 1-10 (checkbox, checked)
 - 11-50 (checkbox, checked)
 - 51 - 100 (checkbox, checked)
 - 101 - 200 (checkbox, checked)
 - 201 - 500 (checkbox)
 - > 500 (checkbox)
- Buttons:** Multiple 'OK' buttons are present next to the filter options.

Step 5 Select the country of your interest

- All distributors within the EU that fit in your chosen profile are displayed. Now, individual EU countries can be selected in order to downsize the number of companies.
- Select a country at the right of your screen.

The screenshot shows the 'DIRECTORY' tab selected. The search results are for 'toys' and show 453 companies. A sidebar on the right titled 'Select by country' lists various European countries. 'Germany' is highlighted in red. The main content area shows three company listings: 'LE COMPTOIR DES JEUX' (Games and toys), 'ADM' (Games and toys), and 'A IN CAR' (Gambling machines). A dashed arrow points from the 'Germany' selection in the sidebar to the 'ADM' listing.

Step 6 Select the provinces (s) of the EU-country

- It is even possible to select by province of the EU-country of your choice.
- Select a province at the right of your screen.

The screenshot shows the 'DIRECTORY' tab selected. The search results are for 'toys' and show 48 companies. A sidebar on the right titled 'Select by region' lists various German regions. '+ Bonn, Düsseldorf / North Rhine and Westphalia' is highlighted in red. The main content area shows two company listings: 'A.C.S. AUTOMATEN HANDEL SERVICE GMBH' (Gambling machines) and 'AMIGO SPIEL + FREIZEIT GMBH' (Games and toys). A dashed arrow points from the selected region in the sidebar to the 'A.C.S. AUTOMATEN HANDEL SERVICE GMBH' listing.

Kellysearch – <http://www.kellysearch.com>

- Business database
- Look for distributors, manufacturers and other companies in EU
- Focus on UK, Germany and the Netherlands

Kompass - <http://www.kompass.com>

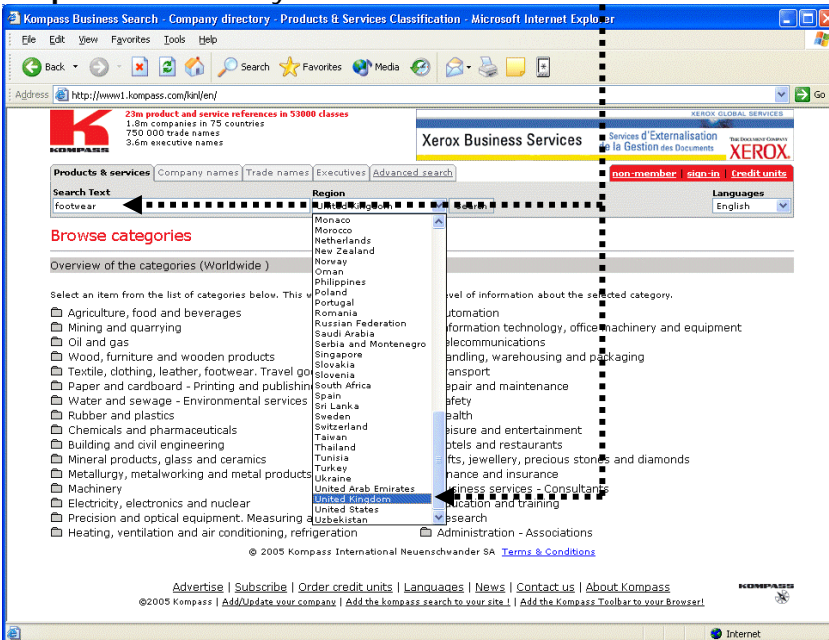
- Worldwide business directory, compose your own longlist with prospects.
- Use the simple search method, which is for free.

The advanced search method is only available for registered users. This advanced search method gives you the following extra options: selecting the region, type of activity, kompasscode, workforce and turnover.

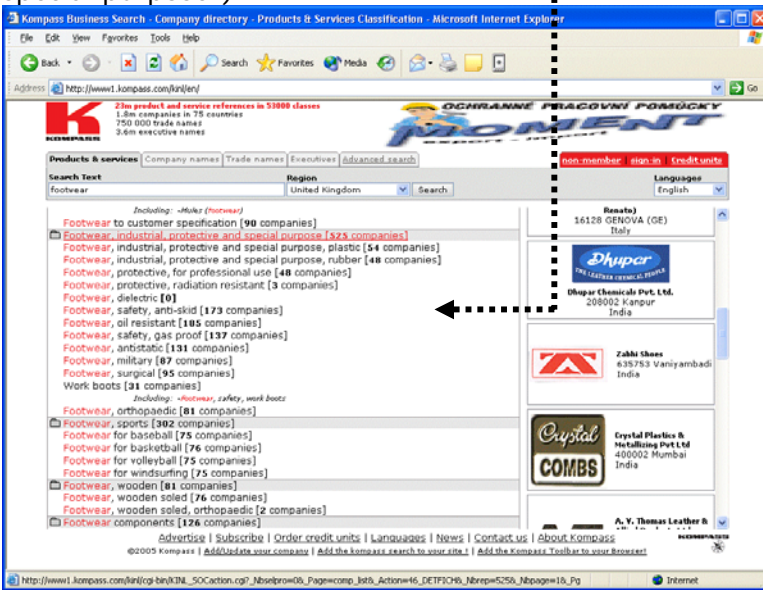
Example

Find business contacts in the protective footwear industry in the United Kingdom.

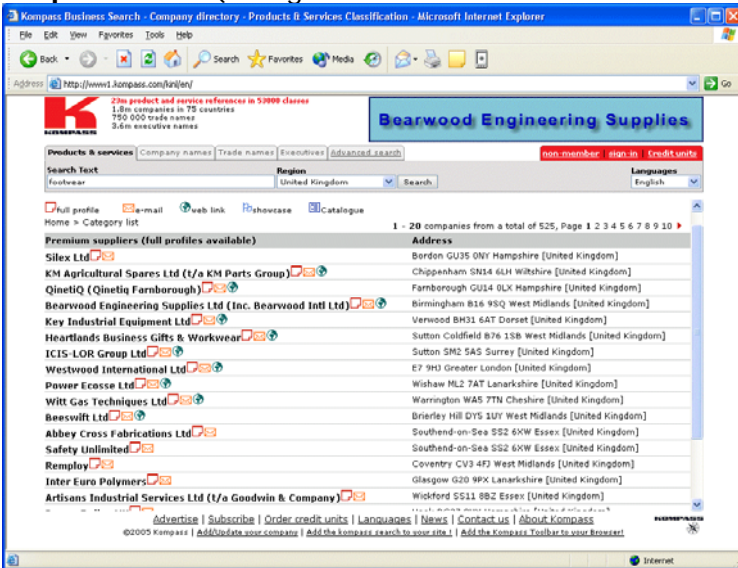
Step 1 Fill in the keyword “footwear” and select the United Kingdom



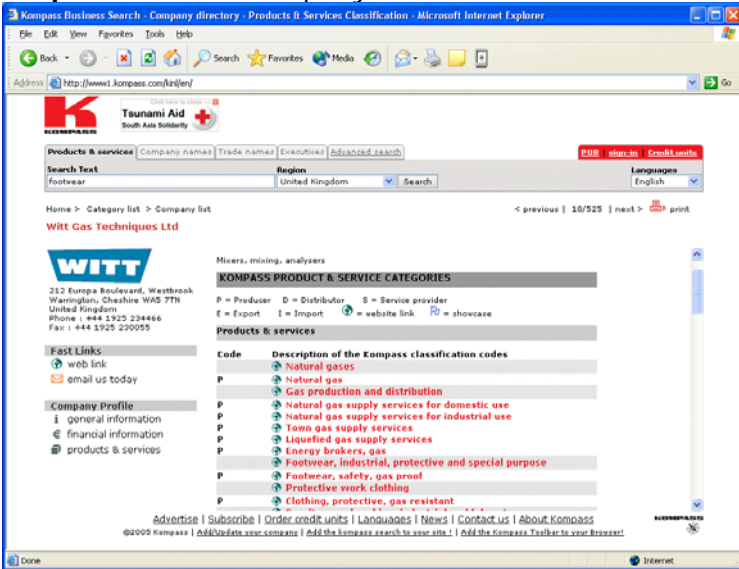
Step 2 Select the products of your interest (for example: "Footwear, industrial, protective and special purpose")



Step 3 Results (unregistered users can't see all the results)



Step 4 Click on a company name for more information



Thomas Global Register Europe – <http://www.trem.biz>

- Database with European companies (focus industrial product)
- Search for over 210,000 industrial suppliers from 21 countries (also USA)

Wer Liefert Was – <http://www.wlwoonline.de>

- Supplier Search Engine for the business-to-business sector
- First choose the country (Germany is default, otherwise choose between Austria, Switzerland, UK or 'other countries' which include Czech Republic, Slovakia Croatia and the Netherlands)
- Then type keyword and search.

5.5 Market Access Requirements

CBI - CBI's Market Information Database on <http://www.cbi.nl/marketinfo>

Contains information on:

- Market size, distribution, prices and margins
- **Market Access Requirements**
- Marketing

Market Access Requirements are divided into two categories:

- 1) Legislative** Market Access Requirements, which form an important part of the Market Access Requirements exporters face when exporting their products to the EU. CBI's Market Information Database presents legislation relevant for producers of any of the products that fall within the CBI product scope.
- 2) Non-legislative** Market Access Requirements, which are all requirements which EU importers may have for their suppliers, or which may offer exporters a competitive advantage when marketing their products in the EU.

The Market Access Requirements, which are demanded by either EU governments or private sector parties, are based on consumer health, product safety, environmental, social and quality concerns.

CBI's information on Market Access Requirements is specially developed for exporters and business support organisations in developing countries. It includes all relevant information on

requirements exporters have to meet if they want to export successfully to EU markets. Free of charge. So exporters know in advance exactly what customers, trading partners and governments expect of them. This saves them hours of searching on the internet or in libraries.

EU helpdesk for developing countries - <http://export-help.cec.eu.int/>

- Import tariffs and duties.
- Go to 'import tariffs and then select HS code or product name (refer to example on page 31 for methods on selecting a product)

World Customs Organization - <http://www.wcoomd.org/ie/En/en.html>

- Links to customs websites worldwide
- Select 'Customs websites'.

5.6 Tradeleads and marketplaces

Alibaba – <http://www.alibaba.com>

Search for trade leads for your own product.

Emarket services – <http://www.emarketservices.com>

- Overview of electronic marketplaces, ranked by industry.
- Read more about pros and cons of e-commerce
- Select 'E-market directory' and then the sector of your choice
- Read more about each marketplace by selecting it. You will find more information about products covered, examples of companies active on the marketplace and also the geographical scope.

5.7 Daily practice

Below you will find some very useful websites that can be used in daily practice.

Ad 1) Translating

You can both translate texts or entire websites from and to a large number of languages. You can do this through, among others:

<http://babelfish.altavista.com/> (see example below)

<http://www.tranexp.com:2000/InterTran>

<http://dict.leo.org>

<http://europa.eu.int/eurodicautom/login.jsp>

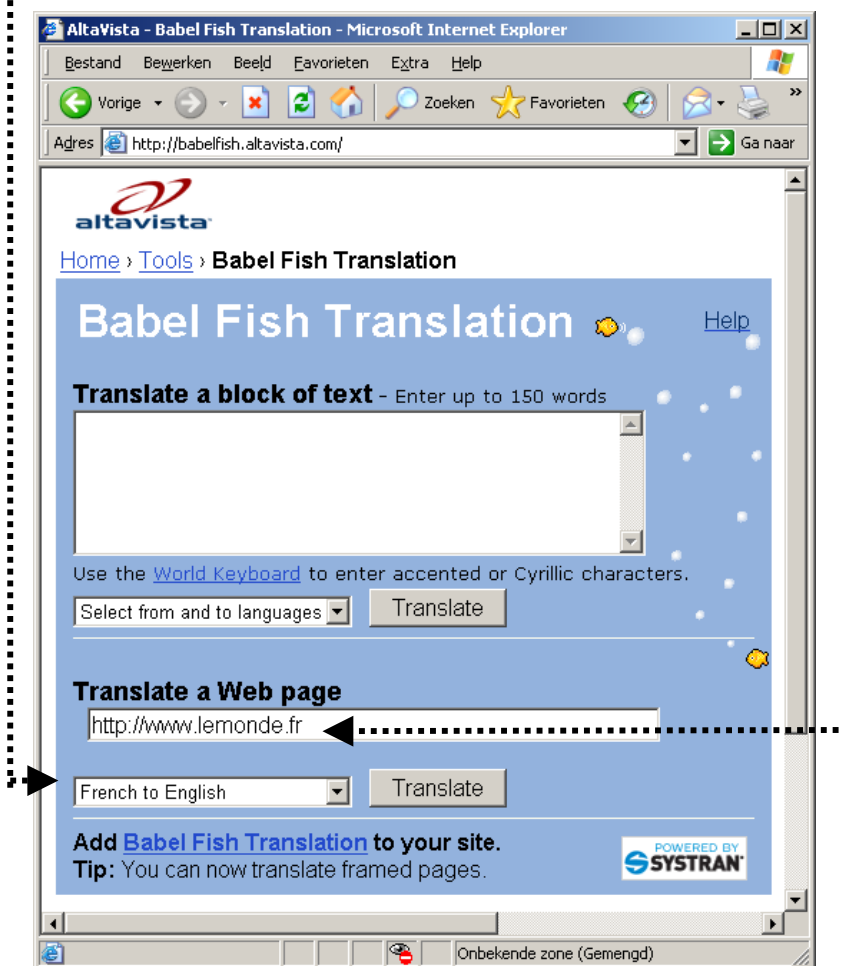
<http://www.freetranslation.com/>

Example: Translating <http://www.lemonde.fr> from French to English (next page)

Step 1: Go to <http://babelfish.altavista.com/>

Step 2: Select

- fill out web address to translate
- select source- and destination languages (French to English)



Step 3: Click on translate!

Ad 2) Exchange rates

Oanda - <http://www.oanda.com/>

- Exchange rates for all global currencies
- Choose 'FX history' for historical currency exchange rates

Universal Currency Converter™ - <http://www.xe.com/ucc>

Converting all international currencies.

Ad 3) Weather forecasts all countries

Weather – www.weather.com

Weather forecasts for all countries in the world, accurate until city level. Forecasts until 10 days ahead.