



SCOTLAND'S GLOBAL CONNECTIONS SURVEY 2018 – GUIDANCE NOTES

Purpose of the survey

Scotland's Global Connections Survey is the only international trade survey covering the whole economy in Scotland and is undertaken in partnership with Scottish Development International, Scottish Enterprise, and Highlands & Islands Enterprise. It covers companies with economic activity in Scotland, regardless of the location of the HQ.

Please note, exports include goods and services (see Notes on Q5 and Q6). We are interested in exports from Scotland to the rest of the UK, as well as outside the UK.

Even if you do not export or have no international connections, this information is still valuable.

Results from the survey provide a reliable indication of trends in sales both within Scotland and also those sales to markets outside Scotland and is an essential part of estimating the size of Scotland's economy. They also provide a useful basis for enabling Scottish Development International, Scottish Enterprise and Highlands & Islands Enterprise to assess the effectiveness of programmes aimed at assisting companies with their export and trade activities.

Please help us support businesses in Scotland by providing information on your business.

Confidentiality of data

The information you provide may be shared with Scottish Development International, Scottish Enterprise, Highlands & Islands Enterprise and selected approved researchers, who will treat your data in strict confidence and not disclose information to any other third parties.

Company specific details and any data from which it might be possible to identify individual companies will not be published.

General guidance notes for questionnaire completion

Please complete as much of the questionnaire as possible before returning it in the pre-paid envelope provided.

Sales and exports information provided should relate solely to the economic activity of the Scottish branch(es)/operation(s) of your company. If your company has multiple Scottish branches/operations then the information provided should relate to all those who report to you.

We are interested in all types of organisations including those termed companies, businesses, firms, practices, partnerships, farms, small holdings etc. and all sizes of organisations including sole traders and smaller family run concerns.

Where the exact information is not readily available, please provide your best estimate(s). Where an answer is 0, please indicate this and do not leave the box blank. Please enter all monetary values in £thousands and excluding VAT (eg: for sales of £150,000 please enter **150**).

For further queries: email exports.statistics@gov.scot or call our helpline on 0300 244 6803 between 10am and 4pm.

Guidance notes for specific questions

Q2 If your company is based in Scotland or if the company is based elsewhere but has administrative offices with decision-making autonomy relating to the Scottish operations then please tick the Scotland box. Otherwise, please tick 'Other' and specify where your company HQ is based.

Q5 Services sales and sales of intangible products. This should include receipts for the right to use franchises, copyrights, licences, patents, processes, techniques, designs, manufacturing rights, trademarks etc, (unless they have already been included in the contract price of goods) and royalties on printed matter and recordings.

Figures should be given gross of indirect taxes, duties and levies (except VAT) invoiced to customers.

Where sales involve a combination of goods and services that cannot be separately valued, please classify as either goods or services based on the majority of the value. If you have no information to provide goods and services separately, please provide a total sales figure only.

Q5a This question is only applicable if your company has branches outside Scotland. Please leave this question blank if you are unsure.

Q6 Customers based in the rest of the UK are those that are not normally resident in Scotland. Direct transactions with companies and individuals in the rest of the UK, or sales to residents of another part of the UK while they are visiting Scotland are both counted. If you do not know exactly what proportion of your custom came from the rest of the UK please provide your best estimate. Exports to the UK continental shelf should be treated as exports to the rest of the UK as this survey relates to onshore activities.

If you cannot provide a breakdown of goods and services separately please provide a total sales breakdown.

Customers based outside the UK are those that are not normally resident in the UK. So, for example, a resident of the USA visiting Scotland and using services would be considered as a customer based outside the UK. As far as possible please allocate sales of goods based on the delivery address, not invoice address if different.

EU includes Republic of Ireland, and countries that joined the EU in 2004, 2007 and 2013 – see overleaf for the full list of EU members.

Q6a If your company has sales to the rest of the UK, please provide a breakdown as a percentage split. This should relate to your total sales of goods and services to the rest of the UK. If you do not know exactly what proportion of your rest of the UK sales went to each part of the UK, please provide your best estimate.

Q7 If you answered that you have customers based outside the UK, you should answer this question. Sales to these customers are counted as exports. Please specify the destination country. Percentage is of total sales given in Q5.

EXPORTS OF GOODS: the value of sales of products where the first destination is outwith the UK regardless of where it leaves the UK.

EXPORTS OF SERVICE: the provision of services to customers not resident in the UK.

Sales of goods or services to temporary visitors to Scotland should be included as exports. This includes, for example, all purchases made by tourists in shops, bars, restaurants, hotels, leisure facilities etc., fees received from overseas based students and charges to non-residents for other services such as transport, medical and dental fees, hairdressing etc. Where exact amounts are not available, your best estimates would be appreciated.

Q9 World Aid Funded Business includes opportunities offered by the various multilateral development agencies including the World Bank Group, European Commission, United Nations agencies and various regional development banks, also known as aid-funding agencies.

Q12 The following descriptions cover the types of overseas relationships/operations we are interested in:

Subsidiary: wholly or partly owned by a parent company, i.e. the parent company would hold a controlling interest (i.e. more than 50% of the stock, shares or other equity).

Sales office: the work address of the representative or agent.

Joint venture: the establishment of a new independent enterprise, with or without equity share. Typically a joint venture has its own distinct identity and separate operation procedures. Strategic Alliances and Franchises should be included in this category.

Other: for example: technology licensing (a contract between independent firms to transfer novel technologies, rights or resources); R&D Alliances (agreements to undertake specific tasks which are generally terminated at the completion of these tasks); Outsourcing (generally involves a firm(s) agreeing that other firm(s) should carry out the production of its innovative goods or services); Value Chain Partnerships (are generally long-term contracts, transfer of skills, managerial techniques and joint R&D).

CONTINUED OVERLEAF

Service sectors – notes on definitions of sales and exports

Construction services: are included in exports if they relate to overseas contracts of less than one year which are managed from Scotland and where the employees carrying out the contract are normally based in Scotland.

Education: Sales by educational institutions refers to income generated from fees, and any income generated from patents, research, copyrights, examinations etc. It should exclude the value of Government grants. Exports of education are fees from overseas students and any other income from outside the UK.

Financial Services: Sales of bank and building society services are defined as net interest received plus charges (including all commissions and fees) and earnings on foreign exchange transactions. Fund management companies should count fees generated through investment management fees and fees generated from advisory and other related functions. Exports are fees from outwith the UK and are net of foreign expenses. Securities dealers should provide spread earnings (dealing profits less holding gains), with earnings from overseas being counted as exports. Insurance sales relate to insurance service charges i.e. premiums minus claims, for direct insurance such as health, property and transport insurance; exports of these refer to the relevant balances with overseas customers. Life insurance sales cover the underwriting services associated with long-term policies, and pension fund services include the service charges associated with pension schemes.

Health and Personal Services: Provision of services such as health, dental or optician treatment, hairdressing, beauty and spa treatments etc. to non-residents count as exports of these services. Total sales include all fees received for provision of treatment. Only private fees and not resources provided by the NHS should be included.

Hotels, restaurants and catering: it would be most helpful if you could estimate the percentage of your sales that come from customers who live outwith Scotland in question 6 if possible, even if you cannot supply the detailed information in question 7.

Oil and Gas: the value of sales of crude petroleum and natural gas should NOT be included on this return as these are classified as sales from the UK as a whole under National Accounting principles. The value of sales of service activities incidental to oil and gas extraction such as test drilling, test hole boring, pumping of wells, cementing of oil and gas well casing etc. should be included.

Retail: Exports from retail include all sales to tourists and other visitors to Scotland, as well as online sales, shipped products and sales with reclaimable VAT. Although it may not be possible to identify all of these precisely, your best estimate of the percentage of sales to each area would be appreciated. Even if you cannot complete question 7, it would be most helpful if you could complete questions 5 and 6.

Transport Services: Where your business provides transport of freight, the charges for these services are considered as your sales (the value of freight should not be included). If you are transporting exports from the UK to overseas, the money earned from this service is considered as an export. Likewise, if you are transporting goods from Scotland to the rest of the UK, this counts as a sale of your service to the rest of the UK. Passenger transport services covers revenue from passenger tickets and expenditure in transit, and purchases of these by non-residents are exports. Please estimate these as best you can. Also included are transport charters with crew to non-residents. All payments received by Scottish airports, port authorities and other service companies from overseas airlines, ships or others are counted as exports. Rental of cars and other transport equipment to non-residents are exports.

Q13 Under the principles of the National Statistics Code of Practice, which is a statutory requirement covering all UK bodies that are responsible for official statistics, we have a duty to balance the needs of the users against the burden on providers. Principle 6 of the Code of Practice states the cost of complying with statistical surveys will be planned, managed and reported. More information can be obtained from the following link:-
<http://www.statisticsauthority.gov.uk/assessment/code-of-practice/index.html>

Given the diversity of businesses, the completion time and hence costs of this Survey will vary depending on whether your organisation exports or not. However, we have a duty to report on respondent burden, and this question is an attempt to measure this burden.

Countries by region

The following list shows which countries belong to each regional grouping for questions 2, 7, 11 and 12.

Rest of UK

England
Wales
Northern Ireland
UK Continental Shelf

Rest of EU

Austria
Belgium
Bulgaria
Croatia
Cyprus
Czech Republic
Denmark
Ireland
Estonia
Finland
France
Germany
Greece
Hungary
Italy
Latvia
Lithuania
Luxembourg
Malta
Netherlands
Poland
Portugal
Romania
Slovakia
Slovenia
Spain
Sweden

Rest of World

Rest of Europe

Albania
Andorra
Armenia
Azerbaijan
Belarus
Bosnia and Herzegovina
Channel Islands
Faroe Islands
Georgia
Gibraltar
Iceland
Isle of Man
Kosovo
Liechtenstein
Macedonia
Moldova
Monaco
Montenegro
Norway
Russia
San Marino
Serbia
Switzerland
Turkey
Ukraine
Vatican City

North America

Canada
Greenland
United States
Central/South America
Argentina
Brazil
Caribbean Islands (1)
Chile
Colombia
Mexico
Peru
Uruguay
Venezuela
Other Central America (2)
Other South America (3)

Middle East

Bahrain
Egypt
Iran
Iraq
Israel
Jordan
Kuwait
Lebanon
Libya
Oman
Qatar
Saudi Arabia
Sudan
Syria
United Arab Emirates
Yemen
Other Middle East

Africa

Algeria
Angola
Botswana
Equatorial Guinea
Ghana
Kenya
Malawi
Mauritius
Morocco
Nigeria
South Africa
Tunisia
Zimbabwe
Other Africa (6)

Asia

Bangladesh
Brunei
China
Hong Kong
India
Indonesia
Japan
Kazakhstan
Malaysia
Pakistan
Philippines
Singapore
South Korea
Sri Lanka
Taiwan
Thailand
Vietnam
Other Central Asia (7)
Other South Asia (8)
Other Southeast Asia (9)

Australasia

Australia
New Zealand
Pacific Islands (4)

1. Incl Anguilla, Antigua & Barbuda, Aruba, Bahamas, Barbados, Bermuda, Caymans, Cuba, Dominica, Dominican Rep., Dutch Antilles, Grenada, Haiti, Jamaica, Montserrat, St Kitts & Nevis, St Lucia, St Vincent & Grenadines, Trinidad & Tobago, Turks & Caicos, Virgin Is., West Indies

2. Belize, Costa Rica, El Salvador, Guatemala, Honduras, Panama, Nicaragua, Panama

3. Bolivia, Ecuador, Falklands, French Guiana, Guyana, Paraguay, Suriname

4. Incl. Fiji, Tonga, Samoa, New Caledonia, Cook Islands, Vanuatu, Papua New Guinea etc.

5. Abu Dhabi, Dubai, Fujairah, Sharjah, Ajman, Umm Al-Qaiwain, Ras Al-Khaimah

6. Benin, Burkina Faso, Burundi, Cameroon, Cape Verde Islands, Central African Rep, Ceuta, Chad, Comoros, Congo, Dem Rep Congo, Djibouti, Eritrea, Ethiopia, Gabon, Gambia, Guinea, Guinea-Bissau, Ivory Coast, Lesotho, Liberia, Madagascar, Mali, Mauritania, Mayotte, Melilla, Mozambique, Namibia, Niger, Rwanda, Sao Tome and Principe, Senegal, Seychelles, Sierra Leone, Somalia, St Helena, South Sudan, Swaziland, Tanzania, Togo, Uganda, Zambia

7. Afghanistan, Kyrgyzstan, Mongolia, Tajikistan, Turkmenistan, Uzbekistan

8. Maldives, Nepal, Bhutan

9. Cambodia, Far East, Laos, Myanmar (Burma), North Korea