



SCOTLAND'S GLOBAL CONNECTIONS SURVEY 2018

For guidance on completing the questionnaire please refer to guidance notes which can be found alongside this form on the same web page.

Please enter your Unique Reference Number in the space provided

Your unique reference number is an 11 digit number which can be found on the top left of the letter sent to you (below your address) or the bottom left of each page of the survey form sent to you.

For any assistance, please email exports.statistics@gov.scot or contact the helpline on **0300 244 6803**

Section 1: Company details

1 Please amend any details in the boxes below, if required.

Contact name
Company name
Postal Address

Postcode
Tel No.
Email
Website

Contact name
Company name
Postal Address

Postcode
Tel No.
Email
Website

2 Which country are your headquarters based in?

◆ Refer to notes and attached country list for additional guidance

Scotland

Other – please specify:

3 Please describe in words the main business activity of your Scottish branch(es)/operation(s).

4 How many people are employed at the Scottish branch(es)/operation(s) of your company?

◆ Count all those persons who are on the payroll at the end of 2018 (including part time staff).

Section 2: Sales and exports

5 Please give the total sales of goods and services from the Scottish branch(es) of your company in 2018, to the nearest £1,000.

◆ Please refer to notes on particular service sectors

Goods £ ,000 + Services £ ,000 = Total £ ,000

5a Are the above figures based on?

Recorded sales of branch(es) in Scotland Value estimated by other means

Calculated share of a UK or GB total, e.g. an employment share

6 What percentage of your sales in 2018 (as reported in Q5) were to customers in the following locations?

◆ Refer to notes and attached country list for additional guidance

Goods*

Scotland % + Rest of UK % + Rest of EU % + Rest of World % = 100%

Services*

Scotland % + Rest of UK % + Rest of EU % + Rest of World % = 100%

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

Total

Scotland % + Rest of UK % + Rest of EU % + Rest of World % = 100%

6a If you have sales to the rest of the UK, please provide a percentage breakdown, if possible:

Rest of UK

England % + Wales % + Northern Ireland % + UK Continental Shelf % = 100%

If you had no sales to customers outside the UK



Go to **8**

7 Please list the countries where most of your non-UK customers are based, and the amount or percentage of your total sales your total sales (as provided in question 5) that was accounted for by those customers (exports).

- ◆ Values should exclude VAT and any overseas freight costs and insurance ('free on board basis').
- ◆ If the information cannot be broken down into specific countries please provide the region totals.
- ◆ Refer to notes and attached country list for additional guidance.

Country	Amount (to nearest £1,000)	Percentage of Total Sales
1.	£ <input type="text"/> ,000	<input type="text"/> %
2.	£ <input type="text"/> ,000	<input type="text"/> %
3.	£ <input type="text"/> ,000	<input type="text"/> %
4.	£ <input type="text"/> ,000	<input type="text"/> %
5.	£ <input type="text"/> ,000	<input type="text"/> %
6.	£ <input type="text"/> ,000	<input type="text"/> %
7.	£ <input type="text"/> ,000	<input type="text"/> %
8.	£ <input type="text"/> ,000	<input type="text"/> %
9.	£ <input type="text"/> ,000	<input type="text"/> %
10.	£ <input type="text"/> ,000	<input type="text"/> %
11.	£ <input type="text"/> ,000	<input type="text"/> %
12.	£ <input type="text"/> ,000	<input type="text"/> %
13.	£ <input type="text"/> ,000	<input type="text"/> %
14.	£ <input type="text"/> ,000	<input type="text"/> %
15.	£ <input type="text"/> ,000	<input type="text"/> %
Total for any remaining countries:	£ <input type="text"/> ,000	<input type="text"/> %

please use a separate sheet if required

Section 3: Barriers to international business

8 What barriers to future international business development exist for the Scottish branch(es)/operation(s) of your company?

◆ Please tick all that apply

- | | |
|---|--|
| <input type="checkbox"/> Products/services unsuitable for exports | <input type="checkbox"/> Lack of resources/management time |
| <input type="checkbox"/> Lack of market information | <input type="checkbox"/> High import tariffs in target markets |
| <input type="checkbox"/> Language/cultural differences | <input type="checkbox"/> Currency/exchange rates |
| <input type="checkbox"/> Export documentation | <input type="checkbox"/> Legislation and standards |
| <input type="checkbox"/> Export credit insurance | <input type="checkbox"/> Setting competitive prices |
| <input type="checkbox"/> Export finance | <input type="checkbox"/> No spare production capacity |
| <input type="checkbox"/> Access to finance in general | <input type="checkbox"/> After sales service |
| <input type="checkbox"/> Lack of trained staff | <input type="checkbox"/> Lack of international e-commerce capability |
| Other (please be as specific as possible) | <input type="checkbox"/> Transport costs |
| | <input type="checkbox"/> Non tariff barriers |

9 Which form(s) of assistance would encourage the Scottish branch(es)/operation(s) of your company to improve International performance?

◆ Please tick all that apply

- | | |
|---|--|
| <input type="checkbox"/> Export training | <input type="checkbox"/> International marketing |
| <input type="checkbox"/> Export documentation | <input type="checkbox"/> International mentoring/placements |
| <input type="checkbox"/> International e-commerce | <input type="checkbox"/> Introduction to overseas customers |
| <input type="checkbox"/> Developing an international strategy | <input type="checkbox"/> Introduction to agents/distributors/jv partners |
| <input type="checkbox"/> Market research | <input type="checkbox"/> Information on business opportunities |
| <input type="checkbox"/> Exhibiting at trade fairs | <input type="checkbox"/> Information on world aid funded business |
| <input type="checkbox"/> Overseas trade missions | <input type="checkbox"/> Start up facilities overseas |
| Other (please be as specific as possible) | |

10 If you need help with exporting which organisations would you approach?

◆ Please name the different organisations you would approach in the space below.

<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>

Section 4: Future export destinations

11 Please list any countries or regions that you see as future export markets.

- ◆ Include **all** countries you are targeting in the next 12 months.
- ◆ Refer to the attached country list for additional guidance.

Country

1.	6.
2.	7.
3.	8.
4.	9.
5.	10.

Section 5: Overseas relationships

12 Please list the countries, if any, that your company has existing, or planned relationships with, and state the *number* of each.

- ◆ Answer only if your business headquarters are based in Scotland.
- ◆ If the information cannot be broken down into specific countries please provide the region totals.
- ◆ Refer to notes and attached country list for additional guidance.

Country	Number of subsidiaries	Number of sales offices/ agencies	Number of joint ventures	Number of other relationships
Current				
1.				
2.				
3.				
4.				
5.				
6.				
7.				
Planned				
1.				
2.				
3.				
4.				
5.				
6.				
7.				

Section 6: Your comments

13a Could you please indicate how long this survey form has taken to complete? hrs mins

13b Could you indicate the cost of completing this survey form to your business, to the nearest £? £

14 We would welcome any comments you have regarding this questionnaire. Please use the space provided below.

Thank you for taking the time to complete this questionnaire