



<<Name>>  
<<Organisation>>  
<<Address 1>>  
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<<Address 5>>

URN:

Dear << Contact >>

### Help us make decisions to help businesses trade locally and internationally

I am writing to ask you to take part in the **2017 Scottish Global Connections Survey**. This is the only official trade survey for Scotland, undertaken in partnership with Scottish Development International.

This survey measures key indicators on the state of the Scottish economy. It helps us to measure the value and destination of sales of Scottish goods and services and the depth of international involvement of Scottish firms.

To make sure the results are accurate, all types and sizes of organisation are included in the sample for this survey, including those businesses whose head offices are located outside Scotland. Even if you have no international connections, your response is still valuable to us.

Once completed, **please return the survey in the enclosed pre-paid envelope**. Your response is appreciated by **XXXXXXXXXX**. All information you provide will be kept completely confidential. If you have any queries please email [exports.statistics@gov.scot](mailto:exports.statistics@gov.scot). Alternatively you can contact the helpline on 0131 244 6803 between 10am and 4pm.

Please note you can also reply electronically. Further information can be found at: <http://www.gov.scot/Topics/Statistics/Browse/Economy/Exports/GCSElectReturn>.

Thank you in advance for your cooperation.

Yours faithfully,

**GARY GILLESPIE**  
Chief Economist

## The Global Connections Survey

### Some questions and answers

#### How to reply electronically

You can also reply electronically. Please go to <http://www.gov.scot/Topics/Statistics/Browse/Economy/Exports/GCSElectReturn> where an electronic form and further guidance is provided.

#### Your information will be treated as confidential

The information you provide may be shared with Scottish Development International, Scottish Enterprise and Highlands and Islands Enterprise. All the information you provide will be kept strictly confidential. Specific company details and any data where it may be possible to identify an individual company will not be published.

#### What will the information I provide be used for?

The information you provide will be used for statistical and research purposes only. The analysis from the information you provide is included in a National Statistics Publication and used to monitor the Scottish Government Indicator to **increase exports**.

#### Contact details

For further queries: email [exports.statistics@gov.scot](mailto:exports.statistics@gov.scot) or call our helpline on 0131 244 6803 between 10am and 4pm. You can also visit the survey website [www.gov.scot/exports](http://www.gov.scot/exports) for further information.

## SCOTLAND'S 2016 INTERNATIONAL EXPORT DESTINATIONS £BN



Source: Export Statistics Scotland 2016  
<http://www.gov.scot/Topics/Statistics/Browse/Economy/Exports/ESSPublication>