



This project was funded by the European Union's COSME Programme.



F2F Health Matters

F2F Health Matters: International development of innovative European healthy food, and sustainable bio-based techno-functional ingredients and solutions, and bio-solutions in new global markets

SME Export Readiness Assessment

Project acronym: F2F Health Matters

Project title: F2F Health Matters: International development of innovative European healthy food, and sustainable bio-based techno-functional ingredients and solutions, and bio-solutions in new global markets

Project code: 101035906

The F2F Health Matters project is implemented by the following partners:



The content of this document represents the views of the author only and is his/her sole responsibility; it cannot be considered to reflect the views of the European Commission and/or the European Innovation Council and SMEs Executive Agency (EISMEA) or any other body of the European Union. The European Commission and the Agency do not accept any responsibility for use that may be made of the information it contains.

1 Company information

1.1 SME details

SME name : _____

Address : _____

Website : _____

Member of cluster from F2F Health matters or else (if relevant): _____

1.2 Person answering

Contact : _____

Email : _____

Position : _____

What is your daily activity within the company?

Since when did you join the company?

Do you have previous experience(s) related to internationalisation & sales?

1.3 Company activity

Which business sector are you involved in according to the F2F Health Matters' target sectors?

- bio-solutions
- bio-based techno-functional ingredients & solutions
- healthy food products

Can you describe the company activities in few lines? _____

How large is your product range?

- Less than 10 products
- Between 10 and 20 products
- More than 20 products

How old is your company?

Is your company part of / own by a group / other? (Please specify:)

What is your company turnover (below 50M)? Including part of turnover realised abroad (K€)?

How many employees (below 250)?

Which of these networks/tools do you work with / cooperate?

- Regional network: Chambers of Commerce, Technopoles, Accelerators...
- International trade exhibitions
- Matchmaking events
- Business trips
- Research done inside the company (dedicated human resource)
- Suppliers
- Others:

Did you benefit of financial support for internationalisation in the last 3 years?

- Yes (please specify:)
- No

1.4 F2F Health Matters & you

Which product do you want to promote via F2F Health Matters? _____

Which country do you target (choose 1 or rank several)?

- Canada
- Emirates Arab United
- Japan
- Korea
- Vietnam

By joining F2F Health Matters, you aim to

- Commercialisation of existing product/service
- Benchmark to develop a new product/service
- Search of local partners for innovation
- Other...

Are you already present on this market?

- Yes (since when, what are you missing)
- We tried (please give details on when? what issue did you encounter?)
- No (why you have not tried yet)

Which destination market?

- Retail
- B2B
- food service
- wholesaler
- traditional network
- other:

By which mean do you enter other markets? _____

How about the market you target via F2F Health Matters?

- Licence (usually - F2F Health Matters target market)
- Distributor (usually - F2F Health Matters target market)
- Direct online sales (usually - F2F Health Matters target market)
- Other mean, please specify (usually - F2F Health Matters target market)

Is your direct competitor already present on that market?

- Yes
- No

How would you define your company innovator profile? Is your product in a niche market?

- Market reader (your innovations are more driven by your clients' needs = incremental innovations)
- Technology driver (your innovations are led by recent technologies)
- Need seeker (you are more inspired by the customer's non-satisfied needs)

Have you ever been involved in an innovation project with partner from abroad?

- Yes, with
- We initiated action but did not concretise (why)
- No

Do you currently benefit of internationalisation accompaniment?

- National public structures
- Regional public structures
- Private consultants
- Mentorship
- No, not at all

What are the lessons learned from the internationalisation experience? Which are your weaknesses to work on?

- Standards and regulation
- Market services
- Market positioning
- Business modelling
- Working across cultures
- Intelligence Protection
- Communication
- Packaging adaptation
- Other, name:

2 Assessment of readiness

Your company & management towards internationalisation		YES/NO
Would you say top management in the company positioning towards internationalisation?	Dedicate time to international activity	
	Is willing to invest in the international venture	
	Is aware and accept substantial risk	
	Is a leader on internationalisation project	
Is internationalisation mentioned as a key factor of strategy development?	Yes, as a key factor	
	Yes, as part as long-term strategy	
	No	
Are budgets foreseen for internationalisation?	Yes	
	No	
Do CEO & management have former international experience?	Yes	
	No	
Is your staff trained for international business?	Commercial skills	
	Financial skills	
	Quality skills	
	Legal skills	
	Regulatory skills	
	Other skills	
Is there dedicated staff to international activities who speaks English? (Must choose one only)	Yes, several employees	
	Yes, one full time employee	
	Yes, part time employee	
	No, not at all	
Are staff needed to be involved in sales / client support fluent in English?	Yes	
	No or not really	
Your service / product		
Have you foreseen budget for innovation in the next 2 years?	Yes	
	No	
Have you already dealt with Intellectual property in foreign countries?	Yes	
	No	
Are you already on international markets?		
Where is your product available?	Home country only	
	Other countries in Europe	
	Outside of Europe	
Which aspects do you think you master?	Regulation	
	Market services	
	Market positioning	

	Business modelling	
	Working across cultures	
	Intelligence Protection	
	Marketing	
Which of these networks/tools do you work with?	Regional network: Chambers of Commerce, Technopoles, Accelerators...	
	International trade exhibitions	
	Matchmaking events	
	Business trips	
	Research done inside the company (dedicated human resource)	
	Suppliers	
	Others:	
How are you organised for internationalisation?		
Is there a distinct process to deal with international sales?	Yes	
	No	
Do you currently benefit accompaniment for internationalisation?	National public structures	
	Regional public structures	
	Private consultants	
	Mentorship	
	No, not at all	
Have you participated in an international activity in the past 3 years? (Mission, B2B, ...)	Yes, with the targeted country	
	Yes (international mission, matchmaking, others...)	
	No, I had no time / no opportunity	
Do you have marketing tools in English?	Website	
	Brochures	
	LinkedIn (other networks)	
	Pitch	
	Nomenclature / packaging	
	No, not at all	
Have you initiated market research on the target country?	International trade exhibitions	
	Market figures, market	
	Consumer/ clients studies	
	Matchmaking events	
	Business trips	
	Search done inside the company (dedicated human resource)	
	Supplier InSite	
	No	
TOTAL		