



# PROFIT

promoting regional opportunities  
for investment and trade

## **Expectations**

BRIEFING // OCTOBER 2020

# Expectations

We are delighted that you have registered with PROFIT. Growing your enterprise through international trade will require determination and hard work but will ultimately be rewarding. We have considerable expertise and experience on which you can draw as you develop your ideas. It might help to ensure that we have a fruitful relationship if we set out our commitment to you and our expectations of you but first we set out some of the benefits that accrue from trading or investing internationally.

## Benefits of international trade

- Companies that export become more productive and more competitive;
- Companies that trade internationally can easily double their revenue;
- International traders often appear more progressive and are perceived by others as more credible, including to prospective staff, enabling them to recruit staff with greater levels of aspiration;
- Companies that trade internationally find new markets for products or services that may be reaching maturity in the home market but can also identify innovations that could be applied in their home market;
- Companies that invest internationally open up new markets as well as tapping diverse expertise;
- Companies that work together across borders can find it easier to trade with third countries; and
- Companies that are active in several markets spread their risks and thus become more resilient to market shocks and more likely to survive.

## Our offer

- Training which will provide an introduction to all aspects of international trade;
- Mentoring support, particularly to assist clients to think through the necessary steps and to put together an international trade strategy and plan;
- Introductions to potential partners, customers, suppliers in target markets;
- Assistance to cope with regulatory requirements including standards, documentation, certification etc;
- Assistance to participate in a mission to a chosen market, including meeting with potential partners and opportunity to network more broadly;
- Assistance to prepare proposals and forecasts to seek additional investment and working capital and introductions to sympathetic financial institutions.

# Our commitment to you

We will do our best to help you grow your business through forging trade relationships with appropriate enterprises by:

- Listening carefully to you and understanding your needs;
- Assisting you to articulate clearly a need or an innovation;
- Supporting you to identify and talk to one or more prospective partners;
- Providing individual businesses and prospective partnerships with technical assistance to help prepare a detailed proposition;
- Providing prospective partnerships with assistance to develop a partnership agreement;
- Providing the partnership with technical assistance as the pilot progresses;
- Providing introductions to potential sources of capital; and
- Using experienced, skilled and competent trainers and mentors to provide support appropriate to your stage of development..

As we progress, we will need detailed information from you, but we will not ask you to prepare or provide that information until it is needed (a list is shown below).

We will work ethically and in accordance with our code of ethics which is available on the PROFIT website. We will treat confidentially all information that you share with us.

# Our expectations of you

In return, we expect you

- To be clear about your objectives;
- To provide information, evidence, reports etc promptly when asked;
- To be on time for appointments, telephone calls, meetings etc;
- To undertake work agreed with your mentor; and
- To behave in accordance with your code of ethics or, if you do not have a code, to adopt our model code

# Our information requirements

Unlike some programmes, we will not ask you to provide endless information and evidence until we need it. However, it might help you to know that ultimately we will be asking you for:

- A copy of your most recent accounts;
- A copy of your certificate of tax compliance;
- If you are a company, a copy of your certificate of incorporation;
- A copy of your business registration certificate, if applicable;
- A copy of your business licence, if applicable; and
- A copy of your signed code of ethics (or an undertaking to abide by our code of ethics)

## Disclaimer

If you take up the offer of mentoring support, it should be noted that the role of mentor is to help you to think through options and implications and not to give advice or to tell you what to do. In participating in the PROFIT acceleration programme, you acknowledge that you have sole responsibility for all decisions taken in relation to your business activities and that the role of the training and mentoring is simply to introduce you to new ideas, to new sources of information and to new ways of doing things. You further acknowledge that PROFIT cannot be held liable for any of the decisions and actions that you take or for the consequences of those decisions and actions.

## Complaints

If you feel that we are not delivering on our commitment, then please get in touch with the team leader, David Irwin, via [contact@profit-accelerator.com](mailto:contact@profit-accelerator.com). If he is unable to resolve the issue to your satisfaction then please get in touch with the programme director, Bryony Everett, at [bryony.everett@imcworldwide.com](mailto:bryony.everett@imcworldwide.com).

website

**contact@profit-accelerator.com**

email

PROFIT is an initiative of the Asian Development Bank, managed by a partnership of IMC Worldwide, ASSIST Asia & Bombay Chamber of Commerce & Industry.

