***FORM FOR FIRMS/INSTITUTIONS***

**GOOSE GOES TO BOGOTÁ 29/MAY – 02/JUN**

**“EUROPEAN SOLUTIONS TO THE SMART CITY BOGOTÁ”**

*GOOSE’S UPCOMING MISSION TO COLOMBIA WILL CONSIST IN:*

* *EARLY MAY: Group webinar on Does and Don’ts to Doing business in Colombia*
* *MON-TUE 29-30/MAY: Group meetings in Bogotá with IADB, FINDETER, Municipality, Ministries, Public agencies, and Tutorial on Bidding in Colombia*
* *WED-FRI 31/MAY – 02/JUN: Attendance at Smart city Bogotá*
* *MID JUN: Group webinar on follow-up and next steps*

*Segments target of the mission: Smart lighting; Smart infrastructure; Smart mobility; Energy efficiency; Renewable energies; Water; Waste; Cybersecurity; Hospitals*

*Deadlines: registration opens TUESDAY 14/MAR, closing on 28/MAR. There will be a selection (done by the whole GOOSE Consortium) of those registered, according to their internationalization potential, with deadline 5/ABR.*

*Those interested, please fill in the form below, to be sent back to us at:* [*cpi.accio@gencat.cat*](mailto:cpi.accio@gencat.cat)

*Also, feel free to contact us for further inquire, details, etc.*

*Note: synthetic information, avoiding long descriptions. It should not take you more than 5 minutes. It may require contribution from your institution’s seniors*

**DETAILS ON YOUR STRATEGY FOR GOOSE’S MISSION**

* What do you expect from the business mission?

Indicate if you aim at:

* exploring the market,
* already stablishing partnerships with local firms;
* start bidding on your own
* Also indicate which activity you prefer

Indicate if you are interested in any of the above listed activities

**DETAILS ON COMPANY/INSTITUTION**

**Description of your firm/company**

* Personal contact details

Name of person/s that should be travelling: Email, mobile, Place of residence

* Name at registry of your firm, commercial name. Indicate if there is a parent group

Place and country of main HQ; indicate if you have international branches/offices

* Number of staff, fixed and those contracted ad-hoc; specify those dedicated to international activities

**Finances**

* Turnover the last 3 physical years and net income
* Budget allocated to internationalization activities

(it can include web site, business development manager, etc)

**DETAILS ON PRODUCTS/SERVICES**

**Description of your product/services/activity**

* Products and/or Services (brief description, highlighting those with the most potential internationally)
* List some projects that help illustrating your activity (just the name, year, and approximate value)
* Regulatory context, in case it affects your business, and how it may affect

**Customers and segments, Most usual market, regional/local, national and/or international**

* Where do you most sell/distribute your products/services: Region, Country, EU, Internationally?
* Commercialization canals you usually use (final customer, agents, distributors, own network, online, public tenders)

**Competition and Competitive advantage**

* Type of competition, threats, in both the local/national and international spheres
* Competitive advantage: Low price, product differentiation, high quality, innovative product/services, etc

**DETAILS ON INTERNATIONAL ACTIVITY**

* If being the case, indicate the year you started your international activity
* Share of international activity over total turnover of your business last year
* What you consider reasonable to attain internationally (% exports) the coming 3y?
* Countries/Markets you aim at targeting the coming years?

Country/Market 1st. Indicate briefly why?

Country/Market 2nd. Indicate briefly why?

Country/Market 3rd. Indicate briefly why?

**END OF FORM, THANK YOU!**