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THE WORLD BANK ENTERPRISE SURVEY

TR. Exporter Module Mali (2016)

INTERVIEWER: Please ask TRD1 to TRd11 to only direct exporters (d3c>0)

INTERVIEWER: READ the following

Let's now talk about your export activities.

TRD.1	In fiscal year 2015 , what percent of this establishment's direct export revenue was from the following countries/areas : SHOW CARD TR1
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	Percent	DON'T KNOW (SPONTANEOUS)
CEDEAO	TRd1a%	-9
European Union	TRd1b%	-9
Rest of other countries	TRd1c%	-9
	100%	

Interviewer: CHECK THAT THE TOTAL IS 100%

TRD.1d	Of all countries, which are the top two largest destinations for direct exports in terms of export revenues?
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	Country
Largest country destination of exports	TRd1dx1
DON'T KNOW (SPONTANEOUS)	-9

	Country
Second largest country destination of exports	TRd2dx2
DON'T KNOW (SPONTANEOUS)	-9
DOES NOT APPLY (SPONTANEOUS)	-7

Interviewers READ the following

The following questions are about this establishment's <u>main partner market for direct export</u> in fiscal year 2015, which is the market that provided the highest export revenue in fiscal year 2015 .

TRD.2	Referring to this establishment's main partner market for direct export in fiscal year 2015 , when did this establishment first exported directly to this market?
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	Year
Year establishment first exported directly to the main partner	TRd2
DON'T KNOW (SPONTANEOUS)	-9

QUESTIONNAIRE NUMBER

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INTERVIEWER: PROVIDE FOUR DIGITS FOR YEAR

TRD.3	In fiscal year 2015 , were this establishment's direct export to the main market finished goods for sale to final consumers, or semi-finished goods to be used as inputs by other firms, or both finished and semi-finished goods SHOW CARD TR2
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Finished goods for sale to final consumers	1
Semi-finished goods to be used as inputs by other firms	2
Both finished and semi-finished goods	3
DON'T KNOW (SPONTANEOUS)	-9

TRd3

TRD.4	In fiscal year 2015 , what was the main type of client this establishment had for its direct exports? SHOW CARD TR3
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A government or government agencies, including state-owned enterprises	1
This establishment's parent company or affiliated subsidiaries	2
Private firms, excluding this establishment's parent company or affiliated subsidiaries, with 150 employees or more	3
Private firms, excluding this establishment's parent company or affiliated subsidiaries, with less than 150 employees	4
Other	5
DON'T KNOW (SPONTANEOUS)	-9

TRd4

TRD.5	What are the first and second main reasons for this establishment to directly export to its main export market? SHOW CARD TR4
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Excess domestic supply for this establishment's products	1
High foreign demand for this establishment's products	2
Specific and favorable incentives when exporting to this area	3
There is a subsidiary of the parent firm	4
Firm created a new competitive product for the destination markets	5
Other	6
DON'T KNOW (SPONTANEOUS)	-9

First main reason	TRd5a
Second main reason	TRd5b

QUESTIONNAIRE NUMBER

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TRD.6	Since this establishment first exported to its main market, did the direct export operations to this market ever have to stop?
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Yes	1	
No	2	SKIP TO TRD.9
DON'T KNOW (SPONTANEOUS)	-9	SKIP TO TRD.9
		TRd6

TRD.7	How long did this period of export inactivity last (no of weeks)
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	No of weeks
No of weeks the establishment stopped its direct export operations to the main market	TRd7
DON'T KNOW (SPONTANEOUS)	-9
DIDN'T RESUME YET	-7

TRD.9	Using the response options on the card, please mark to what degree are each of the following elements in the origin country are a significant obstacle to this establishment's exports to its main partner market? SHOW CARD TR5
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						(SPONTANEOUS)						
						DON'T KNOW	DOES NOT APPLY					
Product/Market												
Testing and certification TRd9a						0	1	2	3	4	-9	-7
Export/Import procedures												
Pre-shipment physical controls TRd9b						0	1	2	3	4	-9	-7
Import licensing, quota or prohibitions in destination country TRd9c						0	1	2	3	4	-9	-7
Lengthy local Customs procedures TRd9d						0	1	2	3	4	-9	-7
Cumbersome local cargo handling or other port procedures or requirements TRd9e						0	1	2	3	4	-9	-7
Taxes and regulations in country of origin												
Restrictive foreign exchange allocations TRd9f						0	1	2	3	4	-9	-7
High or discriminatory export taxes or charges TRd9g						0	1	2	3	4	-9	-7

QUESTIONNAIRE NUMBER

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Access to inputs (or public support)							
Lack of export financing TRd9h	0	1	2	3	4	-9	-7
Little information on marketing conditions in export markets TRd9i	0	1	2	3	4	-9	-7
Lack of support to prospect new markets TRd9j	0	1	2	3	4	-9	-7
Issues with transport services (high cost, monopoly, etc.) TRd9l	0	1	2	3	4	-9	-7
Trade regulations							
Complex or changing application of trade agreements TRd9m	0	1	2	3	4	-9	-7

TRD.11	By looking at card TR6 can you tell me which of the elements included in the list, if any, currently represents the biggest obstacle faced by this establishment in direct export operations to its main market SHOW CARD TR6 INTERVIEWER: DO NOT READ OUT
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1-Application of existing trade agreements
2-Cargo handling and port procedures or requirements
3-Consumer safety regulations
4-Customs procedures
5-Government procurement procedures
6-Health/environment regulations
7-High or discriminatory taxes or charges
8-Import licensing, quota or prohibitions
9-Issues with transport services
10-Lack of export financing
11-Lack of information on export market
12-Lack of support to prospect new markets
13-Pre-shipment controls
14-Product quality regulations
15-Restrictive foreign exchange allocations
16-Testing and certification
17-Other

Biggest obstacle to export	TRd11
DON'T KNOW (SPONTANEOUS)	-9

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INTERVIEWER: Please ask TRD13 to TRd16 to both indirect (d3b>0) and direct exporters (d3c>0)

TRD.13	In fiscal year 2015 , what percentage of this establishment's supplies from outside of the country was from the following countries/areas? Most important supplies is defined as the supplier which provided the highest value of material inputs or supplies SHOW CARD TR7
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	Percent	DON'T KNOW (SPONTANEOUS)
CEDEAO (excluding Mali)	TRd13a%	-9
European Union	TRd13b%	-9
Rest of other countries	TRd13c%	-9
	100%	

Interviewer: CHECK THAT THE TOTAL IS 100%

TRD.13c	Of all the countries the firm receives supplies from, which country is the biggest source of supplies?
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	Year
Country	TRd13cx
DON'T KNOW (SPONTANEOUS)	-9

TRD.14	For how many years has this establishment been doing business with the most important supplier (foreign or domestic)?
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	Number of years
Number of year of business with the most important supplier	TRd14
DON'T KNOW (SPONTANEOUS)	-9

QUESTIONNAIRE NUMBER

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TRD.15	What was the main source of information used by this establishment to find this supplier? SHOW CARD TR8
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Personal knowledge and research (advertisement, internet, etc.)	1
Other businesses in the same line than ours	2
Other business associates, suppliers or customers	3
Business Association or Chamber of Commerce	4
Government agency	5
Tender	6
Supplier is located close to this establishment	7
Supplier contacted this	8
DON'T KNOW (SPONTANEOUS)	-9

TRd15

TRD.16	At the time when the business with this supplier started, what was the main reason for this establishment's confidence to make business with this new supplier? SHOW CARD TR9
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Personal acquaintance	1
Physical proximity close to this establishment	2
Belongs to same Business Association than this establishment	3
Recommended by business associates/suppliers/customers	4
Only supplier whose products meet specifications	5
Supplier is government owned with guarantees	6
Other reason	7
Supplier has international certification	8
DON'T KNOW (SPONTANEOUS)	-9

TRd16