

## GOOD PRACTICE

### Methodology of Identification of Directions of Internationalisation for given industries

**ORGANISATION:** GAPR sp. z o.o; Silesian University of Technology - Faculty of Organisation and Management

**TOPIC:** Penetration of territories, creating and sustaining of international partnerships

#### TOPIC OF THE GOOD PRACTICE

This GP provides methodological support for identification of directions of internationalisation basing on systematic (scientific) approach. It covers a couple of interdependent steps starting from diagnosis in strategic meaning, to end with defining legal framework for international trade with given country.

#### DETAILED DESCRIPTION OF THE GOOD PRACTICE

The GP comprises arranged steps which may be applied to any industry, regardless of the size of the enterprise. It is based on scientific methods used in business administration and management. The completion of tasks in given steps is oriented on analytic outcome.

Step 1 - Identification of domestic market of given industry, description of the industry, SWOT analysis, portfolio analysis, value chain mapping, calculation of chosen financial indicators for representative companies.

Step 2 - Identification of international market of given industry, methods similar to the aforementioned

Step 3 - Selection of market having growth potential, based on 10 qualitative and quantitative criteria to identify its geographic and general economic extent (this GP bases on the example of mining and drilling equipment)

Step 4 - Characteristics of high-potential markets, acquisition of general information, identification of development opportunities of given industry in the foreign market, barriers of entry, institutional conditions, legal framework of trade and operations on given market

Step 5 - Evaluation and decision

The analysis and forecast was performed for the drilling equipment industry, where the authors identified the following foreign markets: China, Kazakhstan, India, Russia, Argentina, Chile and Vietnam). They acquired the basic economic data on doing business in the listed countries and assessed the potentials and weaknesses of mining industry there. Following this, they identified legal and customs-related conditions of exporting to these countries.

The full text of the monograph may be found under this link <http://repolis.bg.polsl.pl/dlibra/docmetadata?id=30719&from=pubindex&dirids=39&lp=112>

#### ROLE OF ACTORS

The role of the public actors is supply of statistics and facilitating contact with trade offices of the identified destination markets. There is also an important role of tax administration, the responsibility of which is

provision of information, terms and conditions regarding customs and other payments that need to be covered on domestic market and rules of reporting export to given countries.

### BENEFICIARIES

Enterprises of any size, any industry, Clusters, R&D institutions, university providing sufficient theoretical and methodological input, Business Support Organisations providing consultancy services for enterprises, EEN organisations, Trade offices, Embassies.

### CULTURAL ASPECTS: POSSIBLE KEY LEVERAGES FOR INTERNATIONALISATION PROCESSES

This GP takes into account socio-economic and geographic conditions on doing business, which covers also soft factors and cultural issues related with given country. It also covers psychological distance between the exporters (as persons) and the destination customers.

### INNOVATION OF THE GOOD PRACTICE, POTENTIAL FOR IMPROVEMENT AND REPLICABILITY

The replicability of this GP is remarkable. It uses universal and well-known managerial methods and puts them in the proper order to make the most of them. No extra effort must be paid to gain expertise in their use, the only issue here is the accessibility of data.

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