



## Questionnaire

Company	
Street	
Postal code/City/Country	
CEO/Managing Director/Managing Partner	
Telephone	
Fax	
Email	
Sales tax number	
Number of employees	
Year of establishment	
Are you part of a Holding company?	<input type="checkbox"/> Yes <input type="checkbox"/> No

Total Turnover (NZD) during the past three years	2006	2007	2008
Export turnover in 2008 (in %)			
Have you already received any export subsidies from your government, union or the EU during the last year?	<input type="checkbox"/> Yes <input type="checkbox"/> No		
How much?			

<b>Are you already exporting?</b>	<input type="checkbox"/> Yes <input type="checkbox"/> No
In which countries?	
Please name a few business partners as examples for your export activities	

<b>Which products/services would you like to offer in Germany?</b>	
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<b>How will your products/services be marketed in Germany?</b>	
Wholesaler	<input type="checkbox"/> Yes <input type="checkbox"/> No
Trade representative	<input type="checkbox"/> Yes <input type="checkbox"/> No
Sales and service network	<input type="checkbox"/> Yes <input type="checkbox"/> No
Other	

Who are your most important customers?	
Industry sectors	Examples of companies (please include address/website)

Which status should your business partner in Germany have?	
Wholesaler/importer of related products	<input type="checkbox"/> Yes <input type="checkbox"/> No
Manufacturer of related products looking for collaboration	<input type="checkbox"/> Yes <input type="checkbox"/> No
Trade representative/agency for related products with:	Commission <input type="checkbox"/> Yes <input type="checkbox"/> No
	Fixed allowance/Commission <input type="checkbox"/> Yes <input type="checkbox"/> No
Employed sales representative with:	Commission <input type="checkbox"/> Yes <input type="checkbox"/> No
	Fixed allowance/Commission <input type="checkbox"/> Yes <input type="checkbox"/> No
What is the ideal profile of your German business partner?	
The business partner should market the following products:	
The following industry sectors are among the business partner's customers:	

What is important to you when acquiring customers?	
Personal marketing discussions	<input type="checkbox"/> Yes <input type="checkbox"/> No
Participation at trade fairs	<input type="checkbox"/> Yes <input type="checkbox"/> No
Direct marketing	<input type="checkbox"/> Yes <input type="checkbox"/> No
Other:	

Competition	
Please provide an example of your competitive advantage over other companies.	
Please name your competitors (including address or website) as well as competitive brand names in order to avoid contacting them.	

What information do you need about the German market?				
Distribution channels	<input type="checkbox"/>	Yes	<input type="checkbox"/>	No
Potential customers	<input type="checkbox"/>	Yes	<input type="checkbox"/>	No
Competitors	<input type="checkbox"/>	Yes	<input type="checkbox"/>	No
Prices	<input type="checkbox"/>	Yes	<input type="checkbox"/>	No
Industry-specific journals	<input type="checkbox"/>	Yes	<input type="checkbox"/>	No
Trade Fairs	<input type="checkbox"/>	Yes	<input type="checkbox"/>	No
Other				

What kind of legal information are you interested in?				
Payments	<input type="checkbox"/>	Yes	<input type="checkbox"/>	No
Information on trade and credit worthiness	<input type="checkbox"/>	Yes	<input type="checkbox"/>	No
Labour laws	<input type="checkbox"/>	Yes	<input type="checkbox"/>	No
Set up of contracts	<input type="checkbox"/>	Yes	<input type="checkbox"/>	No
VAT refund and taxation questions	<input type="checkbox"/>	Yes	<input type="checkbox"/>	No
Agency representative laws	<input type="checkbox"/>	Yes	<input type="checkbox"/>	No
Company establishment	<input type="checkbox"/>	Yes	<input type="checkbox"/>	No
Other				

Our contact person in your company	
Who is in charge of the project “market entry in Germany“?	
What languages is the concerned person proficient in?	

Please send us a brochure of your company (if available in German). We are happy to receive a digital version.

Your Contact person: **Monique Surges**  
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