



WORKING GROUP  
Business Co-operation and Partner  
Search



## **Co-operation Profile Form - International Co-operation -**

European Commission



Directorate-General for Enterprise and Industry



## Co-operation Profile - International Co-operation -

### INDEX

CHECKLIST FOR THE BUSINESS CO-OPERATION PROFILE	3
RECOMMENDATIONS ON HOW TO USE IN THE FORM	4-5
CO-OPERATION PROFILE FORM:	6-10
A. FRONT PAGE – OVERVIEW - FOR EIC USE ONLY	6
B. COMPANY PROFILE	7-8
C. CO-OPERATION PROPOSAL	9
D. PROFILE OF THE REQUIRED PARTNER	10



## Co-operation Profile - International Co-operation -

**This Co-operation Profile Form is in use in the Business Co-operation Database of the EIC Network: <http://bcd.eic.ec.europa.eu/BCD/>**

### **Checklist for the Business Co-operation Profile**

The goal is to help - with this checklist - companies intending to co-operate internationally, to encourage them to specify exactly what is expected from the partnership. The most important instrument to identify a suitable partner is the co-operation profile as attached in annex B of this guide, rewritten in a second version at the end of 2006. But, before starting to formulate a partner profile, the partner searching company should have a clear view about what should be achieved by the co-operation and the role and contribution of the foreign partner.

For this purpose the company should consider the following points:

- What long-term company objectives should be realised by international co-operation?
- What are the company's targets in the field of internationalisation?
- What is expected from an overseas partner in order to realise the internationalisation targets and the long-term company objectives?
- How can the targets best be achieved through international co-operation?
- What are the main strengths and weaknesses of the company that are relevant to their specific internationalisation targets (SWOT analysis)?
- To what extent can the company's individual strengths attract a foreign partner?
- What does co-operation mean for the company? Are the company and the manager prepared for international co-operation? Are all members of the company convinced of the opportunity given by the partnership, do they subscribe to this project?
- To what extent and in which areas should the foreign partner be in the position to counterbalance its own weaknesses if necessary, or emphasize its own strengths?
- Make a description of the target: which market? For which products or services? Final consumer targeted or not? Type of distributor? Central purchasing department etc.? and according to the answers, specify the choice of a desired partner.
- What are the company's competitive advantages of their products/services/innovations and those of the potential partner to get the best alliance?
- What specific capabilities, experiences etc. should the partner be in the position to offer?
- What are the fundamental requirements of the foreign partner in terms of size, sector, legal form, organisational structure, culture, languages spoken etc.?
- What is expected from the partner to ensure a successful partnership? What can the company itself do to be a good partner?
- What criteria will be used to select the best potential partner if several are available?
- What is the deadline to launch the internationalisation process with a partner?

## **1. Introducing remarks**

The former members of the Business Co-operation and Partner Search Working Group have developed this Co-operation Profile form for International Co-operation in 2004. This document has been revised two years later to take into account the new context of partnership via matchmaking events, fairs, and the new trend relative to Partnership and Business Cooperation inside and outside Europe.

Our intentions are the following:

- To promote the use of a standard co-operation profile form within the Euro Info Centre network.
- To ensure a certain level of quality of co-operation requests and offers circulating in the network by defining a minimum standard of information required, and a same way of presenting our SMEs profiles
- To make the work of the EICs in the field of partner search more efficient and professional, considering the use of the BCD as a tool among others at the disposal of the EIC for the benefit of the company.

The chances of success to find a co-operation partner for a company will increase with better quality information about the company looking for a co-operation partner, the co-operation sought and the characteristic of the potential partner. But it will also depend on the reactivity of the EIC Network. How more we are encoding valuable profiles, and also searching for profiles, better chances we will have to find an answer to our search/offer. To ensure the availability of all required information, for an efficient partner search in this profile, fill in the blanks is mandatory. Our strong recommendation is that the EIC should help the company to fill in the form! The time invested by the company will from our point have a return in terms of a higher quality of feed back by potential partners. And this will permit the EIC to have a very accurate knowledge of the needs and situation of the company it is coaching.

## **2. How to use the Co-operation Profile**

The Co-operation Profile consists of four different parts:

### **Part A. Front page - Overview**

This overview page is addressed to the EIC submitting the profile form. The intention is that the front page should ease the work of an EIC that would like to work with the profile for example to publish it in a newsletter, journal etc. or to identify a potential partner for a client. Thus it contains for example a summary of the co-operation request or offer. Here also the EIC submitting the profile has to be mentioned. A reference number links the front page with the main part of the profile.

### **Part B. Company Profile**

Here the partner searching company has the chance to introduce itself. Some information is very important to be mentioned: for example the size of the company in terms of employees and turnover. Apart from specifying the activity code according to the NACE classification, the company should take the opportunity here to present its main field of activities, products and services in as much detail as necessary. The NACE code classification can be found at the following web site:

[http://europa.eu.int/comm/competition/mergers/cases/index/nace\\_all.html](http://europa.eu.int/comm/competition/mergers/cases/index/nace_all.html)



### **Part C. Co-operation Proposal**

In this part the partner searching company should specify its co-operation proposal as precisely as possible taking into account the target it wishes to achieve with the foreign partnership. Thus the specification of the co-operation partner request or offer should be coherent with the company's objectives in the field of international business. Whereas the specification of the type of co-operation, the target countries and a detailed description of the co-operation envisaged have to be mentioned, it is also recommended that the advantages of "working together" for the potential partner but also the required input of the latter to the co-operation are specified with attention.

### **Part D. Profile of the required partner**

Here the partner searching company can "draw the ideal picture" of its future partner. What kind of other information is essential or useful for the partner searching company depends on its definite needs. Here all requirements of the future partner that will determine the success of the co-operation should be addressed.

It is recommended to the EIC that supports the partner searching company to ask for the written authorisation of the firm to circulate the profile and thus to disclose the information.

### **Additional information concerning the Business Co-operation Database**

Please note that in the Business Co-operation Database, you can upload up to five documents for each profile. It is possible after submitting your profile, in a Part E called "Upload Manager".

Files cannot be more than 3MB per file.

Files can be of type: .txt, .doc, .pdf, .rtf, .vsd, .xls, .ppt and .zip.



---

## Introducing remarks

We recommend that the EIC should help the company to fill in the form. It is also recommended to the EIC to receive a formal approval of the accuracy of the profile.

Moreover, it could be interesting for the EIC that supports the partner searching company to ask for the written authorisation of the firm to circulate the profile and thus to disclose the information.

# Co-operation Profile

## - International Co-operation<sup>1</sup> -

### A. Front Page – Overview - For EIC use only –

1<sup>ST</sup> STEP - COMPANY PROFILE REGISTRATION  
REGISTRATION INFO

Internal Reference: \_\_\_\_\_

EIC-Code: \_\_\_\_\_

Contact person: \_\_\_\_\_

Title: \_\_\_\_\_

First Name: \_\_\_\_\_

Family Name: \_\_\_\_\_

E-mail: \_\_\_\_\_

Summary in English of the co-  
operation required/

Period of Validity: \_\_\_\_\_

6 months

12 months

---

<sup>1</sup> Please note that all fields are mandatory



# Co-operation Profile - International Co-operation -

## B. Company Profile

2<sup>ND</sup> STEP - DESCRIPTION OF THE COMPANY

Name of the company \_\_\_\_\_

Address: \_\_\_\_\_

Street 1: \_\_\_\_\_

Street 2: (if applicable) \_\_\_\_\_

Postal Code: \_\_\_\_\_

City: \_\_\_\_\_

Country: \_\_\_\_\_

Web Address: (if applicable) \_\_\_\_\_

E-mail Address: (if applicable) \_\_\_\_\_

Contact person: Mr/Ms \_\_\_\_\_

Title: \_\_\_\_\_

First Name: \_\_\_\_\_

Family Name: \_\_\_\_\_

Position in the Company: \_\_\_\_\_

Telephone Number: \_\_\_\_\_

Fax Number: (if applicable) \_\_\_\_\_

E-mail Address: (if applicable) \_\_\_\_\_

Year established: \_\_\_\_\_

Turnover in million Euro: \_\_\_\_\_

<input type="checkbox"/> Up to 2	<input type="checkbox"/> 2 to 10
<input type="checkbox"/> 10 to 50	<input type="checkbox"/> More than 50

Number of Employees: \_\_\_\_\_

<input type="checkbox"/> 1 to 9	<input type="checkbox"/> 10 to 49
<input type="checkbox"/> 50 to 249	<input type="checkbox"/> 250 or more

Activity Code(s) (NACE-Code): \_\_\_\_\_

Contact Language(s): English:  Others: \_\_\_\_\_



Company's current Products / Activities, particularly with regards to the co-operation request (main products, services, core activities):

Certification/Quality standard:

- I None  
 ISO9000

- ecoaudit  
 Other (Please specify)

Already Engaged in Trans-national Co-operation:

Yes:

No:

Percentage of Trans-National Activity (defined as approximate of turnover):

- 0 to 9%  
 50% or more

10 to 49%



### C. Co-operation Proposal

3<sup>RD</sup> STEP - DESCRIPTION OF THE CO-OPERATION

Type of Co-operation:

Please select at least one of the following:

- Trade Intermediary services (agent, representative, distributor)  Offered  Required
- Franchise  Offered  Required
- Transport/Logistics  Offered  Required
- Joint Venture  Offered  Required
- Merger or Exchange of Shares  Offered  Required
- Sale/acquisition of a complete company or part of it  We sell  We buy
- Research and Technological Development activity  Offered  Required
- Production/Manufacturing activity  Offered  Required
- Subcontract/Outsourcing activity  Offered  Required
- Licence  Offered  Required

Target Country (ies):

Full description:  
(Specification of co-operation requested / offered)

Description of the main advantage the company could offer to a potential partner:

Uploaded file(s)

- Yes
- No

Y



## D. Profile of the required Partner

4<sup>TH</sup> STEP - DESCRIPTION OF THE REQUIRED CHARACTERISTICS OF THE POTENTIAL PARTNER

Type of Partners:

- Company
- Other (please specify)

Field of Activities of the potential Partner:

- Manufacturing
- Services
- Trade (Buying/Selling)
- Research & Technological Development

Number of Employees of the potential Partner:

- 1 to 9
- 10 to 49
- 50 to 249
- 250 or more

Trans-National Co-operation Experiences of the potential Partner:

- No preference
- Preferred
- Required

Expected input / Characteristics of the Partner:  
(Description of what is being expected from the potential co-operation Partner):

Last update: January 2007