## LIST OF TABLES, CHARTS AND FIGURES

### PART A

**I. INTRODUCTION**

<table>
<thead>
<tr>
<th>Table</th>
<th>Description</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>TABLE 1</td>
<td>Foreign currencies</td>
<td>26</td>
</tr>
<tr>
<td>TABLE 2</td>
<td>Characteristics of export promotion policies</td>
<td>31</td>
</tr>
<tr>
<td>TABLE 3</td>
<td>Information needs in export</td>
<td>45</td>
</tr>
<tr>
<td>TABLE 4</td>
<td>Rank order of empirical findings on non-exporters’ perceptions of export barriers</td>
<td>47-48</td>
</tr>
<tr>
<td>TABLE 5</td>
<td>Export Problems Encountered by Indian Manufacturing Firms</td>
<td>59</td>
</tr>
<tr>
<td>FIGURE 1</td>
<td>Export promotion model</td>
<td>71</td>
</tr>
<tr>
<td>FIGURE 2</td>
<td>Vital Links</td>
<td>73</td>
</tr>
</tbody>
</table>

**II. IMPORTANCE**

<table>
<thead>
<tr>
<th>Figure</th>
<th>Description</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>FIGURE 1</td>
<td>Politicians selling effort</td>
<td>88</td>
</tr>
</tbody>
</table>

**III. CONTEMPORARY CHALLENGE**

<table>
<thead>
<tr>
<th>Table</th>
<th>Description</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>TABLE 1</td>
<td>A numerical history of India’s progression from a socialist state to a free-economy contender</td>
<td>99</td>
</tr>
<tr>
<td>TABLE 2</td>
<td>Budget promise and performances</td>
<td>111</td>
</tr>
<tr>
<td>TABLE 3</td>
<td>Over involvement of Government</td>
<td>115</td>
</tr>
<tr>
<td>TABLE 4</td>
<td>Time Delays</td>
<td>116</td>
</tr>
<tr>
<td>TABLE 5</td>
<td>Continuously changing credit policy</td>
<td>120</td>
</tr>
<tr>
<td>TABLE 6</td>
<td>Snapshot of strengths and weakness</td>
<td>133</td>
</tr>
</tbody>
</table>

**IV. CURRENT SIGNIFICANCE**

<table>
<thead>
<tr>
<th>Table</th>
<th>Description</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>TABLE 1</td>
<td>The wide gap between planning by government of India, and the actual performance by the exporters</td>
<td>135</td>
</tr>
<tr>
<td>TABLE 2</td>
<td>Comparisons</td>
<td>149</td>
</tr>
<tr>
<td>TABLE 3</td>
<td>Declining expenditure of ITC</td>
<td>156</td>
</tr>
</tbody>
</table>

**V. LITERATURE REVIEW**

**VI. PRESENT FOCUS**

<table>
<thead>
<tr>
<th>Table</th>
<th>Description</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>TABLE 1</td>
<td>Merchandise exports</td>
<td>177</td>
</tr>
</tbody>
</table>

**VII. RESEARCH METHOD**
PART B

I. EXPORT PROMOTION POLICIES—AN OVERVIEW

TABLE 1. Addressing the Export assistance needs of firms at different levels of internationalization 191
TABLE 2. Factors supporting a focused export promotional portfolio 192
TABLE 3. Alternative ways of segmenting client firms for export assistance 193
FIGURE 1. A Framework for the Development of an Effective Export Assistance Strategy 195
CHART 1. Effectiveness of service providers 204
CHART 2. US small and medium exporters 206
CHART 3. US firms operating globally 207
CHART 4. Most helpful assistance 208
CHART 5. Best export assistance 208
CHART 6. Finance related export problems 213
CHART 7. Export finance 213
CHART 8. Primary sources of information 215
CHART 9. Familiarity 221

II. EXPORT PROMOTION POLICIES—AN OVERVIEW

CHART 1. A Comparison of Austrade's Export Impact 250
CHART 2. Clients' rating Austrade's overall performance in 1994 / 95 251
CHART 3. Overall, 84.4% of Export Impact clients rate Austrade as good or better 252
CHART 4. How have you dealings with Austrade compared with your expectations? 253
CHART 5. Austrade's five most frequently used services 254
TABLE 1. The top 5 most used Austrade Services 255
CHART 6. Austrade's Top 5 services that really make a difference to clients 256
CHART 7. The top 5 Austrade services that really make a difference to clients 257
CHART 8. The top 5 Austrade services that really make a difference to clients 257
CHART 9. The top 5 Austrade services that really make a difference to clients 258
CHART 10. The top 5 services Austrade should action first 259
CHART 11. The top 5 services delivery issues Austrade should action first 260
CHART 12. The top 5 information and advices issues that Austrade should action first 260
CHART 13. What constitutes terrible service for Austrade's clients? 262
CHART 14. What constitutes terrible service for Austrade's clients? 262
CHART 15. Multi-agency network in support of SME's 353
TABLE 2. Structure of exports 361
TABLE 3. Diversification of export markets 361
TABLE 4. Export promotion measures in Korea upto 1982 368

III. INTER COUNTRY COMPARISON

TABLE 1. Exporters' Responses to Potential Barriers 410
TABLE 2. Export Promotion in selected industrialized countries 411
TABLE 3. Significance of Manufactured Goods Exports: Selected Industrialized Countries** 412
TABLE 4. Coordination of Government and Firm Activity for exporting 413
CHART 1. Study Comparison of Feasibility Budgets 416
TABLE 5. Legal nature of trade promotion organizations 440
TABLE 6. Characteristics of TPO governing bodies 443
TABLE 7. Composition of the staff of TPOs 446
TABLE 8. Characteristics of the commercial representation abroad 448
TABLE 9. Characteristics of TPO governing bodies 452
TABLE 10. EPO Participation in export policy 455
TABLE 11. Services and support activities of the EPOs 457
TABLE 12. International trade orientation 460

IV. INDIAN EXPORT PROMOTION PAST AND PRESENT – ABACKGROUND

TABLE 1. Domestic and export profitability 486
TABLE 2. Export and domestic profitability by industry groups 487
TABLE 3. Incentives at a glance as presented by EEPC 494
TABLE 4. Grant In Aid 552

PART C

I. US EFFORTS-A SURVEY

TABLE 1. The needed elements of the export policy 567
TABLE 2. The Ten Services Most Used by Small and Midsize Exporters 568

II. INDIAN EFFORTS-A SURVEY

PART D

I. FINDINGS AND SUGGESTIONS

MODEL 1. The "EXPORT PROMOTION" MODEL 604