

## Unit 8

### the EU & Applications

Topics: EU application, SME support, Széchenyi Card, knowledge-based society

Skills: submitting applications, scheduling, hotel reservation, offer

#### Pre-Accession Programmes

The EU has set up pre-accession funds to give financial assistance to applicant countries wishing to join the European Union. PHARE was the first one, established in 1989, originally to support Hungary's and Poland's economic transformation with the objective of developing public administration and institutions, convergence with the European Union's legal system (**acquis communautaire**) as well as economic and social cohesion. Since then the system of accession assistance has been changed and restructured many times. In 1999 two new instruments were added: ISPA and SAPARD; under Agenda 2000 the original competence of PHARE was divided into the following main areas.

- **PHARE** focused on economic and social cohesion, institution building, twinning
- **ISPA** supported environmental protection and transport projects
- **SAPARD** aided sustainable agricultural and rural development
- **CARDS** targeted the Western Balkans.

In 2007 all these were replaced by one single instrument called **IPA, the Instrument for Pre-Accession Assistance**, making more than €11 billion is available within the period of 2007-2013. IPA consists of five components:

- Transition Assistance and Institution Building
- Regional and Cross-Border Cooperation (Interreg)
- Regional Development
- Human Resources Development
- Rural Development

The IPA beneficiary countries are divided into two categories:

- **EU candidate countries** (Croatia, Turkey and the former Yugoslav Republic of Macedonia) are eligible for all five components of IPA;
- **Potential candidate countries** in the Western Balkans (Albania, Bosnia-Herzegovina, Montenegro, Serbia, and Kosovo under UN Security Council Resolution 1244/99) are eligible only for the first two components.

#### Croatia

Croatia applied for EU membership in 2003. Official candidate country status was granted to Croatia by the European Council in mid-2004. Croatia finished accession negotiations in June 2011 and on 9 December 2011 signed the treaty to become the bloc's 28th member. The ratification process is expected to be completed by the end of June 2013. Therefore, entry into force and accession of Croatia to the EU is expected to take place on 1 July 2013. An EU accession referendum was held on



22 January 2012 in Croatia, and the 67 per cent of Croats taking part voted in favour of EU membership. The country gets financial assistance from the EU through the following instruments:

- Pre-accession funds: PHARE, ISPA, SAPARD and from 2007 the new instrument IPA
- Community programmes - open for Croatia

IPA funds are implemented in Croatia through three multi-annual Operational Programmes (currently for the years 2007-2011):

1. **Environmental Operational Programme (EOP)** runs waste and sewage treatment projects, implementing the EU environmental law
2. **Transportation Operational Programme (TOP)** runs projects with focus on railway modernisation along TEN Corridors X & V. and on upgrading inland waterway infrastructure along TEN Corridor VII.
3. **Regional Competitiveness Operational Programme (RCOP)** aims to achieve a balanced regional development, improve economy in less developed areas and make SMEs more competitive.

## EU Funding of Member States

Fully-fledged members are entitled to other types of funding than aspirant countries such as:

- **EU Structural Funds** (successor of PHARE) **EU Social Funds&EU Regional and Development Funds**
- **Cohesion Funds** (instead of ISPA)
- **Agricultural Funds** (instead of SAPARD)
- **Community Initiatives**

The beneficiaries of all these parts are different. Member states whose GDP is under the 75% of the EU average may apply for the subsidies of the Structural Funds. That means Bulgaria, some regions of the Czech Republic, Estonia, some regions of France, some regions of Germany, Greece, some regions of Hungary, some regions of Italy, Latvia, Lithuania, Malta, Poland, some regions of Portugal, Romania, some regions of Spain, some regions of Slovakia, Slovenia. Some regions receive transitional, so-called "**phasing-out**" **subvention**. Subvention from the Cohesion Fund can be granted to those Member States, whose GNI is under the 90 % of the EU average. This means: Bulgaria, Cyprus, Czech Republic, Estonia, Greece, Hungary, Latvia, Lithuania, Malta, Slovakia, Slovenia, Poland, Portugal, Romania. Spain receives **transitional subvention**.

In Hungary four types of EU grants are available:

- Structural Funds (ESF, ERDF) and Cohesion Fund
- Community Initiatives
- Public procurements and Agricultural subsidies

**Funds** are coordinated at national level. Subventions granted through SF and CF are not automatically divided between the member states. Member states have to write their **National Development Plan (NDP)**. After a long reconciliation procedure the NDP reaches its final form, which is to be approved in Brussels, followed by calling for proposals in the member state. Nowadays



Hungary runs its second NDP, the so-called **New Hungary Development Plan (NHDP)** made up of 15 operative programs. In the NHDP the different Operative Programs (OP) define the areas of development.

Under **community initiatives** we understand integrated actions accepted by the European Commission. They are coordinated at community level through call for tenders. Applicants have direct contact with Brussels, but in every Member State special program offices, co-ordination offices are in charge for each project.

The **European Territorial Initiative** can be divided into three forms of co-operation:

- Cross-border co-operation
- Trans-national co-operation
- Interregional co-operation

### The **Hungary-Croatia IPA Cross-border Co-operation Programme**

belongs to the “new generation” of cross-border co-operation programmes in the budgetary period 2007-2013. Actually, the Hungarian-Croatian cross-border co-operation started in 2002 with the **Hungary-Croatia Pilot Small Projects Fund** within the framework of the Hungarian National Phare Programme (only the Hungarian side was funded). In the period of 2004-2006, the cross-border co-operation between Hungary and Croatia formed a trilateral co-operation completed with Slovenia in the **Neighbourhood Programme** (all sides were funded).

The Hungary-Croatia IPA Cross-border Co-operation Programme 2007-2013 was approved by the European Commission on the 13th March 2008. The Programme allocates 35.542.216 € of Community funding for the first five years. It follows two basic principles:

- **Lead Beneficiary Principle:** the project is represented by the Lead Beneficiary, who will act as a Lead Partner and takes overall responsibility for the whole programme.
- **Real Cross-Border Effect Principle:** projects partners from both sides of the border have to be actively involved in the joint implementation of projects through joint planning, joint staffing, joint financing. Project results should have impact on both sides of the border.

The Programme offers a wide range of opportunities to the potential **beneficiaries** in the frame of two priorities- Sustainable Environment and Tourism and Co-operative Economy and Intercommunity Human Resource Development.

Various activities can be **eligible for financing**, such as infrastructure developments serving the protection of nature and natural values; **joint programmes**, studies, strategies for the improvement of environmental protection; construction and designation of new cycling routes; development of tourism attractions and infrastructural facilities; promoting integration and re-entry into employment for disadvantaged people; infrastructural development in the field of research; preparation of **joint feasibility studies**; development of **common curricula** and of joint training facilities; **people to people activities** like organising festivals, performances, theatrical tours, concerts, exhibitions, art workshops, charity events, cross-border amateur sport championships and tournaments; and activities to reduce language barriers.

**Project participants:** potential applicants who can apply for funds are as follows:

- County governments
- Local authorities, labour centres
- County or regional development/management organisations
- Development agencies, non- governmental non- profit organisations (NGOs)
- Water management authorities, environmental management authorities
- Management organisations of national parks and environmental protection areas
- Public road management companies and authorities
- Tourist boards
- Universities, colleges and their non-profit organizations
- Educational and teaching organizations and their non-profit organisations

### Application procedure

Let's take the Hungary-Croatia IPA Cross-border Co-operation Programme 2007-2013 as a concrete example.

**Call for proposal:** The whole procedure starts with a call for proposal, which means that the competent government agencies and authorities, in our case the National Development Agency of Hungary and the Ministry for Regional Development, Forestry and Water Management of Croatia open a call for proposals. The interested applicants have to fill in all the necessary application documents available in the **application pack** in English from the official Programme website and submit them to the Programme's Joint Technical Secretariat. The partners involved in the programme are called **applicants** and if their application is accepted, they will become **beneficiaries**. Only the **lead applicant** (that will be lead beneficiary, in case of approval) can submit the project proposal: it means that the lead applicant has to collect the required documents from all involved partners. The application pack contains the following documents:

- - The application form.
- - The letter of intent.
- - The *de minimis* declaration.

**Submission:** the lead applicants must submit the application form **in both electronic and paper version** (duly dated and signed in original handwriting) and the hard copy of these documents, in a sealed envelope:

**Evaluation:** the **Joint Monitoring Committee (JMC)** is responsible for the project evaluation and approval. It is supported by the Joint Technical Secretariat (JTS), and carries out its functions with the assistance of the national/regional authorities and, if necessary, of external experts. Project proposals evaluation procedure consists of 2 steps:

**Formal assessment:** is made by the Joint Technical Secretariat, under the responsibility of JMC. This procedure foresees 2 levels of control:

- a) *Formal eligibility check:* at first, the JTS will check the applications against a set of formal eligibility criteria,
- b) *Admissibility check:* the formal eligible projects will be checked by the JTS against a set of admissibility criteria



**Quality assessment:** the JMC is responsible for the quality assessment of the project proposals.

After the quality assessment of the project, the JTS will require to lead applicant of projects selected for funding to provide the following documents, in order to verify the eligibility of the project beneficiaries:

- o **Certified copy of Statute** or its relevant articles of the project Beneficiaries, proving the eligibility of each partner (public bodies will not be required to provide this document).

- o **Certified copy of the final budget** of the last 3 years. If the organization is less than 3 years funded, the final budget of the last 1 or 2 years must be provided.

- o (in case) **Certified copy of the national/regional/local official act** which ensured the public national co-financing where it is not automatically allocated by the state and it is not guaranteed by public own resources.

These additional documents must be in English language. In case the original of the document is not in English, the relevant Beneficiary must send a translated version in English accompanied with a declaration (signed in original by the legal representative or an authorized substitute) of compliance with the original. The final ranking list will be published by the Managing; it will be published also in the Programme website. The Managing Authority informs the lead beneficiaries about the project evaluation result.

**Contract:** After the conclusion of the evaluation procedure, the lead beneficiaries of the projects selected for funding will sign the **subsidy contract** with the managing authority of the programme. The lead beneficiary will conclude a **partnership agreement** with all other projects beneficiaries. The payment of public co-financing shares will follow the rules and procedures established by each programme participating countries. In case of approval of a project with a private lead beneficiary, the lead beneficiary will be asked to provide, before the signature of the subsidy contract, proof that a **financial guarantee** is in force. The guarantee shall be issued for the total programme contribution allocated to the project and be valid until the final reimbursement by the programme.

As general rule, the grant payments are made on a **reimbursement basis**. Payment claims are transmitted by the lead beneficiary to the managing authority on behalf of the partners. Payments will be made as soon as possible to the lead beneficiary's account by the certifying authority of the programme. Payments are made in Euros only. It is the responsibility of the lead beneficiary to distribute the funding among the partners according to the expenses presented by each partner. The managing authority will assign an **advance payment** to the lead beneficiary for the project start up, up to the limit of 15% of community contribution allocated to the project, taking into account that the expenditures incurred by beneficiaries from Albania, Bosnia and Herzegovina, Croatia, Montenegro and Serbia would be eligible only if that countries signed the financing agreement with EU Commission. The advance payment is granted to lead beneficiaries under the condition that the Managing Authority has yet received by the European Commission the Programme pre-financing.

The payment of Community funds is connected to the submission and approval of the **progress reports**. The aim of the progress reports is to present the progress in the implementation of the project and the way partners acted in order to obtain these results. The Progress Report furthermore underpins the content of the application for reimbursement, i.e. the costs incurred are directly linked to the tasks and activities stipulated in the community funding subsidy contract. Each progress report submitted to the JTS will have to be prepared by the lead beneficiary, accompanied by an application for Reimbursement, which indicates the amount of community funding the partners are requesting for reimbursement.

At the end of each reporting period of the implementation (after every 4 months), the lead beneficiary will have to prepare a **project progress report**, informing the programme management bodies about the activities carried out and expenditure that has occurred since the last reporting. The **project follow-up reports** have to be filled by the Lead Beneficiaries after they finished their projects successfully. In this report the lead beneficiary submits professional and financial information about indicators in the project, their affect on the partnership co-operation, generated revenues etc. in order to prove to the JTS the sustenance of the project outputs. Project Follow-up Reports shall cover 12 month periods from the end date of the project and shall be submitted to the JTS within 15 calendar days from the end of the periods.

### The New Széchenyi Plan

Improving Hungary's competitiveness, creating one million new jobs within ten years along seven break-out points – these are the main objectives of the New Széchenyi Plan launched on 14 January 2011. The New Széchenyi Plan focuses on the dynamic expansion of employment, maintaining financial stability, ensuring the conditions of economic growth and improving the competitiveness of Hungary. The ten-year economic strategy identifies the break-out points and the related programmes that will ensure long-term development of Hungary. The New Széchenyi Plan consists of the following 7 priority programmes:

- 1. Healing in Hungary – Health industry
- 2. Renewal of Hungary – Green economy development
- 3. Home project– Housing
- 4. Enterprise promotion – Development of the business environment
- 5. Science – Innovation – Growth
- 6. Employment
- 7. Transport – Transit economy

### Supporting SMEs

Small and Medium-Sized Enterprises (SMEs) are by definition companies with fewer than 250 employees and which are independent from larger companies. In addition, they have an annual turnover up to €50 million or an annual balance sheet up to €43 million. There are three types of SMEs:

- **Micro-enterprises** have fewer than 10 employees
- **Small enterprises** have between 10 and 49 employees
- **Medium-sized enterprises** have between 50 and 249 employees.

SMEs are facing the same problems in all EU countries. Lack of capital, mistrust between banks and SMEs, low credit rating of SMEs, limited access to liquid finance, red tap can cause cash flow problems. Whether they need a car loan to start a delivery business or venture capital for a biotech start-up, SMEs often find it difficult to access finance. The 23 million SMEs are the lifeblood of Europe's economy, accounting for over 98% of businesses in the EU. They have provided two thirds of the total private employment and around 80% of new jobs created over the past five years. The European Commission aims to make SMEs a key driver for economic growth, innovation, employment and social integration promote successful entrepreneurship, job creation and improve the business environment for SMEs. The **Small Business Act (SBA)** aims to put the '**Think Small First**' principle at the heart of policies in Brussels and across Europe. This means listening to SMEs before



introducing new laws, examining the effect legislation will have on small businesses, and helping companies in need of support. The **Enterprise Europe Network** plays an important role in fostering SME opportunities and growth, spanning 50 countries and is made up of nearly 600 partner organisations, including chambers of commerce, enterprise agencies and research institutes. The European Commission is currently expanding the international outreach of the Network by opening new branches in Asia and Africa, in Japan, China. In the past three years, the Network has served 3.1 million European SMEs, held more than 19 000 local events and attracted around 66 000 businesses to brokerage events and company missions. It has also helped companies to create 4 500 joint ventures and 1 490 firms to apply for funding from the EU's Seventh Framework Programme for research (FP7).

The Hungarian government supports the micro, small and medium enterprise sector in order to recover the economy. Started in 2002 with the *Széchenyi Card Overdraft Loan*, later extended with *Working Capital Loan*, *Investment Loan*, *Own Contribution Loan* and *Agricultural Loan*, the Széchenyi Card Construction is serving to boost the liquidity of Hungarian micro, small and medium size enterprises. With the three elements of the **Széchenyi Card Program** (current account, working capital loan, investment loan), a firm can get access to a 100 million HUF subsidized credit. The products of the Széchenyi Card Program are built on each other and complementing each other. Besides cash credit, Széchenyi Card offers working capital, the possibility to buy investment facilities and take out loans for the own contribution.

By today Széchenyi Card has become a market leading, state subsidized credit scheme, reaching the majority of small and medium-sized enterprises. 146,000 cards have been issued in cooperation with KA-VOSZ Zrt, the Hungarian Chamber of Commerce and Industry, and the National Association of Entrepreneurs, and the banks involved in the scheme laid out credit on favourable terms in a total of HUF 880 billion to small and medium-sized enterprises taking part in the programme. **KA-VOSZ Financial Services Trading Close Co.**, is a joint corporation of the National Organization of Entrepreneurs and Employers (NAEE, in hungarian: VOSZ) and the Hungarian Chamber of Commerce and Industry (HCCI, in hungarian: MKIK). The main tasks of KA-VOSZ Close Co. include professional management and coordination of Széchenyi Card, intermediation between clients and participating banks, handling and forwarding client data and pre-qualification.

All Enterprises with a minimum one-year business history can apply for the Széchenyi Card programme. Enterprises can hand in their application in the one-stop-shop enterprise development offices of KA-VOSZ by paying the registration fee. The Enterprise is to pay an annual card fee for the issuing bank, The applicant has the right to choose the bank to contract with, among five commercial banks The amount of the card fee will be charged from the account of the Enterprise by the Bank.





- ❖ **€ 100,000** charge account **credit** (staged initiation: 4-20-40-100 thousands)
- ❖ **1 year duration**
- ❖ **Interest and guarantee fee support**
- ❖ **Advantageous coverage and security**
- ❖ Lengthening, appropriation raising possibility
- ❖ **Bank card** (main & partner cards) accepted internationally
- ❖ **Quarterly redemption obligation**
- ❖ Available **for a wide range of SMEs'**
- ❖ In **extremely short time** (two weeks)
- ❖ At the **lowest interest rate** and costs level of the credit market
- ❖ Through **door-to-door servicing**
- ❖ With **easy understanding**, meeting the needs of individual enterprises.

The Government provides the following interest subsidy for the Széchenyi Card programme:

- support up to 50% of the guarantee fee by Creditguarantee Co., as well as
- 2 percent up to 10 million HUF for cards issued in 2006, and
- 1 percent up to 10 million HUF for cards issued in 2007.

### Knowledge based society

At the Lisbon summit in 2000 EU member states committed themselves to transforming the EU into the most competitive knowledge-based society of the world. One cornerstone of these ideas is **lifelong learning**. The **'Lisbon strategy'** covers a whole range of areas, such as scientific research, education, vocational training, Internet access and online business. The EU programmes for lifelong learning: estimated figures for the period 2007–13.

Area concerned	Name of EU programme	Aims
School education	Comenius	5 % of schoolchildren in the European Union will participate in joint educational activities.
Higher education	Erasmus	Three million students will be able to study at universities abroad.
Vocational training	Leonardo da Vinci	Every year 80 000 people will be able to do traineeships in companies and training centres in another European country.
Adult education	Grundtvig	7 000 people every year will be able to carry out educational activities abroad.
European integration studies	Jean Monnet	Support for academic research and teaching in European integration.

Vocational and adult training are also play a great role in producing highly-skilled workforce. Students can choose between two possible (legal) forms of practical training in enterprises:

- **apprenticeship training based on a student contract**, which will be registered by the local chamber of commerce (legal relationship between the enterprise and the student), the training provider pays a regular monthly allowance to the student, students are entitled to social contribution benefits and the time spent in training will be added to their pension scheme.
- **training based on a 'cooperation agreement'**





According to the Act about the vocational training the chambers have the public task of supervision of the personal and material conditions at enterprises which make practical training, and qualify the training sites. If the company meets the requirements, the chamber issues a certificate. Only this way can employers get the subsidy for training. At the end of the training period students have to take a **vocational exam** both in 'vocational' and 'secondary technical' schools. Students can obtain their first **OKJ qualification** (national educational registration) free of charge in full-time training (up to the age of 23). In February 2010 a national scholarship programme was launched for 'vocational school' students training in occupations in high demand in the labour market.

**Entrepreneurship education** of the young generation is also increasingly crucial to promote more business. The European Commission is supporting a series of activities for more entrepreneurial learning, such as the exchange programme '**Erasmus for Entrepreneurs**', and the **concept of mini-companies** run by students, which develop on a small scale a real economic activity at school, or simulate the operations of firms in a realistic way. The Croatian Chamber of Economy has launched **the E4E project** – Education for Entrepreneurship. to integrate entrepreneurial education into all levels of education. **European Industrial Doctorates** will links businesses and universities by enabling researchers to spend at least half of their study period within a company. This will provide the researchers with key skills and increase their employability.

## Speaking:

### Dialogue1: Kick-off conference of an EU project

**Role A:** You are a project manager of the project 'Speak the Same' co-financed by the EU through a Hungary-Croatia IPA Cross-border Co-operation Programme. You work for the Labour Centre of the Government Office for Zala County. You are at the kick-off conference in Zalegerszeg, Hungary with your partners discussing the action plan. The conference started with the project partners' presentations where they introduced themselves. After the lunch break you have to agree what steps to take. Act out your role according to the situation:

- thank the participants for their informative presentations
- introduce the goal of the project (trilingual professional online dictionary for employment experts and entrepreneurs).
- ask about the ideas, suggestions about the procedure of drawing up word lists
- grouping, main areas to cover, experts to involve, software,
- scheduling preparation, workshops, reviewing, editing, finalising word lists
- mention some possible problems which can arise (conceptual differences between the languages, institutional differences, etc)
- ask for suggestions about the venue of the next meeting
- agree about the date of the next meeting

You are starting the conversation.



**Role B:** You are a project manager of the project 'Speak the Same' co-financed by the EU through a Hungary-Croatia IPA Cross-border Co-operation Programme. You work for the Chamber of Commerce in Varasd/Zalaegerszeg. You have been invited to the the kick-off conference in Zalegerszeg, Hungary with your partners discussing the action plan. The conference started with the project partners' presentations where they introduced themselves. After the lunch break you have to agree what steps to take. Act out your role according to the situation:

- tell your ideas, suggestions about the procedure of drawing up word lists
- agree on grouping, main areas to cover, experts to involve, software,
- comment on scheduling preparation, workshops, reviewing, editing, finalising word lists
- mention some possible problems which can arise (conceptual differences between the languages, institutional differences, etc)
- suggest a venue for your next meeting
- agree about the date of the next meeting

Your partner is starting the conversation.

## Dialogue 2: Project modification

**Role A:** You are the lead partner of the IPA project. You and your project partners have decided to modify your project budget. Call the clerk at JTS (Joint Technical Secretariat) and ask for permission. Act out the dialouge considerig the following points:

- you would like to regroup costs in the subsidy contract
- you would like to spend more on wages and salaries.
- ask what documents you have to attacht to the modifiacion application
- ask who from the partners will have to send in the application
- ask if the budget modification will affect the whole contract and if it will lead to modification of the whole subsidy contract

You are starting is starting the phone conversation.

**Role B:** You are the clerk at JTS (Joint Technical Secretariat). The lead partner of a project running through you is calling you and asking for permission. Answer the questions regarding budget modification. Act out your role in the given situation:

- ask about the reason of budget modification
- ask how they want to divide the funding
- inform your client about the necessary documents to be attached
- the lead partner will have to submit the application for modification
- inform your client about the submission deadline

Your partner is starting the phone conversation.



### Dialogue 3: Hotel reservation

**Role A:** You are a project manager of the project 'Speak the Same' co-financed by the EU through a Hungary-Croatia IPA Cross-border Co-operation Programme. You work for the Chamber of Commerce in Varasd. You have been invited to the the kick-off conference in Zalegerszeg, Hungary with your partners discussing the action plan. Before you start your journey, you would like to reserve accomodation for you and your colleagues in the Golden Lamb Hotel, Zalaegerszeg. You are phoning the reception of the hotel. Act out your role according to the situation:

- introduce yourself and ask about available rooms
- tell the date of your arrival, number of colleagues,
- ask when you can take your room
- you need half board,
- ask about meals, parking facilities, hotel services
- ask for a wake-up call at 6 a.m.
- you will pay on the spot by credit card, you need an invoice for reimbursement of your travel expenses

You are starting the phone call.

**Role B:** You are a receptionist at the Golden Lamb Hotel, Zalaegerszeg. A guest is phoning you to make a reservation. You are arranging the booking. Act out your role according to the situation:

- you have plenty of rooms available
- earliest arrival time is 10 a.m.
- ask about the guests's wishes
- tell him/her about the recreational services of the hotel
- ask how (s)he wishes to pay, you will hand over the invoice after payment
- ask for a booking email, you will confirm it and reserve the rooms

Your partner is starting the phone call.

#### **Dialogue 4: Offer**

**Role A:** You work as a PR expert for the local Chamber of Commerce. You have to arrange a meeting for businessmen interested in the new EU funding opportunities. You will have to purchase a new OHP (overhead projector) and flip-chart. You are calling one of your regular suppliers. Act out your role according to the situation:

- greet your partner and tell him/her your demand
- you need an OHP in middle price range and 2 flip charts of 1x1,2 m.
- you would like delivery not later than within two weeks
- you can't decide now, ask for a brochure and price-list to read through for you
- suggest a meeting to discuss further details

You are starting the phone call.

**Role B:** You are a wholesaler of IT equipment. A PR expert from the local Chamber of Commerce is calling you to inquire about some IT devices. Play your role while following the instructions:

- greet your partner and ask what price category (s)he would prefer
- ask about delivery date
- promise to send your latest catalogue
- agree on a date to meet for further discussion
- thank for his/her interest

Your partner is starting the phone call.

## Letter Writing Offer

### Lead in:

Thank you for your letter of 21st June 2012. február 17.

We were glad to receive your inquiry asking for details of our products.

We appreciate your interest in our products shown at the Graz Trade Fair.

We thank you for your interest in our products.

We were pleased to hear that you were impressed by our products displayed in the exhibition.

### Validity:

Our offer is firm for 6 weeks./until/till the 8th of April.

We can offer you any of these patterns firm for 14 days.

We can offer you a large variety/a wide choice of goods at attractive/favourable prices.

We can hold these prices for 20 days.

Our offer is without engagement.

Our offer is unbinding.

Our offer is made subject to goods being unsold.

### Conditions:

We are pleased to make you an offer for leather jackets in the requested sizes/in the required quality.

We have the pleasure in submitting the following quotation.

All our models can be supplied by the middle of July.

We can supply the goods from stock and meet your delivery date.

Any orders can be met at once from stock.

Our prices are quoted/are calculated/are charged ex works Varasd, Croatia.

Our prices are to be understood FCA Lenti.

Our delivery term is CIF Hamburg.

We can offer you the following goods at the prices stated/below.

We will be able to install the equipment within 3 months.

As you have wished/requested, we are sending you our new models.

According to your wish, we are sending you our free samples

According to your request, we have enclosed our latest pattern book.

We have the pleasure of offering you our new product line.

We would like to draw/call your attention to our innovation.



### **Enclosure/Attachment**

We enclose/are enclosing/have enclosed a full range of our samples.

We attach/are attaching/have attached our illustrated brochure and price list.

Please find enclosed/attached our specifications/a colour chart/a pattern book.

We are sending you our catalogue by separate post/under separate cover.

Samples can be sent upon request.

We hope that you will give us a trial/initial order.

You will certainly find a ready sale for these qualities.

We do hope that you find our prices competitive for these high quality goods.

We can assure you that your order will be carried out promptly

You can be assured that any order you place with us will be executed immediately.

We hope that you will take full advantage of our offer.

We look forward to doing business with you.

We look forward to receiving a trial order from you.

We look forward to serving you.

### **Writing Task:**

You are the head of the sales department at a furniture manufacturer company. You have received an inquiry from a neighbouring country. They have seen your products at the national trade fair and they are interested in purchasing furniture from you. Write an offer considering the following aspects:

- thank for the interest in your products
- Your company has got long-year experience in furniture manufacturing and have been supplying a lot of customers and distributors both in the domestic and international markets.
- You can guarantee prompt delivery from stock.
- You are sending your current brochure and price list.
- You can also meet individual needs in the requested design and colour.
- You would like to expand in new foreign markets and establish a long-term relationship with other companies:
  - Offer a 6% quantity discount for orders of over x pieces.
  - Offer a 5% discount for settlement of liabilities within 7 days from date of invoice.