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The marketing of ATA Carnet

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<p>The topic of my thesis is the marketing of ATA Carnet in Finland. ATA Carnet is an international customs document for temporary admission of goods. The commissioner of my thesis is the Finland Chamber of Commerce. The aim of this thesis was to find out how the Finland Chamber of Commerce could improve the marketing of ATA Carnet.</p> <p>I looked for the existing marketing materials and there were only a little passive marketing concerning ATA Carnet. I didn't find any previous research concerning ATA Carnet in Finland and decided to make a marketing research myself. I conducted two inquiries to clarify the marketing of ATA Carnet in a different perspective; one questionnaire for ATA Carnet users and one for countries which belong to the ATA Carnet system. Online was chosen to be contact method in both surveys. The chosen research instrument was a questionnaire, which was conducted by Digium. The theoretical part is mainly focused on marketing research and my research steps.</p> <p>The most important marketing channel of ATA Carnet is the webpage. The next three marketing channels were seen almost equally important in the future: events where Chamber of Commerce is present, different trade fairs and bulletin of Chamber of Commerce. The social media is no important marketing channel.</p>	
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<p>Opinnäytetyöni aihe on ATA Carnetin markkinointi. ATA Carnet on kansainvälinen tullidokumentti väliaikaiseen vientiin. Työni toimeksiantaja on Keskuskauppakamari. Tämän opinnäytetyön tarkoitus oli selvittää kuinka Keskuskauppakamari voisi parantaa ATA Carnetin markkinointia.</p> <p>Aluksi tarkastelin olemassa olevia markkinointimateriaaleja. ATA Carnetin markkinointi oli vähäistä ja passiivista. En löytänyt aiempia tutkimuksia ATA Carnetista ja päätin tehdä itse markkinointitutkimuksen. Tein kaksi kyselyä tarkastellakseni markkinointia eri näkökulmista; kysely ATA Carnetin käyttäjille ja toinen ATA Carnet järjestelmään kuuluville maille. Kyselyissä käytettiin kyselylomakkeita ja kyselyt suoritettiin internetissä Digiumilla. Teoriaosuus koostuu pitkälti markkinointitutkimuksesta ja tutkimukseni vaiheista.</p> <p>Tärkein ATA Carnet'n markkinointikanava on nettisivu. Kolme seuraavaksi tärkeintä markkinointikanavaa jatkossa olivat lähes tasoissa: tilaisuudet, joissa kauppakamari on mukana, eri messut ja kauppakamarin jäsentiedote. Sosiaalinen media ei ole tärkeä markkinointikanava.</p>	
Kieli	Englanti
Asiasanat	ATA Carnet, markkinointitutkimus
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PREFACE

I conducted my practical training in the Helsinki Region Chamber of Commerce, office of Espoo, spring 2012, and continued there as a summer worker. My summer job was coming to the end and my studies were otherwise nearly finished except the thesis. In the end of August I asked for a topic for my thesis from the Finland Chamber of Commerce. Marja-Liisa Peltola, Head of the International Affairs Team, suggested the topic ATA Carnet, e.g. how other countries market ATA Carnet. After processing, the topic and the outline for the thesis were easily found. I already knew something about the topic, because I was working with ATA Carnets during my practical training and summer job and I found it interesting.

My tutor teacher, Sami Malmi, always said that once you start working studies usually suffer. Also others told me how the combination of full-time work and studying is not easy, but I was still surprised how true it was. I started to work in the Helsinki Region Chamber of Commerce in November 2012. Once studies remained in the background, time just seemed to be running but studies did not make any progress.

My thesis therefore rested for quite a while, but I don't see that only as a disadvantage. My work and thesis support each other. During last two years I have learned a lot about ATA Carnets through my work. This thesis also gives me a lot of background information for my work. There is much silent knowledge which is not written anywhere but is a result of a long term experience. I have been honored to work with two experts Raila Nurmi and Riitta Nikula, who have been working for years with ATA Carnets; I have learned from them so much.

I could not be more thankful to my supervisor teacher, Perttu Huusko, who has been asking during these years about my thesis process. Finally I announced that I have applied for study leave in order to finish my thesis. I asked whether he would still be willing to continue as my supervisor teacher and he said the thesis was in good shape and let's continue where we stayed last time.

Marja-Liisa Peltola was commissioner's representative until April 2014, after which she was not working anymore in the Finland Chamber of Commerce. Almost from the beginning Janike Heimonen, International Affairs, was involved in the process. She followed in the footsteps of Marja-Liisa Peltola.

The faith of my supervisor teacher and commissioner on me really made me believe I can do it. After working for two years, I have really enjoyed studying again. Autumn was the best time for me to write the thesis; raining and cold outside, perfect just sitting inside with a good excuse.

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1 INTRODUCTION

The topic of my thesis is the marketing of ATA Carnet in Finland. ATA Carnet is an international customs document for temporary admission of goods. The commissioner of my thesis is the Finland Chamber of Commerce. I conducted my practical training in the Helsinki region Chamber of Commerce, so I asked for a thesis topic from the Finland Chamber of Commerce, which is the umbrella organization of Chambers of Commerce.

The Finland Chamber of Commerce suggested the topic about ATA Carnet and it specified quickly: how the marketing of ATA Carnet could be improved in Finland. I found the topic very interesting, and I already had some information about the ATA Carnet. During my practical training I participated in one-day training session regarding ATA Carnet and Certificate of Origin organized by the Finland Chamber of Commerce. During my practical training and summer job I handled ATA Carnets. Before I came into practical training I had never heard about the ATA Carnet, even though I had been studying International business. The Chambers of Commerce get a lot of inquiries concerning the ATA Carnet, people would like to know about it and how they could use it.

The aim of this thesis was to find out how the Finland Chamber of Commerce could improve the marketing of ATA Carnet. At the starting point, I looked for the existing marketing materials. There was only little passive marketing concerning ATA Carnet. Based on that research and my own work experience, I noticed that there is a lack of marketing of the ATA Carnet and people's awareness of the ATA Carnet is weak.

I didn't find any previous research concerning ATA Carnet in Finland and decided to make a marketing research myself. I conducted two inquiries to clarify the marketing of ATA Carnet in a different perspective; one questionnaire for ATA Carnet users and another for countries which belong to the ATA Carnet system. Online was chosen to be contact method in both surveys. The chosen research instrument was a questionnaire, which was conducted by Digium. The theoretical part is mainly focused on marketing research and also a bit generally about the marketing.

2 THE ATA CARNET

The ATA Carnet is an international customs document that permits duty-free and tax-free temporary export and import of goods. To get visual image of ATA Carnet, see the appendix 7. ATA Carnet covers commercial samples, professional equipment and goods for presentation or use at trade fairs, shows, and exhibitions. During the one-year validity, it is possible to do several journeys to countries, which have joined the ATA Carnet system. (Kauppakamari 2014a.)

The ATA Carnet simplifies the procedure for temporary export and import for previously mentioned categories of goods. ATA Carnet replaces the export documents in the country of departure and the customs documents which are needed in country of temporary importation. In addition ATA Carnet includes the internationally accepted guarantee, which covers the possible customs duty and import taxes from the goods brought into a country. (Kauppakamari 2014a.)

“The role of a national guaranteeing organization is to guarantee to its Customs administration the payment of duties and taxes due when ATA Carnets have been misused on its territory (non or late re-exportation of goods, for instance). The national guaranteeing organization can also, with the prior consent of its Customs administration, authorize local chambers to deliver ATA Carnets on its behalf. In major trading nations, dozens of local chambers have that authority.” (International Chamber of Commerce 2014a.)

The Finland Chamber of Commerce is the national guaranteeing organization of ATA Carnets in Finland. The Finland Chamber of Commerce has with the prior consent of its Customs administration authorized local chambers to issue ATA Carnets on its behalf. The Chambers of Commerce are the only entities that issue the ATA Carnet documents in Finland. The Finland Chamber of Commerce was founded in 1918. The organization works on a national level, and together with 19 regional Chambers of Commerce cover all areas, sectors and forms of business in Finland. (Penttilä 2014.)

2.1 The ATA Carnet system

The ATA Carnet system is in use in 74 countries (autumn 2014). For the list of the countries see the appendix 4. Between the European Union member countries ATA Carnet is not needed. “Over the years, the ATA Carnet system has spread from just a few West European countries to most of the industrialized world, including a growing number of developing countries and emerging economies.” (International Chamber of Commerce 2014 b). Yearly over 175 000 ATA Carnets are issued and covering goods valued at more than US\$ 25 billion. (International Chamber of Commerce 2014 b). The number of issued ATA Carnets is estimated to increase in the future, as emerging markets are keen to develop and they require support from foreign countries. The ATA Carnet would work perfectly for example sending samples to the Africa.

2.2 The procedure of issuing ATA Carnet

In Finland ATA Carnet is granted to the companies, which operates in the area of the Chambers of Commerce. In addition the credit rating has to be fine, and the company must not have abused ATA Carnet before. ATA Carnet issues base on the WCO Istanbul Convention which entered into force in 1993. In order to be accepted as a member of the ATA Carnet system the country needs to join the Istanbul Convention and to nominate its national guaranteeing organization. There must be a national guaranteeing organization in country. Finland joined the WCO Istanbul Convention in 1999. There are two parties in the WCO Istanbul Convention: World Customs Organization and International Chamber of Commerce. (Peltola 2012.)

Before the WCO Istanbul Convention the ATA Carnet issues based on ATA Convention, which entered into force 30th July 1963. Finland joined the ATA Convention in 1964. At that time the other contract party was Customs Cooperation Council (CCC) forerunner of the World Customs Organization. (International Chamber of Commerce 2014b).

“The Customs conventions corresponding to the three main categories of goods covered by the system are:

- **Commercial samples** - The GATT International Convention to facilitate the importation of commercial samples and advertising material (Geneva 1952)
- **Professional equipment** - The CCC's Customs Convention on the temporary importation of professional equipment (Brussels 1961)
- **Goods for presentation or use at trade fairs, shows, exhibitions or similar events** - The CCC Customs Convention concerning facilities for the importation of goods for display or use at exhibitions, fairs, meetings or similar events (Brussels 1961).” (International Chamber of Commerce 2014 b).

Nowadays these various Conventions are progressively being replaced by the WCO Istanbul Convention. (International Chamber of Commerce 2014b).

2.3 ATA Carnet applications

To get an ATA Carnet, customer has to do application each time. All Finnish ATA Carnet applications are in the ATA Carnet register of the Finland Chamber of Commerce. In this thesis it was examined the ATA Carnet applications of the Helsinki Region Chamber of Commerce 1.1.2011- 30.9.2012. The same frame was used in primary data collection: the inquiry for ATA Carnet users. The Helsinki Region Chamber of Commerce ATA Carnet customers represent around half of all ATA Carnet customers in Finland. The time frame is long enough one year and three quarters. Following secondary data was analyzed from the ATA Carnet register. (This information is not publicly available.)

There were 210 ATA Carnets issued to different companies during 1.1.2011-30.9.2012. There are companies, which have applied for more than one ATA Carnet during the period. In addition in the big companies there are several persons in different departments who apply for the ATA Carnets.

During 1.1.2011 – 30.9.2012 the Helsinki region Chamber of Commerce received 597 ATA Carnet applications and issued a total of 461 ATA Carnets. ATA carnets were issued to 210 different companies. Totally 77 % of applications were accepted. There are two offices which issue ATA Carnets in the Helsinki region Chamber of Commerce, Espoo and Helsinki. The office of Espoo issued 30 % (139pcs.) of those ATA Carnets and Helsinki the rest 70 % (322pcs.). The most of 461 issued ATA Carnets were professional equipment 57 %. See the total distribution in different categories in the figure 1.

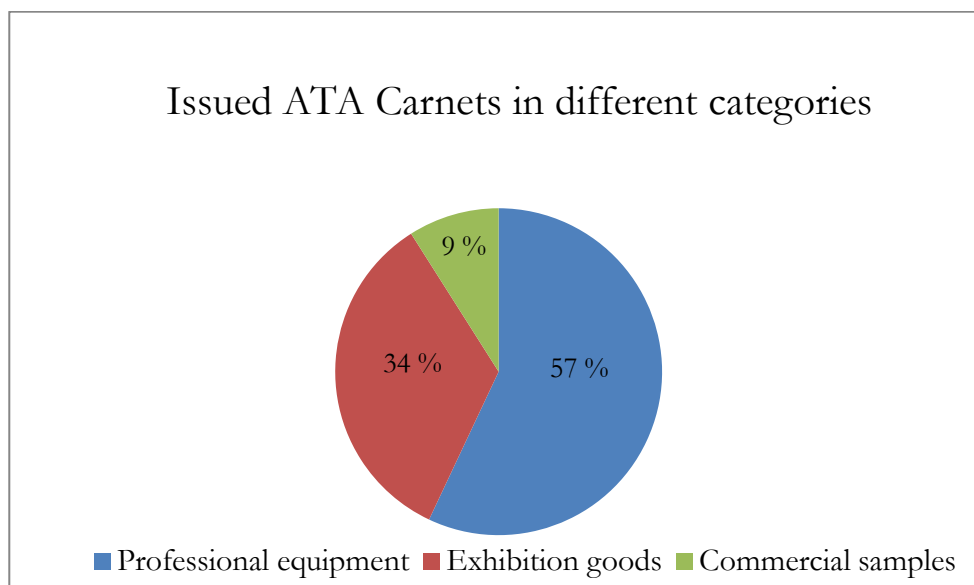


Figure 1. The distribution of issued ATA Carnets in different categories

Totally 136 applications were rejected, which is 22 %. The amount of rejections was divided between the offices as follows: Espoo 12,5 % (17pcs.) and Helsinki 87,5 % (119pcs.) The amount of rejections seems to be very high and there is quite big difference between the offices in the amount of rejections.

Once a customer has sent an ATA Carnet application she/he cannot change it anymore. Due to this if there are mistakes the Chamber of Commerce has to ask the customer to send a new application. Luckily the customer can use the previous application as a base and modify the points which are needed and send an application again. In reality, there are quite many cases in which ATA Carnet is issued with second application.

In 65 cases the reasons for rejections were told. The most common reason for the rejection was that the application had been defective. The application was defective due to following reasons:

- List of good was not provided in English
- Not all items were listed
- Not accurate enough information about the items

In addition, there were cases where an ATA Carnet could not be issued for some reason to the applying company, but they sent a new application with another company as the holder. In some cases the customer canceled the application because the temporary exportation was organized some other way.

The other reasons for rejections:

- The credit rating was not good enough.
- The country of importation doesn't accept the purpose of ATA Carnet e.g. case of India, only exhibition goods are accepted
- The form of transportation, while travelling to Russia by train ATA Carnet was completely prohibited. Since spring 2013 ATA Carnets have been accepted in Vainikkala, Railway customs point.

3 MARKETING

There are given several different definitions of marketing. Amstrong and Kotler (2005, 6) defined marketing extremely well:

“Marketing is a social and managerial process by which individuals and groups obtain what they need and want through creating and exchanging value with others.”

The purpose of marketing is to promote the selling of the product or service. However, the focus should not be the selling of the specific product or service, but also sell the benefits and experiences produced by these products or services. The marketing is a slow process, and the results usually can be seen after a long time. (Amstrong & Kotler 2006, 5.)

The effective marketing

The evaluation of effective marketing is extremely difficult (Tellis 2004, 5). One of the models of hierarchy of effects first proposed was AIDA, which was discussed as early as 1920s. AIDA is an acronym for the four variables: attention, interest, desire and action involved in hierarchy. More detailed information of variables see the figure 2.

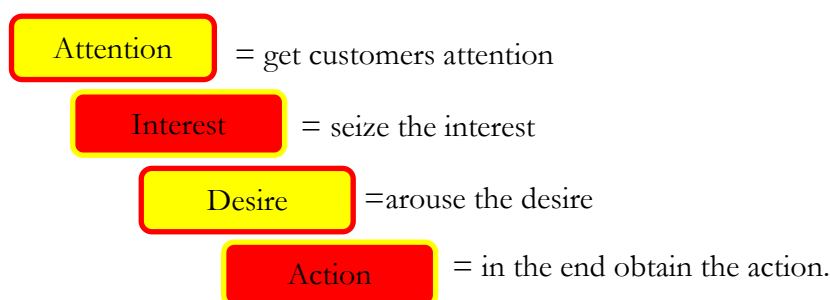


Figure 2. AIDA

Marketing communication

The marketing communication is the visible action for every customer and interest group of the company. Within the marketing communication the company tells about itself and its activities, also products and services to the customers and interest groups. The aim of the marketing communication is to increase people's awareness and knowledge of the company, and its services and products. In addition to build the positive image by creating positive feelings, and reinforce emotional connections which helps to sell products or services later on. (Rope & Tuominen 2010, 9.)

The company should assure the potential customers, that the product or service is better than the others in the market, will solve customers' problems or satisfy the customers needs. Every now and then current and new customers need to be reminded about the existing product of service and encourage customers to use them. There are many different communication methods which can be used in marketing communication. Marketing communication mix consist mainly of advertising, personal selling, sales promotion and public relations. (Lämsä & Uusitalo 2003, 116.)

4 MARKETING RESEARCH

“Marketing research is the systematic and objective identification, collection, analysis, dissemination, and use of information for the purpose of assisting management in decision making related to the identification and solution of problems (and opportunities) in marketing.” (Malhotra1999, 11). The organizations conduct the marketing research for two reasons; the aim is to identify and solve the marketing problems. (Malhotra 1999, 12). The marketing research process consists of four main parts, see the figure 3.

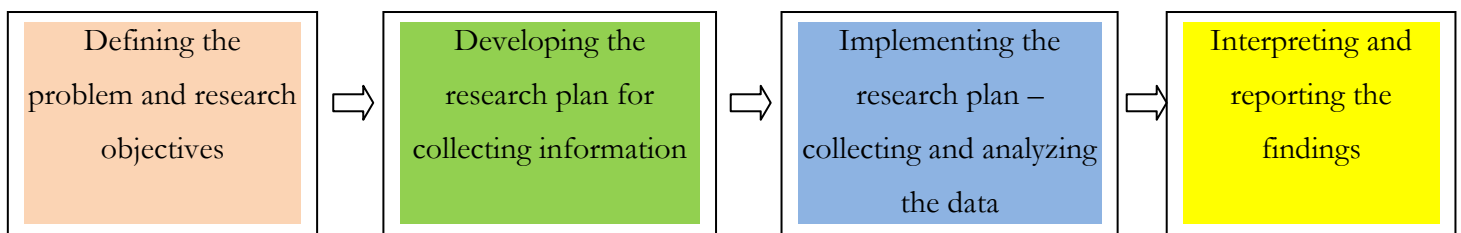


Figure 3. The marketing research process (Amstrong & Kotler 2005, 114)

4.1 Defining the problem and research objectives

The first and the most important step is always to define the problem in any case of marketing research. “Problem definition is a broad statement of the general marketing research problem and identification of its specific components.” Marketing research problem has to be defined clearly and accurately so that the research project can be designed and conducted properly. (Malhotra 1999, 34-35.) After the problem is defined it is the time to set research objectives. (Amstrong & Kotler 2005, 114). The problem is that people’s awareness of ATA Carnet is weak. The objective of this thesis is to find out how the Finland Chamber of Commerce could improve the marketing of ATA Carnet.

4.2 Developing the research plan

Once the research problems and objectives have been defined, the next step is to determine which information is needed and develop a plan how to gather the data. There can be used secondary data, primary data or both. “The research plan outlines sources of existing data and spells out the specific research approaches, contact methods, sampling plans, and instruments that research will use to gather new data.” (Amstrong & Kotler 2005, 114.)

4.2.1 Secondary data

Secondary data means that information already exists and it is collected for some other purpose. The researchers usually start by gathering the secondary data because it can be obtained more quickly and at a lower cost than primary data. (Amstrong & Kotler 2005, 115.) Secondary data can be classified into internal or external, see the figure 4.

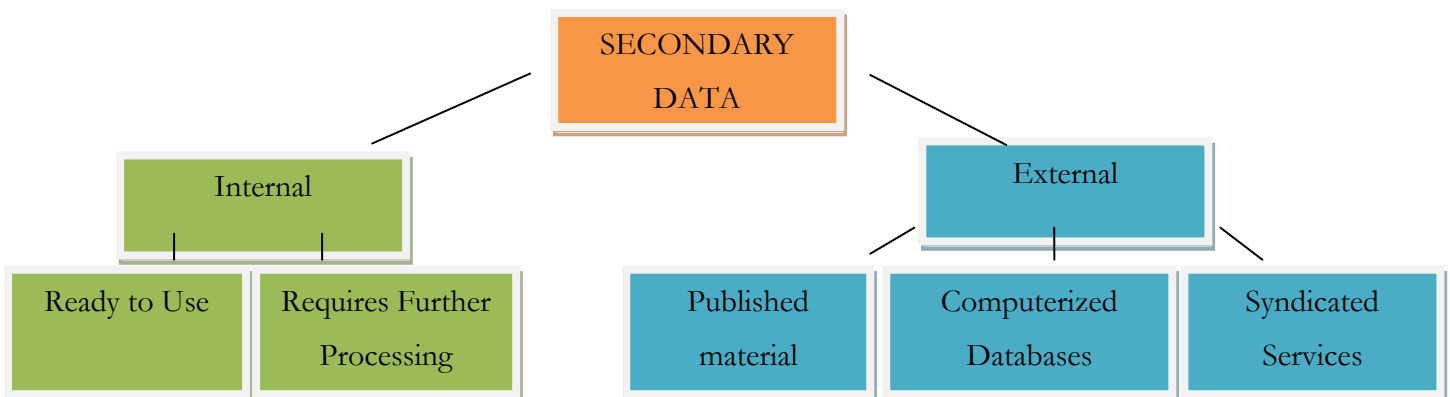


Figure 4. A Classification of secondary data (Malhotra1999, 117)

Secondary internal data

Secondary internal data is available in the organization for which the research is conducted. Internal data is easily available and inexpensive. The information can be ready-to-use format when information is useful as it is or information needs to be processed before it is useful. (Malhotra 1999, 117.)

The source of internal secondary data which has been used in this thesis is the ATA Carnet register of the Finland Chamber of Commerce, which contains all the information of ATA Carnet applications. People who are working in international affairs department in the Finland Chamber of Commerce have the access into that database. Each regional Chamber of Commerce processes mainly the ATA Carnet applications of the companies which operate in the area of their region. Each regional Chamber of Commerce can see their own ATA Carnet applications; people who handle the application have access the database. There can be agreement between Chambers of Commerce that all applications are transferred to the another Chamber of Commerce for example the Helsinki region Chamber of Commerce also handles Kymenlaakso -, Riihimäki-Hyvinkää and Western-Nyland Chamber of Commerce ATA Carnet applications.

Some interesting numbers could be seen straight away from the downloaded CSV files, such as numbers of applications of each Chamber of Commerce in a chosen period, but after processing the information different statistical information could be figured out such as percentage of issued ATA Carnets. The secondary data of ATA Carnet applications see the chapter 2.3.

Secondary external data

Secondary external data is from outside the organization. The external data can be classified in three different categories which are published material, computerized databases and syndicated services. Published material includes sources such as federal, state, trade association and non-profit organization e.g. Chamber of Commerce. Published material can be broadly classified into general business data or government data. (Malhotra 1999, 120.)

Computerized databases can be classified online, internet or offline databases. Online databases are stored into computers, and network is required to access. Internet databases can be accessed, searched and analyzed on the internet. (Malhotra 1999, 120-124.) Published material, general business data was exploited in this thesis. There were used internet databases such as the Finland Chamber of Commerce and the International Chamber of Commerce webpages.

4.2.2 Primary data

Primary data means that information is collected for specifically addressed research problem. (Malhotra 1999, 40). Designing a plan for primary data collection involves number of decisions on research approaches, contact methods, sampling plan and research instruments, see the figure 5. (Amstrong & Kotler 2005, 117). The green color represents my primary data collection on my marketing research. To read more for my primary data collection see the chapter 5.

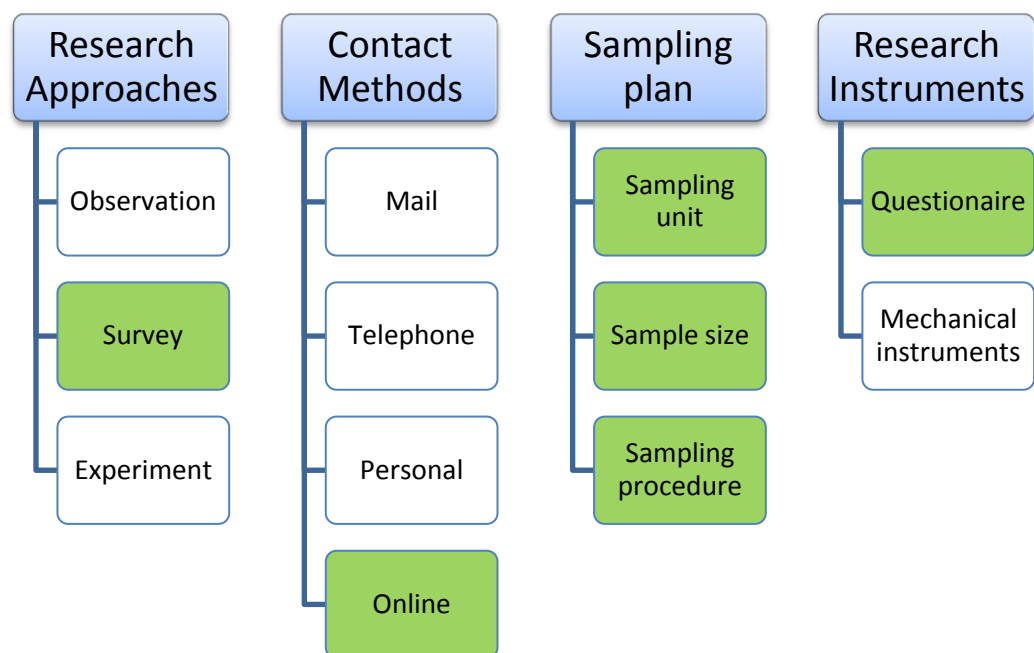


Figure 5. Planning Primary Data Collection (Amstrong & Kotler 2005, 117)

Research approaches

There are three different research approaches, observation, surveys and experiments, for gathering primary data. The survey research is the most widely used method for primary data collection. The primary data is collected by asking people questions about their knowledge, attitudes, preferences, and buying behavior. This way can be gathered descriptive information. (Amstrong & Kotler 2005, 118-119.)

Contact methods

“Information can be collected by mail, telephone, personal interview, or online.” (Amstrong & Kotler 2005, 119). Each contact methods has its own strengths and weaknesses, these are shown in the table 1.

Table 1. Strengths and Weaknesses of Contact Methods.(Amstrong & Kotler 2005, 119)

	MAIL	TELEPHONE	PERSONAL	ONLINE
Flexibility	Poor	Good	Excellent	Good
Quantitativity of data that can be collected	Good	Fair	Excellent	Good
Control of interviewer effects	Excellent	Fair	Poor	Fair
Control of samples	Fair	Excellent	Fair	Poor
Speed of data collection	Poor	Excellent	Good	Excellent
Response rate	Fair	Good	Good	Good
Cost	Good	Fair	Poor	Excellent

Sampling plan

“A sampling plan is a detailed outline of which measurements will be taken at what times, on which material, in what manner, and by whom.” (NIST/SEMATECH 2004.) The idea of sampling is that a segment of the population is selected to represent population as whole. (Amstrong & Kotler 2005, 123). “The three main advantages of sampling are that the cost is lower, data collection is faster, and since the data set is smaller it is possible to ensure homogeneity and to improve the accuracy and quality of the data.” (Oxbridge Writers, 2012).

There are three important main parts which have to be taken into account while doing a sampling plan, and these are:

- Sampling unit: Who is to be surveyed?
- Sample size: How many people should be surveyed?
- Sampling procedure: How should be people in the sample chosen?

(Amstrong & Kotler 2005, 123.)

Research instruments

A questionnaire and mechanical devices are the two main research instruments while gathering primary data. The questionnaire is the most common instrument, and it can be conducted by phone, online or personal. The questionnaires are very flexible and there are two types of questions; open-ended and closed-ended. The questionnaires should be planned carefully; the wording and ordering of questions should be taken into consideration. The language of questions should be simple, direct and unbiased. In addition questions should be in logical order. (Amstrong & Kotler 2005, 126.)

Open-ended questions allow the respondent to reply in their own terms. Open-ended questions usually reveal more than closed-ended questions as the answers are not limited. Closed-ended questions limit respondents' options of the response, there is a list of answers where respondent choose answers for the question. The most common closed-ended question form is a multiple-choice question, where the respondents are asked to choose one answer or check-all-that-apply options. There are also scale questions, where respondent should decide the rate situation in along the scale. Closed-ended questions are easier to interpret and tabulate. (Amstrong & Kotler 2005, 126.)

4.3 Implementing the research plan

The next step is to put the research plan into action. "This involves collecting, processing, and analyzing the information." The collected data has to be processed and analyzed to separate the important information and findings.

It must be checked that data is accurate and complete and code it for analysis. Finally tabulate the results and calculate the averages and other statistical measures. (Amstrong & Kotler 2005, 127.)

4.4 Interpreting and reporting the findings

Finally it is time to interpret the findings, draw conclusions, and report them to the management. (Amstrong & Kotler 2005, 127). The key of the successful research is that the research is planned well and meets the expectations of commissioner. The success of results cannot always be linked to financial expectations, for example, in case of measuring advertising effectiveness the object can measure the increase in product awareness. There are two types of reports; a written report and an oral research report. The issues which good marketing research report should include are listed in the figure 6.



Figure 6. Characteristics of a good marketing research report (Proctor. 2003, 333)

5 THE RESEARCH METHOD AND IMPLEMENTATION

I conducted two inquiries to clarify the marketing of ATA Carnet in a different perspective; one questionnaire for ATA Carnet users and another for the members of national guaranteeing organizations. Online was chosen to be contact method in both surveys. The chosen research instrument was a questionnaire, which was conducted by Digium.

The questionnaires were carefully designed; the wording and ordering the questions were checked several times. Both the questionnaires are very short and multiple-choice questions are used as they are quick to reply, and there is always left open-ended response option if there is not suitable alternative. The questions were clearly stated how many options should be chosen. In the multiple-choice questions it was compulsory to choose at least one alternative, but it was possible to choose more than one alternative. In case, that there was not any suitable alternative, the open-ended response could be the only one chosen so nobody was to force to choose unsuitable options. In open-ended questions the answers were not mandatory.

The questionnaires were first sent to a small sample group which included commissioner, persons who handle ATA Carnet in the Helsinki Region Chamber of Commerce and my supervisor teacher. This ensured that the questionnaires worked and last minute checking could be done. Both surveys were implemented confidentially. All public presentation of the research results are anonymous and in a summary form, where respondents' identities and responses are not revealed. Therefore the participants are more likely to open up and give more truthful responses.

It was difficult to predict the level of survey participation; survey response rate vary widely and depend on a variety of factors such as the length and structure of the survey. I received good response rates in my questionnaires: 49% and 63%. The carefully planning of each step of the questionnaire paid back in both questionnaires.

5.1. The research for ATA Carnet users

To design the plan for primary collection in this thesis was quite easy. One sampling unit was obvious, the customers who had used the ATA Carnet. The following information was decided to be gathered from the customers:

- How they find out about the ATA Carnet – which marketing channel.
- What would be the best marketing channels in the future?
- Which purpose ATA Carnet was used for?
- Whether there would be interest in training about ATA Carnet.
- Comments and feedback about the ATA Carnet - especially practical experience.

The sample size had to be outlined a bit more precisely. All customers of ATA Carnet could not be surveyed, so it was decided that the sample group was the customers of Helsinki Region Chamber of Commerce which make yearly around half of the all ATA Carnet customers in Finland. Information should be recent, but still the time of examination has to be long enough that it reflects the overall picture and ensure that the sample size is big enough.

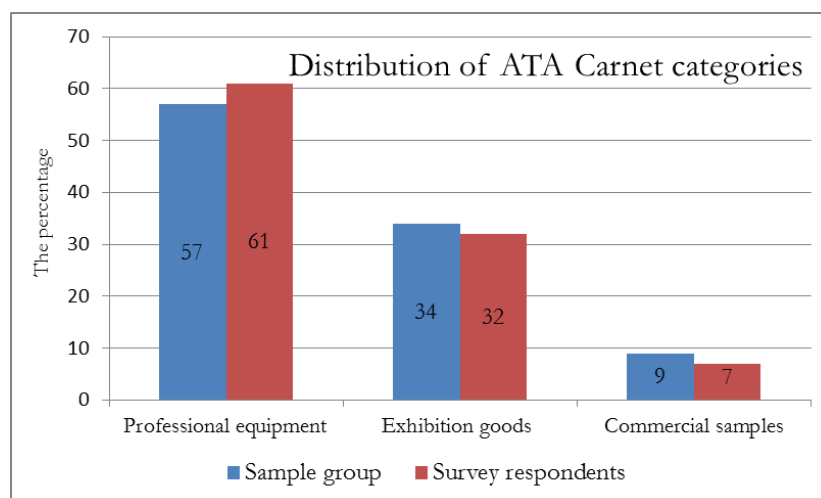
The time period 1.1.2011- 30.9.2012 was chosen to be one year and three quarters. I contacted the companies which had used ATA Carnet 1.1.2011-30.9.2012 issued by Helsinki region Chamber of Commerce. There were 210 ATA Carnets issued to different companies during 1.1.2011-30.9.2012. There were companies, which had applied for more than one ATA Carnet during the period. In addition in the big companies there were several persons in different departments who had applied for the ATA Carnets.

As the sample size is so big the online was chosen to be contact method. The language of the questionnaire is Finnish because the response rate can be expected to be higher when the mother tongue of respondents is used in questionnaire. The result has to be translated in English. See the questionnaire in the appendix 1 (in Finnish) or the appendix 2 (English translation).

The questionnaire was sent to 247 persons, who had applied for ATA Carnet 1.1.2012 – 30.9.2012 and the ATA Carnet was issued to them. The contact details were obtained from the ATA Carnet register. There came 7 automatic replies that for example person was no longer working in the company and two persons' email address had changed. I sent those two questionnaires into their new email addresses. The rest five were removed from the email list. The number of control group was 242 persons.

The questionnaire was sent 7th of November 2012, and the answer should be submitted 22nd of November at the latest. 7th of November was Wednesday so the date of the questionnaire was also selected carefully just for the middle of week as it can be expected that most are working from Monday to Friday. There were two weeks to answer the questionnaire. Also two reminders were sent once to those who had not replied earlier. The first reminder was sent after a week 14th of November and the second one a few days before the questionnaire was closing 19th of November.

The size of the sample group was 242 persons. There were 119 replies received, the response rate was 49%. The group of respondents represented well the whole sample group. The sample group was all companies which Helsinki region Chamber of Commerce issued ATA Carnet 1.1.2012 – 30.9.2012. The distribution of issued ATA Carnets in different categories was shown in the figure 1. Now the percentages were compared in which purpose the survey respondents were used the ATA Carnet, see the figure 7. The percentages almost go hand by hand.



The figure 7. The Comparison of ATA Carnet categories between sample group and respondents

5.2 The research for members of national guaranteeing organizations

The commissioner wanted to know how the Chambers of Commerce market the ATA Carnet in other countries. It was decided to contact all the 70 countries (2012) which used ATA Carnet system beside Finland and to send them an inquiry concerning marketing of ATA Carnet. The contact information list was provided by the Finland Chamber of Commerce. The following information was decided to be gathered from the members of the national guaranteeing organizations:

- What is the guaranteeing organization? The commissioner wanted to find out this information as questionnaire was conducted but it is not directly related to ATA Carnet marketing.
- What are three most important marketing channels concerning the commercial samples, exhibition goods and professional equipment. There were own questions for each field, but same multiple choices. They wanted to find out whether marketing action varies between the fields.
- What is your marketing strategy for ATA Carnet in the future? They wanted to find out what are the coming marketing action concerning ATA Carnet in other countries.

As the sample size is was relatively big and the respondents were overseas the online was chosen to be contact method. The English language was chosen to be used because it is a common language. See the questionnaire in the appendix 3. The number of control group was 70 persons.

The questionnaire was sent 13th of November 2012, and the answer should be submitted 27th of November at the latest. There were two weeks to answer the questionnaire. Also two reminders were sent to those who had not replied earlier. The first reminder was sent after a week 19th of November and the second one a day before questionnaire was closing 26th of November. The questionnaire was sent to 70 different countries, so the time difference had to be taken into account. The maximum time difference is +/-12 hours, so for example the questionnaire could not be closed 27th of November at midnight Finnish time.

The number of control group was 70 persons. There were 44 replies received, the response rate was 63%. In background information were asked, the country where respondent is from. There were answers received from every geographical area: Europe, Africa & Middle East, Americas and Asia & Pacific the same distribution is used in the appendix 4, where are listed the countries of the ATA Carnet system.

6 RESEARCH RESULTS

The Finland Chamber of Commerce would like to improve marketing ATA Carnet, which is one of the products they offer. There was hardly any kind of marketing concerning ATA Carnet, when my thesis process started. The Finland Chamber of Commerce had done the Finnish ATA Carnet brochure, see the appendix 5. A small amount of brochures of ATA Carnet have been distributed to the Chambers of Commerce and the Customs offices, at request more are sent. In addition brochures have been handed out at training events and other events, where the Finland Chamber of Commerce has been present but it hasn't been so active.

There was also information about ATA Carnet available on the official webpage of the Finland Chamber of Commerce, but it was hard to find because it was under several clicks unless the top right corner search engine was used. Personally, I found it easier advice customer to go to www.google.fi and type a keyword ATA Carnet and use the link of first research result. The webpage focuses telling the facts, not selling the product.

The research results brought out well information about current and future marketing of ATA Carnet. The same marketing channels came up in both surveys. In the following figures the abbreviation CC is used for the Chamber of Commerce and also the same scale is used that the results are easy to compare.

Generally ATA Carnet users said that ATA Carnet is good and functional especially after used it once. ATA Carnet customers gave really good feedback for the Helsinki region Chamber of Commerce fast, personal and professional service. In their option it was always easy to contact Helsinki region Chamber of Commerce in any questions. In many cases it was mentioned that customs officers often lacked knowledge about ATA Carnet especially in the countries of destination, so the customs procedure could take some time. The customs of Russia was considered challenging in many cases. Some felt that ATA Carnet was expensive.

6.1 Information source of ATA Carnet

Most of the ATA Carnet users had got the information about ATA Carnet from the Chamber of Commerce or on the webpage of the Finland Chamber of Commerce, see the figure 8. The Chambers of Commerce provide information about ATA Carnets mostly by answering inquiries by phone and e-mail. The role of forwarding agents, partners and customs were also significant as an information source. In the open option almost all mentioned a colleague or a workplace. However colleagues and workplace cannot be regarded as official marketing channels and were therefore left out from multiple choices on purpose when questionnaire was made. In addition following sources were mentioned previous experience, Artists' Association of Finland and export training.

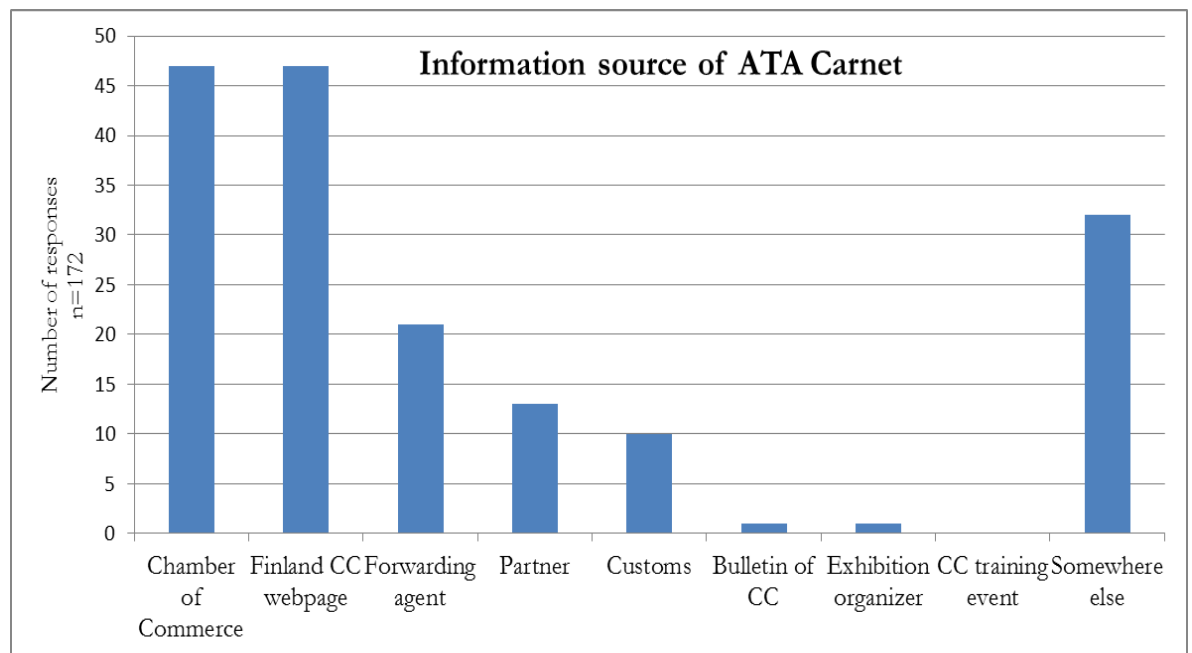


Figure 8. The information source of ATA Carnet

6.2. The most important marketing channels of ATA Carnet in other countries

The answers about marketing channels revealed that the same marketing channels are used concerning commercial samples, exhibition goods and professional equipment in other countries, see the Figure 9. Based on the results, the Finland Chamber of Commerce can only have one coherent marketing plan of ATA Carnets.

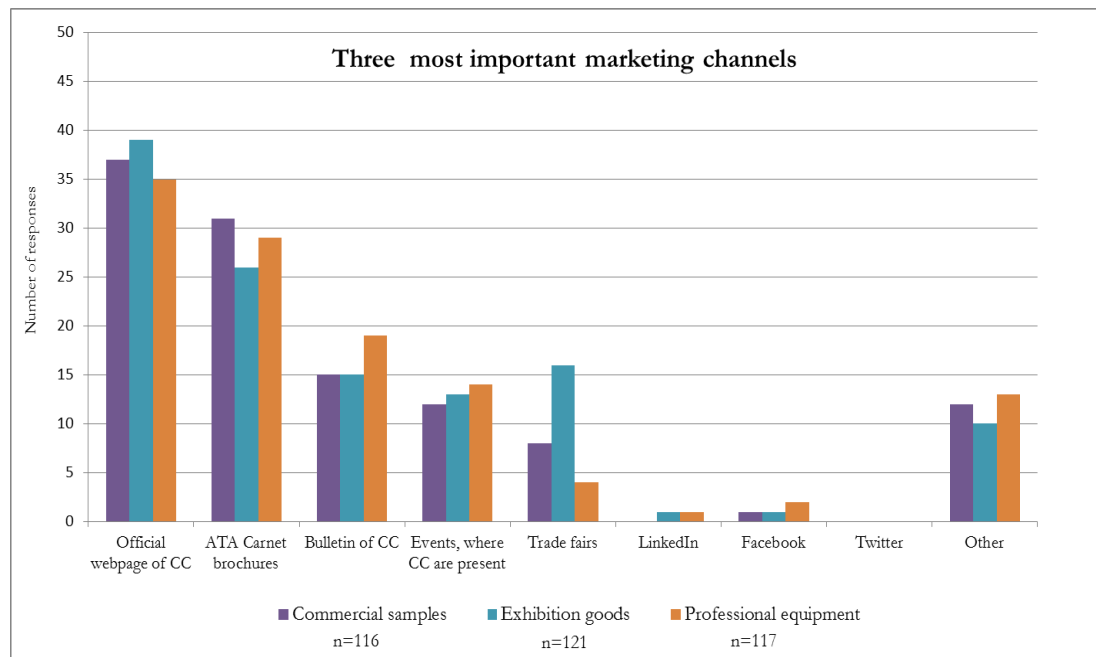


Figure 9. The most important marketing channels of ATA Carnet in other countries

There were own questions of each field what are the three most important marketing channels, but same multiple choices. Approximately same amount of replies of each field was received so the results comparable. The most important marketing channel is the official webpage of the Chamber of Commerce and a good second is the ATA Carnet brochure. The ATA Carnet brochures are a multi-purpose marketing material and those can be used in also other marketing channels. The ATA Carnet brochures can be handed out in events, where the Chamber of Commerce is present and trade fairs.

The other countries have realized the importance of the bulletin of the Chamber of Commerce in marketing; it is the third most important marketing channel. Just bits behind there are events, where the Chambers of Commerce are present. The importance of trade fairs was emphasized in the marketing of exhibition goods. It is obvious, because the exhibition goods are mainly used in trade fairs, it is wise to go there where the customers are.

In the open options the customs came up in each field. In addition there were mentioned filming association, advertising in trade publications, Professional Corporation and internationals fair and –exhibitions. The social media was not considered as an important marketing channel.

6.3 The marketing of ATA Carnet in the future

ATA Carnet users had clear visions which are the best marketing channels in the future. One future marketing channel was clearly above the rest, it was the webpage of the Finland Chamber of Commerce. Behind the webpage there were almost equally important marketing channels: events where Chamber of Commerce is present, different trade fairs and bulletin of Chamber of Commerce.

6.3.1 The webpage

The webpage of the Finland Chamber of Commerce was seen the definitely the best marketing channel. 90% of ATA Carnet users said it to be one of the best marketing channels in the future, see the figure 11. It is good that the Finland Chamber of Commerce has already taken action and published the new and own webpage for the ATA Carnet. In May 2014, a new ATA Carnet webpage was introduced www.atacarnet.fi. The layout of the webpage is in line with the official homepage and the other electronic export document service, www.e-vientiasiakirjat.fi, which the Finland Chamber of Commerce also offers. The new webpage is a huge improvement, it is easy to find and remember. Also the navigation in the new webpage is easy. The front page of www.atacarnet.fi could be still more attractive.

In their comments and feedbacks ATA Carnet users brought out wishes, how the webpage could be improved. They hoped that there would be a different model ATA Carnets and different case examples. In addition special details of each country available on the webpage such as which purpose of goods are accepted in which country. They also hoped that ATA Carnet would totally in electric form. There has been discussion of the process to get ATA Carnet in the electronic form in many levels for instance in International Chamber of Commerce. It is very challenging and will take time, because it is very expensive to create such a system and the technical capacity varies in the countries.

Nowadays, there is the ATA Carnet banner in the front page of webpage of the Finland Chamber of Commerce, see the figure 10. By clicking the banner it directs to www.atacarnet.fi webpage. In addition the ATA Carnet information is still also available in the Finland Chamber of Commerce webpage.



Figure 10. The ATA Carnet banner (Kauppakamari 2014b)

The other countries considered also the webpage as an important marketing channel in the future. Updating, developing and making webpage as customer friendly as possible were the planned actions.

6.3.2 Events, trade fairs and bulletin of Chamber of Commerce

After the webpage, the next three marketing channels were seen almost equally important: events where Chamber of Commerce is present, different trade fairs and bulletin of the Chamber of Commerce see the figure 11. The advantage of events and trade shows as marketing channels is that person can receive the information personally. There is also possible to ask and get the specific information what is needed.

Only one person had found the information about ATA Carnet from the bulletin of the Chamber of Commerce, but 26% listed it in the top three marketing channels in the future. The respondents where from the Helsinki region Chamber of Commerce, so it can be expected the bulletin of the Helsinki region Chamber of Commerce is the one what they mean. The Helsinki Region Chamber of Commerce publishes 16 online bulletins and four member extras are posted to members of the Helsinki Region Chamber of Commerce in a year. There are bulletins also in the other Chambers of Commerce. In addition the Chambers of Commerce have their own newsletters and also mailed member publications names of which can vary in the Chambers of Commerce.

The Finland Chamber of Commerce sends once a month online newsletter which reaches around 18 000 people.

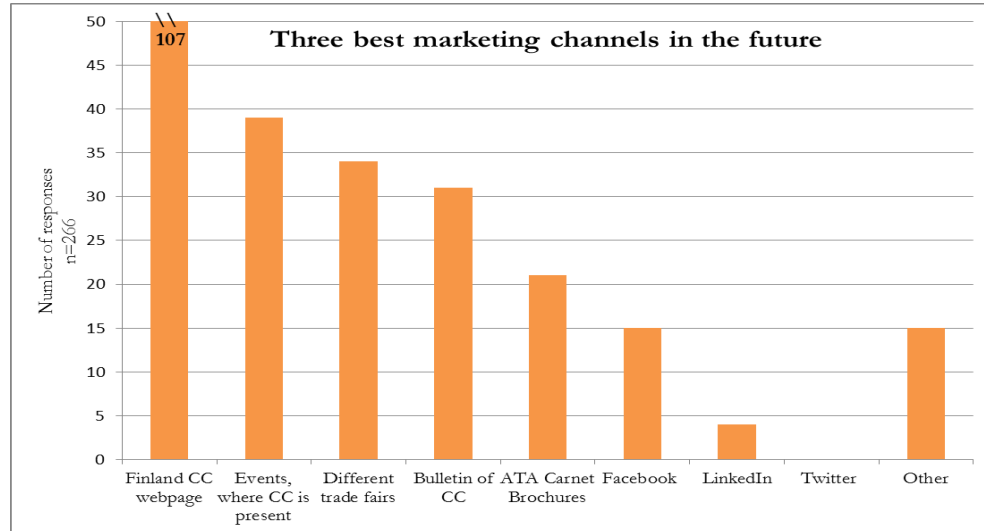


Figure 11. The best marketing channels of ATA Carnet in the future by ATA Carnet users

6.3.3 Other marketing channels

The option the brochures, which are distributed in different locations was chosen by 18 % of respondents. I believe that brochure it is not seen so an attractive marketing channel, because you really have go and get it. Nowadays, if you are looking for some information most people first search from the internet. In addition the brochure offers a limited amount of information. There is not necessarily personal contact if the brochure is only taken from shelf. There is no advantage of personal service which enables you to ask and get the specific information what you want.

Social media was not said to be so important though it was chosen by some respondents. Facebook was considered the best marketing channel in social media. Nobody felt that the twitter would be good marketing channel in the future.

In the open option customs, forwarding agents and direct marketing came up more than once. Other more specific ones were Artists' Association of Finland and Trade Associations.

6.4 The marketing of ATA Carnet in other countries in the future

There were a lot of answers received from other countries in the open-ended question what is the marketing strategy for ATA Carnet in the future. The answers were very similar. There was highlighted the importance of cooperation of the Custom and the Chamber of Commerce in many answers; maintain a good relationship with customs, organize together seminars and providing training to customs authorities if needed.

As mentioned earlier the other countries considered also the webpage as an important marketing channel in the future. Updating, developing and making webpage as customer-friendly as possible were the planned actions. In addition advertise through other webpages by placing banners on websites of organization that could be potential customers for example all kind of associations and Customs website.

Providing the brochures among all agents involved in international trade activities e.g. forwarding agents by mail and email. Keep the brochure updated.

Marketing in different trade shows and exhibitions. Education for export specialists in foreign trade and also provide training at our clients premises. In one country there was a plan even employing the person to take care of marketing.

A new coming marketing channel was social media; besides the old traditional channels a few mentioned there is purpose to spread the marketing into social media.

7 RECOMMENDATIONS

There are many ways how the Finland Chamber of Commerce can make the marketing of ATA Carnet more efficient. Some of the marketing activities are easy to do and others take a bit more resources. In below there are listed recommended marketing channels of ATA Carnet and described each one of them separately.

Webpages

Based on the survey results the webpage is clearly the most important marketing channel, 90% of ATA Carnet users said it to be one of the best marketing channels in the future. It is important to invest even more in www.atacarnet.fi site. In addition the improvement which ATA Carnet users wish for the webpage should be taken into account and make the webpage as customer-friendly as possible.

The Finland of Chamber of Commerce has information of ATA Carnet only available in Finnish. At least the most important marketing channel should offer some the information in Swedish and English. The webpage should have also English- and Swedish versions, at least the front page information could be translated and told that further information from your local Chambers of Commerce and the link to the contact details.

The front page of www.atacarnet.fi should be more attractive for example there could be a newsfeed where the latest news of ATA Carnet would be published. For the customers could be offered the possibility to order those updates in their email. Some ATA Carnet users wished for the direct marketing in the future, this could be the solution. Otherwise it is hard to collect the contact details for the direct marketing and also protection of privacy has to be taken into account.

Events

The personal contact seems be very important in marketing. ATA Carnet users raised in top marketing channels events where the Chamber of Commerce is present and different trade shows in the future. The persons who are working at the international department are not of course involved in all the events where the Chamber of Commerce is present. It is important that everyone from the Finland Chamber of Commerce who participates in such events has the ATA Carnet brochures and the basic knowledge of ATA Carnet, and tell where to get more information.

The Finland Chamber of Commerce has not participated in any trade shows yet. I recommend that the Finland Chamber of Commerce would participate in a few trade shows each year. The helpful tool to find it out suitable trade show is the following webpage <http://www.eventseye.com/index.html> which list trade shows, exhibitions etc. worldwide. There were listed 17th of November 108 trade shows in Finland 2014-2015.

The bulletin of the Chamber of Commerce

The bulletins of the Chambers of Commerce should be actively used for ATA Carnet marketing. The range of ATA Carnet users is huge such as world-famous bands, circuses, artists, TV-and film productions companies and other big companies. The Finland of Chamber of Commerce could write articles of different ATA Carnet users practical experiences. This article could be published in the bulletins of Chambers of Commerce. The Finland Chamber of Commerce is already active in social media such as Facebook, Twitter and LinkedIn, now these channels could be used for ATA Carnet marketing and these articles could be easily shared there. The articles would be good to get in their own field journals for example the article about a band in Soundi, which is a music magazine. In addition the ATA Carnet user could share the article in owns channels and this way a totally new target group could be reached.

The ATA Carnet brochures

I would suggest the Finland Chamber of Commerce to order the standard English ATA Carnet brochures from the International Chamber of Commerce, see the appendix 6. A small amount of English brochures could be posted to the Chambers of Commerce and customs. At the same time it could be reminded that if they are running out of Finnish ATA Carnet brochures, more can be ordered from the Finland Chamber of Commerce, see the appendix 5. It is important to keep the brochure updated. The countries which belong to the ATA Carnet system and the contact details of the Chambers of Commerce are listed in the Finnish ATA Carnet brochure. New countries are joining the ATA Carnet system, and contact details might change. The last edition of ATA Carnet brochure was published in 2008, so it would be time to update the brochure. I recommend that brochure would be updated every three years.

The brochure distribution channels could be expanded to the consulting companies which offer foreign trade trainings, such as Finpro. The consulting companies could distribute the brochures together with the course materials in the trainings. The brochures could be offered for the biggest forwarding agents.

The ATA Carnet banner

The ATA Carnet banner which is in the webpage of the Finland Chamber of Commerce could be used in many other ways, see the figure 10. The same would be easy to attach under the e-mail signature. The design would be also perfect background for business cards. The ATA Carnet banner is easy to attach to publications of the Chambers of Commerce such as bulletin. This gets attention and may seize the interest. This banner can be shared and recommended to be placed in to the Chambers of Commerce webpages. The banner could be tried to get out for others' webpages also such as Customs, www.tulli.fi.

Trainings

In the survey came up, one really good notice that forwarding agent and the Chamber of Commerce have a bit different guidelines concerning ATA Carnets. The Finland Chamber of Commerce could organize an event where are invited customs representative and forwarding agents. There could be shared practical information together, that the ATA Carnet process would go as smoothly as possible.

There is demand for ATA Carnet training 34 % of respondents were interested in ATA Carnet training. The percentage is quite high, because those people had already used the ATA Carnet so they have already some knowledge of ATA Carnet. I would recommend that first some marketing actions are taken into use. After that the date of training could be set and the already used marketing channels could be used for promotion of the event. At least there should be enough participants for a training event in the Helsinki region. The online training option should be taken into account. The Finland Chamber of Commerce could also co-operate with other who offers foreign trade training, and go to suitable trainings to tell about ATA Carnets.

Customs webpage

The ATA Carnet is a customs document; there should be information available easily about the ATA Carnets. The customs is an important source of information. The Finland Chamber of Commerce should contact the customs and discuss the lack of information of ATA Carnet in their webpage. I looked at the webpage of Finnish customs, www.tulli.fi and used keyword ATA Carnet. There only come few years old articles about that a new country has joined the ATA Carnet system. I also used key word väliaikainen vienti = temporary export, there comes a PDF article where ATA Carnet is mentioned. These results came when using the webpage in Finnish, as it can be expected that most Finnish customers use the Finnish webpage.

The cooperation of the countries

The International Chamber of Commerce provides tips of marketing ATA Carnet, for example in the ATA Newsletter which is sent by email around 5-6 times a year. All the marketing activities should be gathered in one and the same database, which would be available to all the members of the ATA Carnet system. One respondent said well that sharing of the best marketing practices among national guaranteeing organization is important.

The closure

Some of the marketing activities are easy to do and others take a bit more resources. The future will show whether these suggested marketing activities will be taken in to use. Extremely important is to get the regional Chambers of Commerce also involved in this marketing. There are only few persons working in the international affairs department of the Finland Chamber of Commerce, and there is also the communication department which can share the marketing material in different forums. I believe that each regional Chamber of Commerce knows and reach the best the companies of their own area. The Finland Chamber of Commerce should share the marketing material to persons who handle the ATA Carnets in their Chamber of Commerce. There are own communications departments in the big Chambers of Commerce, the marketing material should be shared for them also.

Of course the financial point of view has to be taken into account, how much time and money put in marketing compared to income of ATA Carnet. The effectiveness of marketing is hard to measure, except the final state; customers will take action, which can be seen as increasing number of ATA Carnet applications.

It is time for a marketing plan!

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APPENDIX 1: The inquiry for ATA Carnet users (original in Finnish)

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APPENDIX 7: The Model of cover page and exportation voucher of ATA Carnet

Arvoisa vastaanottaja

Olen kansainvälisen liiketalouden opiskelija Kajaanin ammattikorkeakoulusta ja teen opinnäytetyötä ATA Carnet -tulliasiakirjan markkinoinnista. Tutkimuksen toimeksiantajana on **Keskuskauppakamari** ja tarkoituksena on **parantaa ATA Carnet'n markkinointia**. Vastamaalla oheiseen lyhyeen kyselyyn voitte vaikuttaa toiminnan kehittämiseen ja samalla autatte opinnäytetyöni onnistumisessa.

Kysely lähetetään kaikille, joille Helsingin seudun kauppakamari myönsi ATA Carnet'n 1.1.2011 - 30.9.2012. Sähköpostiosoitteenne on saatu Helsingin seudun kauppakamarin ATA Carnet -rekisteristä. Antamanne vastaukset käsitellään luottamuksellisesti. Tulokset julkaistaan ainoastaan kokonaistuloksina, joten vastaajien henkilöllisyys ja yksittäiset vastaukset eivät paljastu tuloksista.

Pyydän Sinua ystävällisesti vastaamaan **21.11.2012** mennessä.

Kyselyn yhteyshenkilöt:

Heidi Ikonen, opinnäytetyön tekijä, (heidi.ikonen@helsinki.chamber.fi)

Marja-Liisa Peltola, Kansainvälisten asioiden tiimin vetäjä,
(marja.liisa.peltola@chamber.fi)

KAUPPAKAMARI

1. Mistä sait tietoa ATA Carnet'sta?

- Kauppakamarista
- Keskuskauppakamarin internetsivuilta
- Kauppakamarin jäsentiedotteesta
- Kauppakamarin koulutustilaisuudessa
- Tullista
- Yhteistyökumppanilta
- Huolintaliikkeeltä
- Näyttelyn järjestäjältä
- Jostain muualta, mistä?

2. Mitkä ovat mielestäsi kolme parasta ATA Carnet'n markkinointikanavaa jatkossa?

- Keskuskauppakamarin internetsivut
- Kauppakamarin jäsentiedote
- Eri toimipisteissä jaossa olevat esitteet
- Tilaisuudet, joissa kauppakamari on mukana
- Eri ammattialojen messut
- LinkedIn
- Facebook
- Twitter
- Muu, mikä?

3. Mihin tarkoitukseen useimmiten käytit ATA Carnet -tulliasiakirjaa?

- Ammatinharjoittamisvälineet
- Kaupalliset tavaränäytteet
- Näyttelytavarat

4. Olisitko kiinnostunut ATA Carnet'n liittyvästä koulutuksesta?

Kyllä

En

5. Kommentteja ja palautetta ATA Carnet -tulliasiakirjasta. Erityisen arvokasta olisi saada tietoa käytännön kokemuksista liittyen ATA Carnet'n toimivuuteen.

6. Taustatiedot

- Toimiala
- Yrityksen nimi
- Vastaaajan nimi
- Titteli

KIITOS VASTAUKSESTANNE!

Keskuskauppakamari kiittää kyselyyn osallistumisesta!

KAUPPAKAMARI

Dear Sir/Madam

I am international business student from the Kajaani University of Applied Sciences, and I am writing my thesis concerning the marketing of ATA Carnet. The commissioner the Finland Chamber of Commerce and the **purpose** of the survey is **to improve the marketing of ATA Carnet**. By answering this short questionnaire, you can influence the development of this service and at the same time you are helping the success of my thesis.

The questionnaire is sent to all to whom the Helsinki region Chamber of Commerce issued ATA Carnet 1.1.2011-30.9.2012. Your email address was obtained from the ATA Carnet register of the Helsinki region Chamber of Commerce. Your answers will be processed confidentially. All the research results are published in summary form, so the respondents' identities and responses are not revealed.

We kindly expect to receive your responses by **21.11.2012**

Contact persons for the survey:

Heidi Ikonen, (heidi.ikonen@helsinki.chamber.fi)

Marja-Liisa Peltola, Head of the International Affairs Team, Finland Chamber of Commerce (marja-liisa.peltola@chamber.fi)

KAUPPAKAMARI

1. Where did you find out about ATA Carnet

- Chamber of Commerce
- The official webpage of Finland Chamber of Commerce
- The Bulletin of the Chambers of Commerce
- Training event of the Chambers of Commerce
- The Customs
- A Partner
- A forwarding agent
- Exhibition organizers
- Somewhere else, where?

2. What are three most important marketing channels of ATA Carnet in the future?

- The official webpage of the Finland Chamber of Commerce
- The Bulletin of the Chambers of Commerce
- The brochures, which are distributed in different locations
- Events, where Chamber of Commerce is present
- Different trade fairs
- LinkedIn
- Facebook
- Twitter
- Other, what?

3. For which purpose you mostly used ATA Carnet customs document?

- Professional equipment
- Commercial samples
- Exhibition goods

4. Would you be interested in training concerning ATA Carnet?

Yes

No

5. Comments and feedback about ATA Carnet customs document. It would be especially valuable to receive information on practical experiences related to how the ATA Carnet works.

6. Background information

- Industry:
- The name of the company:
- The name of the respondent:
- Title:

THANK YOU FOR ANSWERING!

Finland Chamber of Commerce thanks you for participating in this survey!

KAUPPAKAMARI

Dear members of national guaranteeing organization

I am studying international business, and I am writing thesis concerning the marketing of ATA Carnet commissioned by Finland Chamber of Commerce. The **purpose** of the survey is to gain information about **the marketing of ATA Carnet**. By answering this short questionnaire, you will provide valuable information, which will be helpful to Finland Chamber of Commerce in the process of improving the marketing of ATA Carnet.

The questionnaire is sent it to all 71 members of national guaranteeing organization. The contact information list was provided by Finland Chamber of Commerce. This survey is confidential. Any public presentation of research results are anonymous and in a summary form, where respondents' identities and responses are not revealed.

We kindly expect to receive your responses by **27 November 2012**

If you wish to receive the summary of findings concerning this questionnaire, please submit your email address in the questionnaire.

Contact persons for the survey:

Heidi Ikonen, (heidi.ikonen@helsinki.chamber.fi)

Marja- Liisa Peltola, Head of the International Affairs Team, Finland Chamber of Commerce (marja-liisa.peltola@chamber.fi)

FINNCHAM

1. What is the guaranteeing organization?
 - Chamber of Commerce
 - Issuing organizations
 - Other, what?

2. What are three most important marketing channels concerning *the commercial samples*?
 - The official webpage of Chamber of Commerce
 - The ATA Carnet brochures
 - Bulletin of Chambers of Commerce
 - Events, where Chambers of Commerce are present
 - Trade fairs
 - LinkedIn
 - Facebook
 - Twitter
 - Other, what?

3. What are three most important marketing channels concerning *the exhibition goods*?
 - The official webpage
 - The ATA Carnet brochures
 - Bulletin of Chambers of Commerce
 - Events, where Chambers of Commerce are present
 - Trade fairs
 - LinkedIn
 - Facebook
 - Twitter
 - Other, what?

4. What are three most important marketing channels concerning *the professional equipment*?

- The official webpage
- The ATA Carnet brochures
- Bulletin of Chambers of Commerce
- Events, where Chambers of Commerce are present
- Trade fairs
- LinkedIn
- Facebook
- Twitter
- Other, what?

5. What is your marketing strategy for ATA Carnet in the future?

6. Questions, comments and feedback on the marketing of ATA Carnet or this survey?

7. Background information

- Country where you are operating
- How many issuing organizations are operating in your country
- Name
- Email address (If you wish to receive the summary of the findings concerning this questionnaire)

THANK YOU FOR ANSWERING!

Finland Chamber of Commerce thanks you for participating in this survey!

FINNCHAM

Europe**European Union**

Austria	Germany	Netherlands
Belgium	Greece	Poland
Bulgaria	Hungary	Portugal
Cyprus	Ireland	Romania
Croatia	Italy	Slovak Republic
Czech Republic	Latvia	Slovenia
Denmark	Lithuania	Spain
Estonia	Luxembourg	Sweden
Finland	Malta	United Kingdom
France		

Other European countries

Andorra	Macedonia (Rep.of)	Serbia
Belarus	Moldova	Switzerland
Bosnia & Herzegovina	Montenegro	Turkey
Gibraltar	Norway	Ukraine
Iceland	Russia	

Albania- joined 25.2.2013

Africa and Middle East

Algeria	Lebanon	South Africa
Cote d'Ivoire	Mauritius	Tunisia
Iran	Morocco	United Arab Emirates
Israel	Senegal	

Madagascar – joined 22.4.2013

Bahrain – joined 1.6.2014

Americas

Canada

Chile

Mexico

United States

Asia and Pacific

Australia

China

Hong Kong, China

India

Korea

Macao

Malaysia

Mongolia

New Zealand

Pakistan

Singapore

Sri Lanka

Thailand

Lisätietoja ATA carnet'sta saat oman alueesi kauppakamarista:



Etelä-Karjalan kauppakamari,
puh. 040 351 8480
Etelä-Pohjanmaan kauppakamari,
puh. 061 429 8100
Etelä-Savon kauppakamari,
puh. 0151 337 0111
Helsingin seudun kauppakamari,
> Helsingin toimisto, puh. 09 228 601
> Espoon toimisto, puh. 09 2286 0339
Hämeen kauppakamari,
> Hämeenlinnan toimisto, puh. 03 653 3100
> Lahden toimisto, puh. 03 821 600
Keski-Suomen kauppakamari,
puh. 014 652 400
Kuopion kauppakamari,
> Vierikauden osasto, puh. 020 729 0760
Kymenlaakson kauppakamari,
puh. 05 229 6100
Lapin kauppakamari,
puh. 020 754 5498
Länsi-Uudenmaan kauppakamari,
puh. 019 233 222
Oulun kauppakamari,
puh. 010 821 8800
Pohjanmaan kauppakamari
> Vaasan toimisto, puh. 06 318 6400
Pohjois-Karjalan kauppakamari,
puh. 010 423 2350
Riihimäen-Hyvinkään kauppakamari
puh. 019 871 2350
Satakunnan kauppakamari,
puh. 02 634 0700
Tampereen kauppakamari,
puh. 03 230 0555
Turun kauppakamari,
puh. 02 274 3400
Ålands handelskammare,
tel. 018 29 029



Tavarasi kulkevat sujuvasti ATA carnet'illa näissä maissa ja alueilla:

Algeria	Marokko
Andorra	Mauritius
Australia	Mongolia
Chile	Montenegro
Etelä-Afrikka	Norja
Etelä-Korea	Norsunluurannikko
Färsaaret	Pakistan
Gibraltari	Senegal
Hong Kong	Serbia
Intia	Singapore
Iran	Sri Lanka
Islanti	Sveitsi
Israel	Taiwan
Japani	Thaimaa
Kanada	Tunisia
Kanarian saaret	Turkki
Kiina	Ukraina
Kroatia	Uusi-Seelanti
Libanon	Valiko-Venäjä
Makedonia	Venäjä
Malesia	Yhdysvallat

sekä EU-maissa
(EU-maiden välillä et tarvitse ATA carnet'ta)

Luettelon ATA carnet-maista löydät myös osoitteesta
www.keskuskauppakamari.fi > palvelut >
ulkomaankaupan asiakirjat > ATA carnet

Centralhandelskammaren
KESKUSKAUPPAMARI

PL 1000, Aleksanterinkatu 17, 00101 Helsinki
09 4242 6200, faksi 09 650 3003
www.keskuskauppakamari.fi



ATA carnet
- passi tavaroillesi

ATA carnet

World Chambers Federation

Tavarat väliaikaisesti ulkomaille

ATA carnet on kansainvälinen tulliasiakirja, jonka avulla voit viedä tavaroita sopimuksen liittyneisiin maihin tulli- ja verovapaasti korkeintaan yhden vuoden ajaksi. Se korvaa muut viientiasiakirjat, kauttakuljetusasiakirjat ja väliaikaisessa viennissä tarvittavat tulliasiakirjat. Lyhenne ATA (Admission Temporaire / Temporary Admission) kertoo, että kyseessä on tavaroiden väliaikainen maastavienti.



ATA carnet'illa voit viedä:

- kaupallisia tavarannäytteitä
- ammatinharjoittamisvälineitä
- näyttelytavaroita

Esimerkkeinä edellä mainituista ovat tietokoneet, työkalut, kuvauslaitteet, soittimet, koneet, korut, vaatteet,



lääketieteelliset laitteet, lentokoneet tai taideteokset ATA carnet ei käy jos viet tavaroita jalostettavaksi tai korjattavaksi tai viet sellaista tavaraa, joka kulutetaan matkan aikana tai jaetaan asiakkaille.



ATA carnet säästää aikaa ja rahaa

- säästät tullimaksut ja arvonlisäverot
- vältyt tullin vaatimilta vakuusmaksuilla
- tullausmenettely yksinkertaistuu, koska muita tulliasiakirjoja ei tarvita



Oletpa myynnin ammattilainen, näyttelyasettaja tai ammatinharjoittaja, ATA carnet'ta käyttäen voit:

- maksaa tullaukseen liittyvät kulut etukäteen kotimaassa, joten et tarvitse ulkomaan valtuutaa väliaikaisen tullaukseen
- käydä monessa maassa yhdellä carnet'illa
- tehdä vuoden kuluessa useamman matkan samalla carnet'illa
- palauttaa tavarat lähtömaahan sujuvasti

Mistä ATA carnet'n saa ja mitä se maksaa?

ATA carnet -tulliasiakirjoja myöntävät kauppakamarit, jotka ovat maailmanlaajuisen ATA carnet takuurenkaan jäseniä. ATA carnet'n saat kauppakamarista muuta massa pätevää täyttämällä hakemuslomakkeen. ATA carnet'n hinta määräytyy vietävien tavaroiden arvon ja käyttömaiden lukumäärän perusteella.



Lunastusmaksun lisäksi talletat kaupakamariin panttisumman, jonka saat takaisin palauttaessasi carnet'n kaupakamariin matkan jälkeen oikein käytettynä.



Sähköisen ATA carnet -hakemuslomakkeen löydät osoitteesta:
www.keskuskauppakamari.fi > palvelut > ulkomaankaupan asiakirjat > ATA carnet



Vuonna 1963 käynnistynyttä ATA carnet järjestelmää hallinnoi ja kehittää Maailman kaupakamarijärjestön yhteistyöelin, World Chambers Federation (WCF), joka kuuluu Kansainväliseen kaupakamariin (International Chamber of Commerce, ICC).

Issuing Association
Association émettrice

INTERNATIONAL GUARANTEE CHAIN
CHAÎNE DE GARANTIE INTERNATIONALE

FINLAND CHAMBER OF
COMMERCE

A.T.A. CARNET/CARNET A.T.A.
FOR TEMPORARY ADMISSION OF GOODS
POUR L'ADMISSION TEMPORAIRE DES MARCHANDISES
CUSTOMS CONVENTION ON THE A.T.A. CARNET FOR THE TEMPORARY ADMISSION OF GOODS
CONVENTION DOUANIÈRE SUR LE CARNET A.T.A. POUR L'ADMISSION TEMPORAIRE DES MARCHANDISES
CONVENTION ON TEMPORARY ADMISSION CONVENTION RELATIVE A L'ADMISSION TEMPORAIRE



(Before completing the Carnet, please read Notes on cover page 36/avant de remplir le carnet, lire la notice en page 3 de la couverture)

A T A C A R N E T A T A C A R N E T	A. HOLDER AND ADDRESS /Titulaire et adresse Oy Firma Ab Teollisuuskatu 1 FI-00100 Helsinki	G. FOR ISSUING ASSOCIATION USE /Réserve à l'association émettrice FRONT COVER/ Couverture
	B. REPRESENTED BY*/Représenté par* Alfred Kivi, Sales Manager Valkatu 1, FI-00170 Helsinki	a) CARNET No. Carnet N°: FI / B/12001 <i>Number of continuation sheets/Nombre de feuilles supplémentaires</i>
	C. INTENDED USE OF GOODS/Utilisation prévue des marchandises Equipment Exhibition, 15. - 18.9.2011, Oslo	b) ISSUED BY/Delivré par Helsinki Region Chamber of Commerce Kalevankatu 12, FI-00100 Helsinki
		c) VALID UNTIL/Valable jusqu'à 2012 / 09 / 02 <i>year/année / month/mois / day (inclusive)/jour</i>

P. This carnet may be used in the following countries/Customs territories under the guarantee of the associations listed on page four of the cover/ Ce carnet est valable dans les pays/territoires douaniers ci-après, sous la garantie des associations reprises en page quatre de couverture:

- | | | | |
|--------------------------------|-----------------|------------------------|------------------------------|
| ALGERIA (DZ) | GERMANY (DE) | MALTA (MT) | SOUTH AFRICA (ZA) |
| ANDORRA (AD) | GIBRALTAR (GI) | MAURITIUS (MU) | SPAIN (ES) |
| AUSTRALIA (AU) | GREECE (GR) | MEXICO (MX) | SRI LANKA (LK) |
| AUSTRIA (AT) | HONG KONG (HK) | MOLDOVA (MD) | SWEDEN (SE) |
| BELARUS (BY) | HUNGARY (HU) | MONGOLIA (MN) | SWITZERLAND (CH) |
| BELGIUM (BE) | ICELAND (IS) | MONTENEGRO (ME) | THAILAND (TH) |
| BOSNIA AND
HERZEGOVINA (BA) | INDIA (IN) | MOROCCO (MA) | TUNISIA (TN) |
| BULGARIA (BG) | IRAN (IR) | NETHERLANDS (NL) | TURKEY (TR) |
| CANADA (CA) | IRELAND (IE) | NEW ZEALAND (NZ) | UKRAINE (UA) |
| CHILE (CL) | ISRAEL (IL) | NORWAY (NO) | UNITED ARAB
EMIRATES (AE) |
| CHINA (CN) | ITALY (IT) | PAKISTAN (PK) | UNITED KINGDOM (GB) |
| COTE D'IVOIRE (CI) | JAPAN (JP) | POLAND (PL) | UNITED STATES (US) |
| CROATIA (HR) | KOREA (KR) | PORTUGAL (PT) | |
| CYPRUS (CY) | LATVIA (LV) | ROMANIA (RO) | |
| CZECH REPUBLIC (CZ) | LEBANON (LB) | RUSSIA (RU) | |
| DENMARK (DK) | LITHUANIA (LT) | SENEGAL (SN) | |
| ESTONIA (EE) | LUXEMBOURG (LU) | SERBIA (RS) | |
| FINLAND (FI) | MACAO (MO) | SINGAPORE (SG) | |
| FRANCE (FR) | MACEDONIA (MK) | SLOVAK REPUBLIC (SK) | |
| | MALAYSIA (MY) | SLOVENIA (SI) | |

The holder of this Carnet and his representative will be held responsible for compliance with the laws and regulations of the country/Customs territory of departure and the countries/Customs territories of importation / A charge pour le titulaire et son représentant de se conformer aux lois et règlements du pays/territoire douanier de départ et des pays/territoires douaniers d'importation

TO BE RETURNED TO THE ISSUING CHAMBER IMMEDIATELY AFTER USE / À RETOURNER À L'ASSOCIATION ÉMETTRICE IMMÉDIATEMENT APRÈS UTILISATION

H. CERTIFICATE BY CUSTOMS AT DEPARTURE / <i>Attestation de la douane, au départ</i>	I. Signature of authorised official and Issuing Association stamp/ Signature du délégué et timbre de l'association émettrice
a) Identification marks have been affixed as indicated in column 7 against the following item No(s) of the General List / <i>Accosé les marques d'identification mentionnées dans la colonne 7 en regard du (des) numéro(s) d'ordre suivant(s) de la liste générale</i>	Kauppakamarin leima ja allekirjoitus Helsinki, 2011 / 09 / 03
b) GOODS EXAMINED*/Vérifié les marchandises* Yes/Oui <input type="checkbox"/> No/Non <input type="checkbox"/>	Place and Date of Issue (year/month/day) Lieu et date d'émission (année/mois/jour)
c) Registered under Reference No.* Suomen tullin leima	J.
d) Hki Airport 2011 / 09 / 04 Tulli Virkailija	Carnet'n haltijan allekirjoitus
Customs Office Place Date (year/month/day) Signature and Stamp Bureau de douane Lieu Date (année/mois/jour) Signature et timbre	X X Signature of Holder/Signature du titulaire

*If applicable/ *S'il y a lieu

A.T.A. CARNET

GENERAL LIST/LISTE GENERALE

CARNET A.T.A.

Item No./ N° d'ordre	Trade description of goods and marks and numbers, if any/ Désignation commerciale des marchandises et, le cas échéant, marques et numéros	Number of Pieces/ Nombre de Pièces	Weight or Volume/ Poids ou Volume	Value/ Valeur*	**Country of origin/ **Pays d'origine	For Customs Use/ Réservé à la douane Identification marks/ Marques d'identification
1	2	3	4	5	6	7
1-5	ABC Digital Volt meter S/N 123, S/N 456, S/N 789, S/N 987, S/N 654	5		1 800.-	FI	
6	DE 256 Tester	1		168.-	JP	
7-9	Adapter FG-HJ 200	3		1 548.-	KR	
10	Tool Kit	1		85.-	CN	
10		10		3 611.-		
<p>Ten items</p> <p>Three thousand six hundred and eleven EUR.</p>						
<p>TOTAL or CARRIED OVER / TOTAL ou A REPORTER</p>						



*Commercial value in country/customs territory of issue and in its currency, unless stated differently./ Valeur commerciale dans le pays/territoire douanier d'émission et dans sa monnaie, sauf indication contraire.
 Show country of origin if different from country/customs territory of issue of the Carnet, using ISO country codes./Indiquer le pays d'origine s'il est différent du pays/territoire douanier d'émission du carnet, en utilisant le code international des pays/ISO

A.T.A. CARNET

CARNET A.T.A.

E X P O R T A T I O N	A. HOLDER AND ADDRESS / Titulaire et adresse	G. FOR ISSUING ASSOCIATION USE / Réservé à l'association émettrice EXPORTATION VOUCHER No. Volet d'exportation N°
	Oy Firma Ab Teollisuuskatu 1 FI-00100 Helsinki	a) CARNET No. Carnet N°
	B. REPRESENTED BY*/ Représenté par*	b) ISSUED BY/Délivré par
	Alfred Kivi, Sales Manager Välrikatu 1, FI-00170 Helsinki	Helsinki Region Chamber of Commerce Kalevankatu 12, FI-00100 Helsinki
	C. INTENDED USE OF GOODS/ Utilisation prévue des marchandises	c) VALID UNTIL/Valable jusqu'au
	Equipment Exhibition, 15. - 18.9.2011, Oslo	2012 / 09 / 02 year/année month/mois day (inclusive)/jour
D. MEANS OF TRANSPORT/ Moyens de transport*	FOR CUSTOMS USE ONLY/ Réservé à la douane	
E. PACKAGING DETAILS (Number, Kind, Marks, etc.)/ Detail d'emballage (nombre, nature, marques, etc.)*	H. CLEARANCE ON EXPORTATION/ Dédouanement à l'exportation	
F. TEMPORARY EXPORTATION DECLARATION/ Déclaration d'exportation temporaire	a) The goods referred to in the above declaration have been exported/ Les marchandises faisant l'objet de la déclaration ci-contre ont été exportées.	
I, duly authorised / Je soussigné, dûment autorisé :	b) Final date for duty-free re-importation/ Date limite pour la réimportation en franchise:	
a) declare that I am temporarily exporting the goods enumerated in the list on verso and described in the General List under item No. (s)/ déclare exporter temporairement les marchandises énumérées à la liste figurant au verso et reprises à la liste générale des marchandises sous le(s) N° (s).	year / month / day année / mois / jour	
1 - 10	c) This voucher must be forwarded to the Customs Office at*/ Le présent volet devra être transmis au bureau de douane de:*	
b) undertake to re-import the goods within the period stipulated by the Customs Office or regularize their status in accordance with the laws and regulations of the country/Customs territory of importation/ m'engage à réimporter ces marchandises dans le délai fixé par le bureau de douane ou à régulariser leur situation selon les lois et règlements du pays/territoire douanier d'importation.	d) Other remarks*/ Autres mentions:*	
c) confirm that the information given is true and complete/ certifie sincères et complètes les indications portées sur le présent volet.	At / A Customs office / Bureau de douane	
	Date (year/month/day) / Date (année/mois/jour)	
	Signature and Stamp / Signature et Timbre	
	Place Helsinki Date (year/month/day) 2011 / 09 / 03. Lieu Date (année/mois/jour)	
	Name Alfred Kivi Nom	
	Signature X Signature	

*If applicable/ *S'il y a lieu

Source: <http://www.atacarnet.fi/ATA-carnet-yleisohjeet/Liitteet>