

# 제 안 설 명 서

- 수출 중소기업 해외마케팅 지원 사무의 공공기관 위탁(대행) 동의안
- 충청남도 해외사무소 추가 설치 동의안









## **2. 수출 중소기업 해외마케팅 지원 사무의 공공기관 위탁(대행) 동의안**

the 1990s, the number of people in the world who are undernourished has increased from 600 million to 800 million.

There are a number of reasons for this increase. First, the world population has increased by 1.5 billion people since 1980. Second, the number of people who are undernourished has increased in almost every country in the world. Third, the number of people who are undernourished has increased in almost every region of the world. Fourth, the number of people who are undernourished has increased in almost every country in the world. Fifth, the number of people who are undernourished has increased in almost every region of the world. Sixth, the number of people who are undernourished has increased in almost every country in the world. Seventh, the number of people who are undernourished has increased in almost every region of the world. Eighth, the number of people who are undernourished has increased in almost every country in the world. Ninth, the number of people who are undernourished has increased in almost every region of the world. Tenth, the number of people who are undernourished has increased in almost every country in the world.

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□ **존경하는 『김 명 속』 위원장님과 위원님 여러분 !**

○ 바쁘신 의사일정에도 불구하고 투자통상정책관 소관 업무를 살피주시기 위하여 항상 노고가 많으신 위원님들께 감사의 말씀드리면서,

○ 의석에 놓아드린 유인물을 통해, 의사일정 제2항 「수출 중소기업 해외마케팅 지원 사무의 공공기관 위탁(대행) 동의안」에 대한 제안설명을 드리겠습니다.

□ **먼저, 동의안 수정 제출 이유를 말씀드리면,**

○ 2023. 10. 26. 기 제출한 ‘수출 중소기업 해외마케팅 지원 사무의 공공기관 위탁(대행) 동의안’에 수정사항이 있어 이를 반영한 수정안을 제출하는 것입니다.

□ **주요 수정내용은,**

○ 사업별 소요예산을 총 42억 6천만원에서 38억 5천만원으로 수정하였으며, ‘해외 빅바이어 초청 수출상담회’ 사업을 ‘중소기업 수출 물류 지원’ 사업으로 변경하였습니다.

□ **동의안의 주요 내용을 말씀드리면,**

- 수출 유관기관의 전문성과 노하우를 최대한 활용한 수출 중소기업 해외마케팅 지원으로 수출 증진 및 지역 경제 활성화를 도모하기 위하여, 도에서 추진중인 해외마케팅 지원 전반 16개 사업을 위탁 운영하고자 하며, 소요예산은 38억 5천만원이고, 위탁기간은 2024년도 1년간입니다.
  
- 위탁 대상자는 충남일자리경제진흥원, KOTRA, 한국무역협회, 한국무역보험공사 등 수출 유관 기관 중 사업의 성격과 기관의 특성 등을 고려하여 최대의 수출 증진효과를 창출할 수 있도록 선정하였습니다.

□ 이상으로 「수출 중소기업 해외마케팅 지원 사무의 공공기관 위탁(대행) 동의안」에 대해 간략하게 설명드렸습니다.

○ 보다 구체적인 내용은 의석에 놓아드린 유인물을 참고해 주시기 바라며, 궁금하신 사항은 소상히 답변드리도록 하겠습니다.

○ 통상진흥정책 특성상 해외시장 트렌드의 이해 및 경험 등의 전문성이 필요하며, 이에 수출 전문기관의 축적된 정보 및 노하우를 활용하여 효율적이고 체계적인 해외 마케팅을 지원하기 위한 것인 만큼, 원안대로 동의해주실 것을 부탁드립니다.

○ 이상으로 제안 설명을 마치겠습니다. 감사합니다.

2024년 1월 24일

투자통상정책관 윤 주 영



### **3. 충청남도 해외사무소 추가 설치 동의안**

the 1990s, the number of people in the UK who are aged 65 and over has increased by 1.5 million, and the number of people aged 75 and over has increased by 1 million (Office of National Statistics 1999).

There is a growing awareness of the need to address the needs of older people in the community. The Department of Health (1999) has published a strategy for older people, which sets out a vision for the future of older people's services. The strategy is based on the following principles: older people should be able to live independently in their own homes; older people should be able to participate in the community; older people should be able to access the services they need; and older people should be able to live in a safe and secure environment. The strategy also sets out a number of objectives, including: to improve the quality of life of older people; to reduce the number of older people who are in care homes; to improve the access of older people to health and social care services; and to improve the safety and security of older people's homes.

The strategy is a key document in the development of older people's services in the UK. It provides a framework for the development of policies and services for older people. The strategy is based on the following principles: older people should be able to live independently in their own homes; older people should be able to participate in the community; older people should be able to access the services they need; and older people should be able to live in a safe and secure environment. The strategy also sets out a number of objectives, including: to improve the quality of life of older people; to reduce the number of older people who are in care homes; to improve the access of older people to health and social care services; and to improve the safety and security of older people's homes.

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- 바쁘신 의사일정에도 불구하고 투자통상정책관실 소관 업무에 많은 관심과 성원을 보내 주심에 깊은 감사드리며,
- 의석에 놓아드린 유인물에 따라 의사일정 제3항 「충청남도 해외사무소 추가 설치 동의안」에 대하여 제안 설명을 드리겠습니다.

□ 먼저, 제안 이유를 말씀드리면,

- 여전히 세계경제 침체에 따른 수출 부진이 현실화 되며 돌파구 마련을 위한 해외사무소 필요성이 더욱 증가되고 있습니다.
- 이에, 도내 기업의 수출외연 확장과 외자유치를 위하여 현재 운영중인 베트남·인도·인도네시아·일본·독일에 이어, 미국, 중국에 해외사무소를 추가 설치하고자 하며,
- 충청남도 중소기업 수출진흥 지원에 관한 조례 제13조에 따라 충청남도의회로부터 동의를 받아 절차적 타당성을 확보하고 향후 운영 전반에 대하여 고견을 구하고자 합니다.

## [ 동의안의 주요 내용을 말씀드리면 ]

- 2024년 1월 이후 미국 로스앤젤레스, 중국 상하이에 해외 사무소를 순차적으로 추가 설치하고자 하며,
- 도 공무원을 소장으로 파견하고 채용·운영·평가·감사 등을 직접 관리하고자 합니다.
- 통상진흥 및 외국자본 유치, 지방외교를 위한 전략거점화를 목적으로 운영할 계획이며,
- 소요예산은 23억이고, 이에 2024년 해외사무소 운영 본예산 16억원 외에 추경으로 7억원을 추가 확보하고자 합니다.

□ 이상으로 충청남도 해외사무소 추가 설치 동의안에 대해 간략하게 설명을 드렸으며,

- 보다 구체적인 내용은 의석에 놓아드린 유인물을 참고해 주시기 바라며, 외국 자본 유치와 도내기업에 대한 적극적인 정책 지원을 하기 위한 것인 만큼, 원안대로 동의해 주실 것을 부탁드립니다.
- 이상으로 제안 설명을 마치겠습니다. 감사합니다.

2024년 1월 24일

투자통상정책관 윤 주 영