



MARKETPLACE
INTERNATIONAL 2015
WORLD LEADERS. WORLD CLASS. WORLDWIDE.

Marketplace International 2015

World Leaders. World Class. Worldwide.

WELCOME TO MARKETS DAY

November 13th 2014

Tara McCarthy

Growing the success of Irish food & horticulture

Bord Bia
Irish Food Board

Agenda

- WHAT
- WHY
- WHERE
- WHEN



THE BIGGEST EVENT ON THE IRISH FOOD & DRINK CALENDAR



Growing the success of Irish food & horticulture

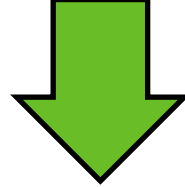
Bord Bia
Irish Food Board

Venue – Convention Centre Dublin



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Working
with nature

“Reducing waste to landfill by 15%”

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BE A BUSINESS WINNER



New Business written 2004 – 2012: €62.3M

What's New for Marketplace International 2015?

- 1) Product Showcase
- 2) Origin Green Members
- 3) Greater International Focus & Industry Itineraries

What's New for Marketplace International 2015: Product Showcase



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What's New for Marketplace International 2015: All participating companies will be Origin Green Members

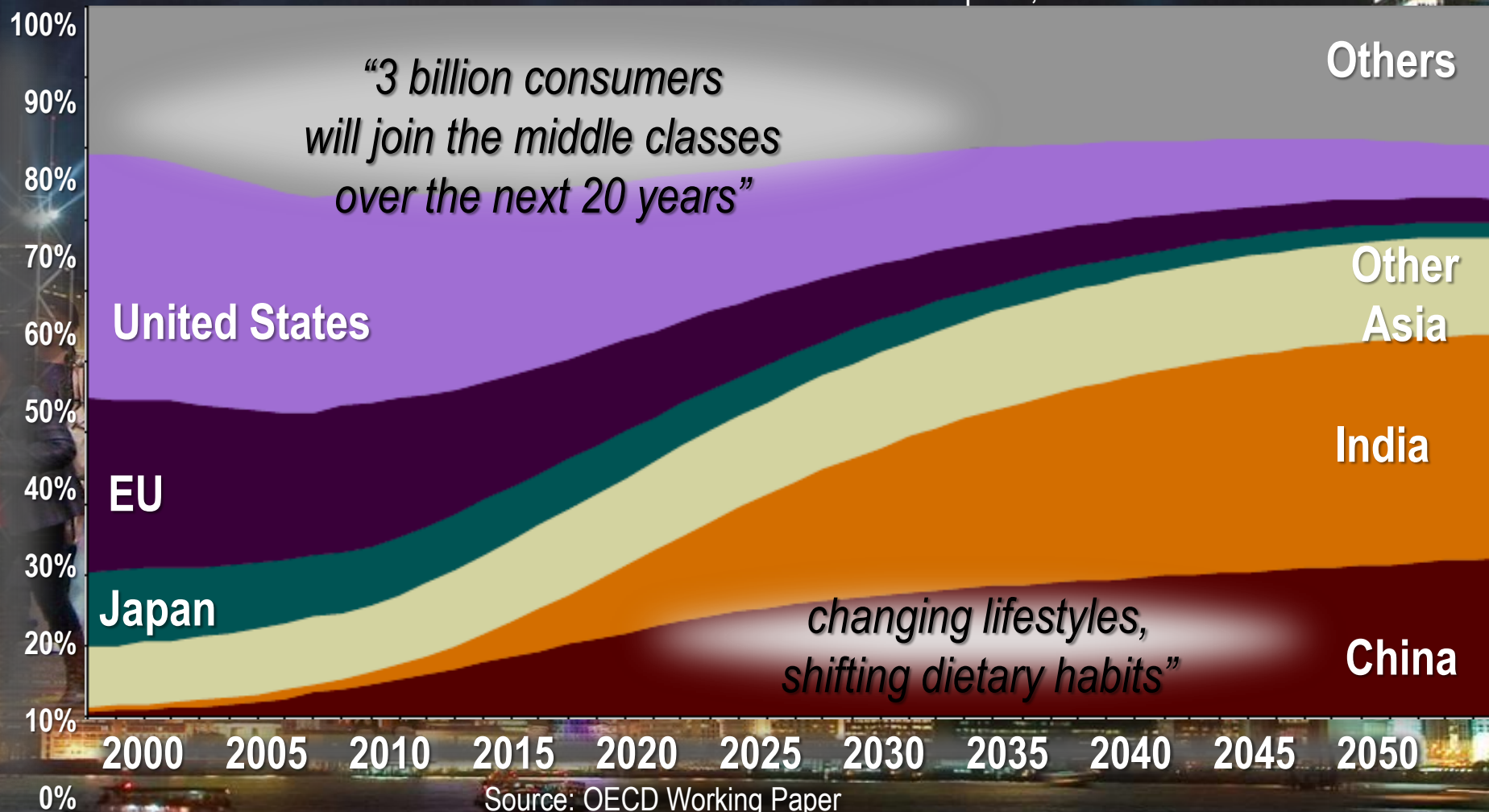


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What's New for Marketplace International 2015: Greater International Focus

Shares of Global Middle Class Consumption, 2000-2050



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Buyer Targets

- ✓ 300+ overseas buyers being targeted
- ✓ UK: 100
- ✓ Continental Europe: 100
- ✓ International: 130





[HOME](#)

[THE EVENT](#)

[EXHIBITOR PROFILES](#)

[WHY COME?](#)

[FAQs](#)

[CONTACT US](#)

Ireland's Largest Invitation-only Food & Drink Trade Event

March 26th 2015 in Dublin, Ireland.

150+ World Class Irish Food & Drink Exporters. 440+ Trade Buyers from over 25 different countries. 3,700+ meetings in one day, under one roof. You cannot afford to miss it.

[WHO'S COMING](#)

Irish Export Capability



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IRELAND, PARTNERS FOR GROWTH

	2012	2010
✓ Product Suitability*	80%	(65%)
✓ Innovation	53%	(59%)
✓ Price Competitiveness	24%	(19%)
✓ Quality accreditations	78%	(80%)
✓ Professional Sales Presentation	79%	(73%)
✓ Knowledge of your market	40%	(27%)

A Catering Buyer's feedback from Marketplace 2012: *helpful – I hope!!*

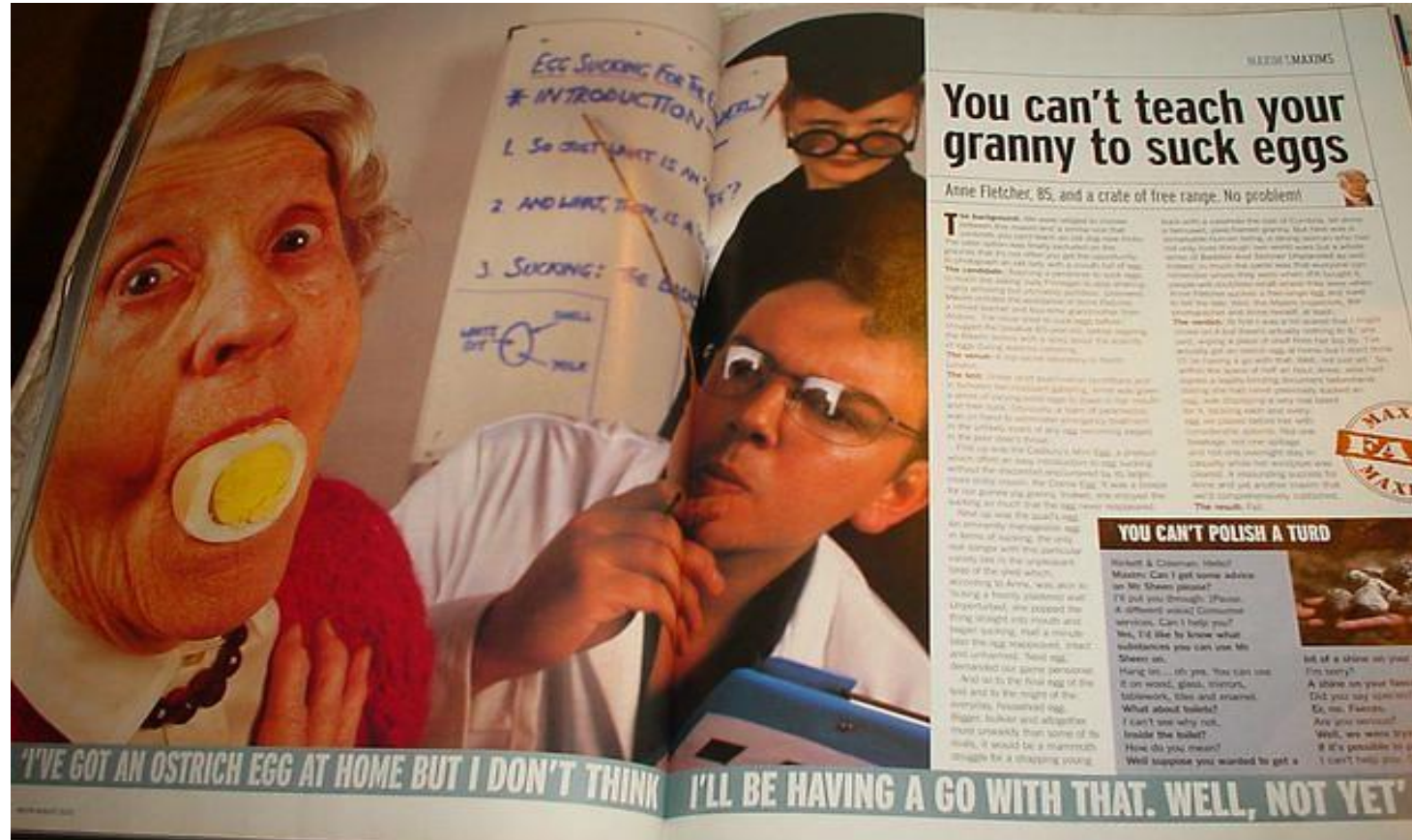
Terry Cook

Purchasing Consultant

CH & Co Catering Limited



Sorry Granny!!



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Buyers attend Marketplace

- ✓ To find new products **appropriate** to their business.
- ✓ To meet new Companies – potential Suppliers.
- ✓ It's a great use of a single day.
- ✓ NOT to:

- View PowerPoint presentations.
- Learn Family History.
- Be at an early stage of your NPD:

*‘we’re thinking of developing....it could look something like
...what do you think ...?’*

Terry Cook - Purchasing Consultant to CH&Co

- ✓ Independently-owned by Robyn & Tim Jones.
- ✓ Turnover £111mill.
- ✓ National coverage – 200 sites.
- ✓ Now operates under distinct brands:
 - **Charlton House** Business & Industry
 - **Lusso** Fine-Dining in the City
 - **Ampersand** Iconic Venues
 - **Chester Boyd** Livery Halls in London
 - **Apostrophe** High Street acquisition
- ✓ **All this is in the public domainwww.chandco.net**
- ✓ **No Supplier realised the opportunities!!**



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Expectations & Actuals

What I wanted ...

- Understanding:
 - My business.
 - Appropriate new products.
- Caterer not Wholesaler.
- ***Product.***
- Clear evidence it was:
 - Different.
 - Could do a specific job.
 - ***Sensible price.***

Expectations & Actuals

What I wanted ...

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What I got – too often

- Generic Workplace:
 - Inadequate thought.
 - Little insight.
- Where is your Warehouse?
- *Family history!*
- Bland assumptions:
 - No Features & Benefits.
 - Let me work it out.
 - **Evasive answers!!**

You have 20 precious minutes

To make a fantastic impression:

- You – Your Business – Your capability.

Be clear:

- Short statement about You & the Business.

The Product(s) you want to discuss:

- Why they could appeal to me.
- Use examples from Home market: *a Hotel is a Hotel ...*
- How they differ from ones I might already use.
- Features & Benefits.
- ***Be convincing & passionate – still too laid-back!***

Get feedback early in the session

You have 20 precious minutes

Feedback from Buyer.

- ***Ask Questionsthis was a massive failure!!***

Check:

- He has understood what the Product is about.
- Frozen – Chilled – Life – Portion-size.
- Where it could fit on Menu or in Product Category.

Questions:

- Avoids incorrect assumptions.
- Session becomes a conversation – not a presentation!
- ***Buyers are very happy to give an opinion!!***

*The ‘P’ word - let’s talk about **Price***

✓ *Trust me:*

- In these Sessions it is not the be all & end all; **but**
- I do need to know if it is commercially viable.

✓ Irrelevant if there’s no interest in the product.

✓ Only expect **indicative pricing**:

- Wholesaler: be sensible – **Container price is!!**
- Caterer: assume a Wholesale margin – **Portion cost of around**

✓ Don’t duck it:

- *‘Tell me your volume and I’ll quote you a price ...’*
- *‘Need to go back to the ranch and talk to my Dad ...’*

✓ **Would I expect Best Price in a 20 minute meeting?**

My Stars from 2012 were ...

Vit Hit:

- Grab & Go category critical in Workplace catering.
- On trend – displays well.
- Working successfully with my Distributor.

The Flat Bread Company:

- *One that got awaymy fault!!*
- Missed opportunity by me – massively underestimated impact of Street Food & ‘new bread’ carriers.



You have 20 precious minutes

✓ ***Finally***

✓ ***Short Summary of agreed Next Steps:***

- *You felt the most appropriate product was ...*
- *Your opening order will be **just 2 Containers!!***

✓ ***Then do them promptly:***

- *Samplesalways disappointing.*
- *Follow-up information.*
- *Indicative Pricing.*

✓ ***Enjoy your meetings at Marketplace 2015!!***

Do's and Don'ts

Korean market specific



- **Why** should they buy my products?
 - Unique Selling Point
 - History, unique stories
 - Techniques/Health giving advantages
 - Awards/ Certificates
 - Performance in other markets



Be ready for tough questions



Presentation is crucial

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Speed of business

Brilliant ! Lovely!



Quick!Quick!Quick!



Degree of completeness

- Product specification
 - Grading
- Paper work
 - K-FDA
- Packaging
 - Korean labels
 - Claims



**OMG...
It is
empty!!**

Problem solving



Extra mile



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Market Study Visits

Sweden	Dec 11 th & 12 th
Italy	Jan 14 th
UK Foodservice	Jan 21 st
UK Retail	Jan 22 nd
Belgium	Jan 29 th
Spain	Feb 12 th
Netherlands	Feb 17 th
Germany	Feb 19 th
France	Feb 24 th



Markets Day

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Convincing the Buyer to buy from You

Jan 6th

- ✓ Converting product features into benefits to the buyer
- ✓ Identify aspects of your product that offer advantages to the buyer
- ✓ Customising each meeting



Maximising your 20 Minutes with the Buyer

- ✓ Make a good impression on the buyer
- ✓ Strike up a relationship
- ✓ Stand out from the crowd

Your presentation is a
performance



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WORLD LEADERS. WORLD CLASS. WORLDWIDE.

€30M++ NEW BUSINESS IN 12 MONTHS

300 OVERSEAS BUYERS

50% + OF YOU WILL WRITE NEW BUSINESS

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Thank You

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