



MARKETPLACE
INTERNATIONAL 2015
WORLD LEADERS. WORLD CLASS. WORLDWIDE.

Marketplace International 2015

World Leaders. World Class. Worldwide.

The Export Challenge Part I

November 2014

Growing the success of Irish food & horticulture

Bord Bia
Irish Food Board

The Export Challenge Part I

Ground Rules

- ✓ Participation is a must!
- ✓ Be open...willing to share and learn
- ✓ Mobile phones off/silent

Introductions

Roddy Feely – Principal Consultant - Bellevue Creative Solutions Ltd

- 25 years experience working in International Markets
- Business Consulting – Specialising in Exporting/ International marketing
- Training – Sales; Customer Service; Management Coaching/Leadership
- Advocate & Mentor for EI

James Burke – James Burke & Associates

- 25 years retail experience incl. Superquinn Board Member
- Former board member of AMS
- Links with Sainsburys, Albert Heijn, Auchan etc.
- Food and retail advisors

Understanding the Export Challenge

- ✓ Who is Exporting and to Where
- ✓ Reasons for Exporting
- ✓ Knowing Your Market
- ✓ Route To Market
- ✓ Preparation for the Export Challenge Part II

Why Export?



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Reasons to Export?

Somebody told me I should!

My biggest customer wants me to expand into UK

Next phase of my business plan.

Not Enough demand in Ireland

Spare capacity

Unsold Stock

Sales reached saturation in Ireland

Export Development...

- ✓ Organic Growth – natural progression from establishing a successful business in the domestic market.
- ✓ Customer led – an existing relationship with an important customer opens up an opportunity in another market.
- ✓ Necessity – spare capacity due to lower demand or limited demand in the domestic market.
- ✓ Opportunistic – availability of unsold inventory or service capacity led to finding customers in another market on an ad-hoc basis.
- ✓ Others – market visits/trade shows/supplier suggestion/networking etc.,

Your Reasons for Exporting?

- ✓ Lets take a few minutes and think about the 3 primary reasons why you want to export.....your objectives and expectations.
- ✓ Take three minutes to complete “My Reasons for Exporting” in hand-out.
- ✓ Discussion & Feedback

Individual : 5 Minutes

Exporting where to begin?



Customer Expectations

Four Things Your International Customer will expect:

1. You know **YOUR PRODUCT** (Service)
2. You know **THEIR MARKET**
3. You understand **THEIR NEEDS**
4. You will **ADD VALUE** to **THEIR** business.

Know Your Export Market

✓ Fundamental Step in knowing & understanding markets is BASIC MARKET RESEARCH

- Market Economics – Import dependent or local suppliers? Main players....Retailers? Suppliers?
- Market Size Value/Volume – Data & Statistics, Imports/Exports, Production
- Key Trends – What's driving Growth/Innovation
- Competitors – Local or International
- Identify primary customer groups – Product Category
- Define the market infrastructure – specifics for each client
- Does your product or service satisfy customer needs?
 - What benefits will your product/service bring to the customer?
 - What's your value proposition?
 - What customer need (solution) will you fill (provide)?

What do You know?

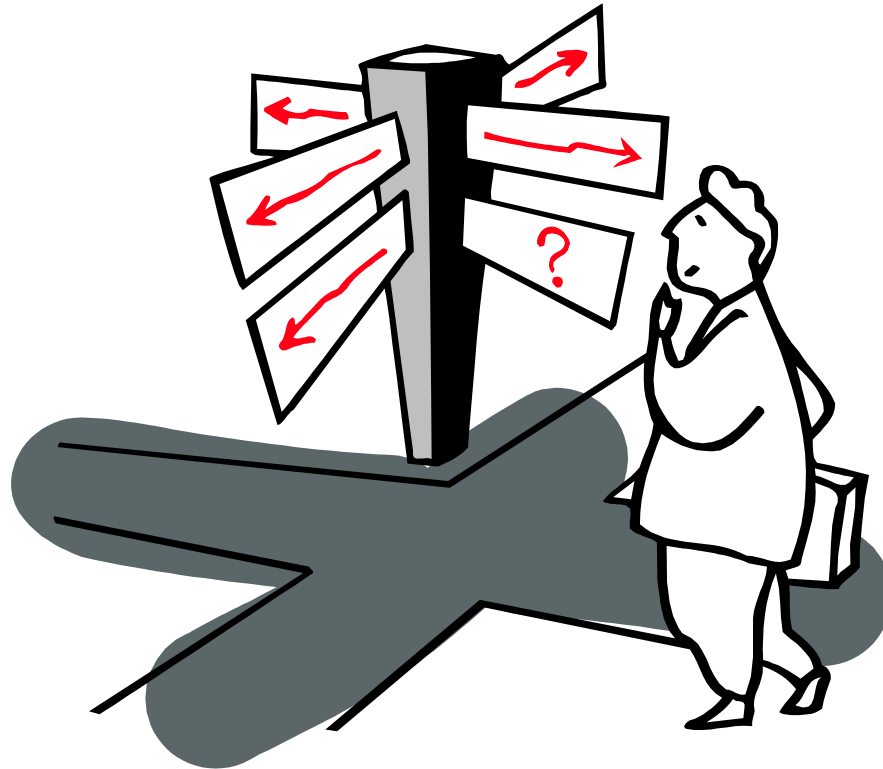
- ✓ Let's take 5 minutes to consider what you already know about your target export markets and customers?
- ✓ Take three minutes to quickly complete the hand-out “Market Knowledge”, the things you already know about your three target export markets and prospects....for example: value/volume/trends/retail landscape/consumer trends.....
- ✓ Discussion & Feedback

Individual : 5 Minutes

How to find out?

- ✓ Bord Bia – Market research reports
- ✓ Internet Research
- ✓ Talk to existing customers/suppliers
- ✓ Networking – (LinkedIn...)
- ✓ Chambers of Commerce (International/local)
- ✓ Trade Shows
- ✓ Market visits – BB Market Study Visits
- ✓ Retailer Annual Reports
- ✓ Enterprise Ireland Market Research Centre
- ✓ International Trade Centre (www.intracen.org)

Route to Market



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Getting your product in front of Customers

- ✓ Direct selling
- ✓ Importer
- ✓ Agent
- ✓ Distributor
- ✓ Partner – local packing
- ✓ License
- ✓ Internet Website
- ✓ Overseas office/subsidiary
- ✓ Retail premises



What's Your Route to Market?

- ✓ Let's take some time to consider your potential route to your target export markets.
- ✓ Complete the hand-out “My Route to Market” for your three target export markets.....how will get your product/service to your customers? Direct selling? Agent? Distributor? License?
- ✓ What are some of the Challenges you will face?
- ✓ Discussion & Feedback

Team: 5 Minutes

Preparation - Export Challenge Part II

- ✓ Prepare a brief statement that encapsulates your export business objectives and expectations.
- ✓ Complete basic research on your three target markets and prospects....fill in the gaps in your market knowledge?
- ✓ Decide on the appropriate route to market for each of your target markets and why?
- ✓ Come prepared to share the above at our Export Challenge II Workshop on 6th January 2015

Export Challenge Part II

- ✓ Review Preparation
- ✓ What's Different About Exporting?
- ✓ Are You Ready To Grow?
- ✓ Can You Afford to Grow?
- ✓ Marketplace International Success Story

Q&A

Thank You.