



MARKETPLACE
INTERNATIONAL 2015
WORLD LEADERS. WORLD CLASS. WORLDWIDE.

Marketplace International 2015

World Leaders. World Class. Worldwide.

WELCOME

January 6th 2015

Tara McCarthy

Growing the success of Irish food & horticulture

Bord Bia
Irish Food Board

Agenda

- Marketplace International 2015 update
- Preparing for Marketplace International
- Why you are here today



Update on Targets



- ✓ 300+ overseas buyers and 140+ domestic buyers being targeted to attend. 1,000+ invited. 194 buyers already confirmed to attend.
- ✓ 150 companies targeted to participate. 158 already signed up

Preparing for Marketplace International 2015

- Market Study Visits
- Work on your Origin Green plan
- Use Bord Bia's resources and network of overseas offices



Preparing for Marketplace International 2015 cont..

- Ensure your company profile gives a good impression
- Prioritise products you wish to promote
- Next training workshop on Feb 4th



Maximising your 25 Minutes with the Buyer. Feb 4th

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

Your presentation is a
performance

Why you are here today: Convincing the Buyer to buy from You

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





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Thank You

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