

Bord Bia Supports for Export

Eileen Bentley
Entrepreneurship Manager
Bord Bia

October 7th 2015

Growing the success of Irish food & horticulture

Bord Bia
Irish Food Board

“To drive through ***market insight*** and in ***partnership*** with industry the ***commercial success*** of a world class Irish food, drink and horticulture industry”

Bord Bia Mission Statement

Growing the success of Irish food & horticulture

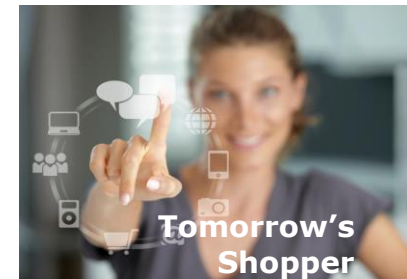
Bord Bia
Irish Food Board


Export Stage



Market Insight & Knowledge


- Trade (or Business to Business) perspectives
- Company Listings or Profiles
- Category & retail overviews
- New product launch info
- Trade statistics
- Regulatory information
- **info@bordbia.ie**





Irish Food Board

Market InformationConsumer Insight TeamBusiness DevelopmentExportEvents




Welcome to Bord Bia Vantage,
how can we help?

Are you:

- ✓ developing a new product
- ✓ looking for a distributor
- ✓ exporting for the first time
- ✓ looking to start a food business
- ✓ looking for finance


EVENTSVIEW ALL »



05 OCTOBER 2015
The Restaurant Show

The Restaurant Show is a unique trade event that caters to those owning, operating and working in restaurants, hotels, dining pubs and catering...


MORE



07 OCTOBER 2015
Bord Bia Organic Industry Seminar

On Wednesday, October 7th Bord Bia, in conjunction with the Department of Agriculture, Food and the Marine will host an Organic Industry Seminar in...

MORE




07 OCTOBER 2015
Boyne Valley Food Innovation Conference


Meath County Council and Meath Enterprise cordially invites you to: 'The Boyne Valley- Home of Food Innovation' A free conference and...

MORE


WHAT'S HOT



Development
Smurfit Graduate Business School



Healthy Business



Market Intelligence 2015/16

BAKERY
GLUTEN FREE

Chilled

Confectionery

FROZEN

Tea & Coffee

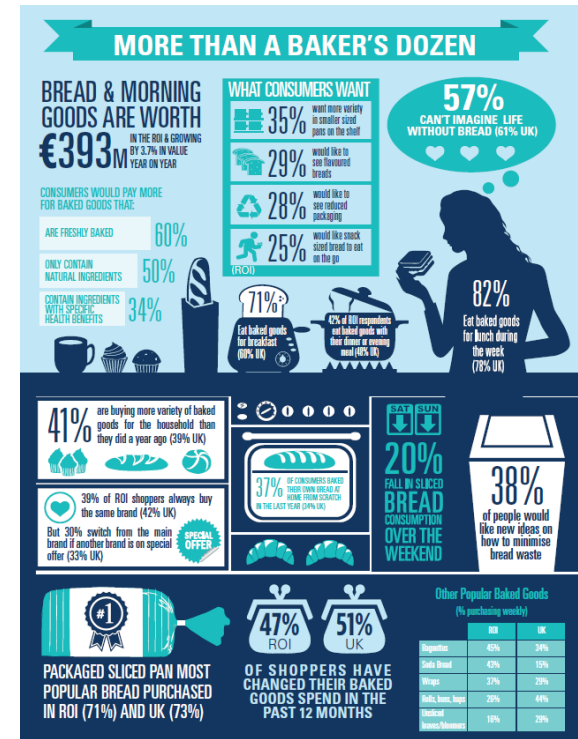
Snacks

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Consumer usage & attitude studies 2015

- ✓ Baked goods (cakes)
ROI/UK
- ✓ Premium chocolate
(ROI/UK)
- ✓ Travel retail



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Bord Bia Network of Overseas Offices





Bord Bia Office Network

Your eyes and ears on the ground in export markets!

- ✓ Host retail and foodservice market study visits
- ✓ Request a retail sector overview and regular trend updates to see what's on offer and where your product would fit in
- ✓ Store checks
- ✓ Ask Bord Bia to translate your company presentation to send to potential buyers
- ✓ Export Programmes, e.g. UK programmes, European Private Label Prog
- ✓ Find out about trade shows in your sector
- ✓ Fellowship Programme

Market Study Visits



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French Organic Market Study Visit

Oct 19th & 20th 2015

- Detailed presentation on the French organic food market and potential for organic food suppliers

- Visit to 7 retail outlets, including specialist organic stores

- Option to stay overnight and attend *Natexpo* (trade show for organic, ecological products and food supplements)

NATURALIA



Trade Fairs & Exhibitions



BIOFACH2016 together with **VIVANESS**
into organic 10 years into natural beauty

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Trade Fair Programme 2015



Route-to-Market Supports 2015

SuperValu
Real Food, Real People

GoogleTM

TESCO
IRELAND
Every little helps

 **COMPASS**
GROUP

dunnhumby

Sainsbury's

Bord Bia

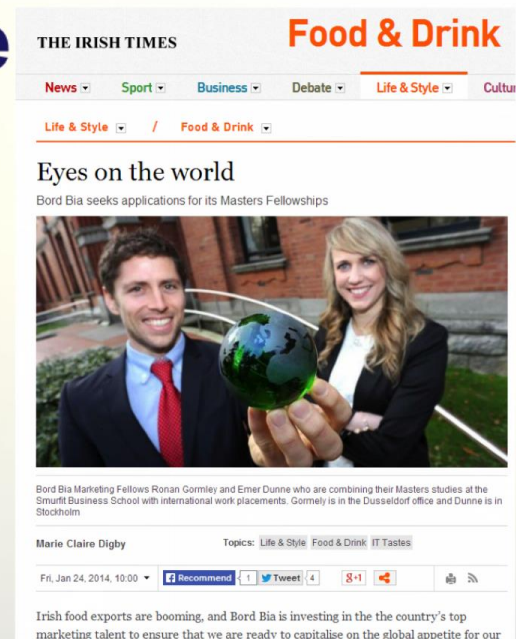
European Private Label Programme

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Marketing Fellowship Programme

- ✓ In-market and on the ground resource
- ✓ 21 small companies in 2014/15 Fellowship Programme



Bord Bia supporting you at every stage...



Routes to Market



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Routes to Market

SUPPLIER

- **Agent** (3 to 8% commission)
Only handling commercial representation and invoicing
- **Importer/distributor** (13 to 20% margin) take ownership of the goods and looks after sales, marketing, logistics, finance

Direct route



LOGISTICS

Multiple Retailers



Direct Sales Players



Specialist Retailers



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Routes to Market: Direct Route



- Direct relationship with buyer
- Higher margin for supplier
- More control over your brand



- Logistics
- Language barrier

Routes to Market: though agent/importer



- Entry facilitated
- Logistics/admin handled
- No language barrier



- Intermediary margin
- Lack of direct contact with buyer / lack of transparency from intermediary

THANKS!

For more information:

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