

Export Express

Insights to Accelerate International Expansion



Our Mission: Help Manufacturers "Spend time **Selling** to Distributors versus **Searching** for Distributors"

Looking for New Distributors?

How about 9,500? Export Solutions distributor database has helped 3,000 brand owners in 15 years speed up the process of finding qualified distributors. Our database covers an average of 88 distributors per country of supermarket type products for 96 countries. Search by country, category, brand name, or country of origin. Experts for Europe, Middle East, Latin America, and Asia with complete regional coverage. "Spend time selling to distributors versus searching for distributors."

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Are Distributors Interested in Your Brand?

There are 197 Countries in the World ...



How many are you selling to?

Recent trips to Azerbaijan, Cambodia, and Georgia confirmed that every country represents a sales opportunity! Most export managers are not surprised when they receive a random photo of their brand from a far-flung location. Tourism to exotic destinations is accelerating. Most emerging countries feature gleaming new supermarkets promoting international favorites. Consumers include homesick tourists as well as affluent locals. Strong distributor candidates exist in all countries facilitating market entry usually without heavy up-front listing fees. Now is the time to upgrade periodic presence in high-growth countries to tangible sales through a local distributor.

Opportunistic Model

This strategy requires a different approach, distributor profile, and level of engagement versus a high priority, "Big Bet" country. Normally, the brand owner shares a "dead net" price list,

Ten Prime Prospects

Costa Rica
Croatia
Dominican Republic
Guyana
Jordan
Lithuania
Philippines
Portugal
Taiwan
Vietnam

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There are 197 Countries in the World ...

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Top 10 Prime Prospects (source: Export Solutions Distributor database)

Country	Population (millions)	Top Customers	Distributors
Costa Rica	5	Walmart, Perimercado	74
Croatia	4	Konzum, Plodine	78
Dominican Republic	11	Nacional, Bravo	67
Guyana	1	Massy, DSL	25
Jordan	10	Carrefour, Cozmo	68
Lithuania	3	Maxima, Rimi	76
Philippines	115	Robinsons, SM Markets	115
Portugal	10	Continente, Pingo Doce	89
Taiwan	24	Carrefour, Costco	126
Vietnam	100	Saigon Coop, Aeon	51

with the distributor building marketing costs into the distributor margin component of the value chain. Prime prospect distributors are small to mid-size entrepreneurs, with a passion for pioneering new brands.

Sunshine States

Portugal is popular, hosting 25 million tourists this year. Croatia will receive 17 million visitors, an impressive feat for a country of 4 million people. The Dominican Republic expects to surpass 10 million tourists for the first time this year. These countries feature robust foodservice sectors as well as seasonal expatriates.

100 Million Mouths

Philippines and Vietnam both contain young populations exceeding 100 million people. Vietnam benefits through the shift of manufacturing from China. Philippines is an outsourcing capital, the site of many call centers serving USA consumers. These countries are at early stages of evolution. Enter and expand now while the cost of entry is relatively low.

Tourism

Did you ever dream of visiting Petra in Jordan? Costa Rica is a popular adventure destination for USA families. Last year, I visited Vilnius, Lithuania, for the second time and was impressed with its historic roots, food scene, and cultural appeal. All of these countries represent interesting opportunities for exporters.

Commerce

Taiwan is an important technology hub, with an affluent population of 24 million. Carrefour and Costco dominate the retail sector, with an important commitment to USA and European brands. I also mention booming Guyana on the top of South America. This country experiences an "oil rush" and records one of the fastest growing economies in the world.

Distributors Dominate

Some of the world's most powerful distributors operate in small countries of less than 10 million people. Fortunately, all of our top ten countries include strong distributor communities. This includes distributors open to pioneering an innovative brand from Europe or the USA.

Distributor Screening

Initial web meetings allow you to confirm interest from potential distributor candidates. This "first date" is the perfect forum to share your brand story and learn about distributor capability and enthusiasm for your brand. This validates the requirement for a second date in each country. This market visit will allow you to visit stores, finalize your marketing plan, and meet the distributor family. Would you get married without meeting your partner in person?

Export Solutions Can Help!

Export Solutions database provides complete coverage of distributors in these top 10 countries. This can serve as an export accelerator to help you identify top candidates. Export Solutions has completed distributor search projects in all 10 countries. An added value service is our ability to identify, connect, and assess distributors everywhere. Contact Greg Seminara at greg@exportsolutions.com for more information.

Where Do You Want to Grow?

Asia/Africa/Middle East

	Australia – 282 Distributors
	China – 161 Distributors
	Hong Kong – 181 Distributors
	India – 109 Distributors
	Indonesia – 80 Distributors
	Japan – 177 Distributors
	Korea – 147 Distributors
	Malaysia – 128 Distributors
	Philippines – 115 Distributors
	Singapore – 163 Distributors
	Thailand – 103 Distributors
	Vietnam – 51 Distributors
	Israel – 82 Distributors
	Saudi Arabia – 114 Distributors
	U.A.E. – 204 Distributors
	South Africa – 106 Distributors

Plus 14 more countries

Europe

	Austria – 71 Distributors
	Belgium – 86 Distributors
	Croatia – 78 Distributors
	France – 131 Distributors
	Germany – 201 Distributors
	Greece – 90 Distributors
	Hungary – 68 Distributors
	Italy – 110 Distributors
	Netherlands – 157 Distributors
	Poland – 98 Distributors
	Spain – 162 Distributors
	Sweden – 105 Distributors
	Switzerland – 103 Distributors
	Turkey – 95 Distributors
	U.K. – 281 Distributors

Plus 19 more countries

Americas

	Argentina – 59 Distributors
	Bolivia – 53 Distributors
	Brazil – 151 Distributors
	Canada – 229 Distributors
	Chile – 92 Distributors
	Colombia – 82 Distributors
	Costa Rica – 74 Distributors
	Ecuador – 55 Distributors
	Guatemala – 64 Distributors
	Mexico – 198 Distributors
	Panama – 64 Distributors
	Paraguay – 58 Distributors
	Peru – 82 Distributors
	Uruguay – 52 Distributors
	USA – 635 Distributors
	Venezuela – 38 Distributors

Plus 14 more countries

*Use Export Solutions Database
to fill in the Gaps in your
Export Coverage Map*