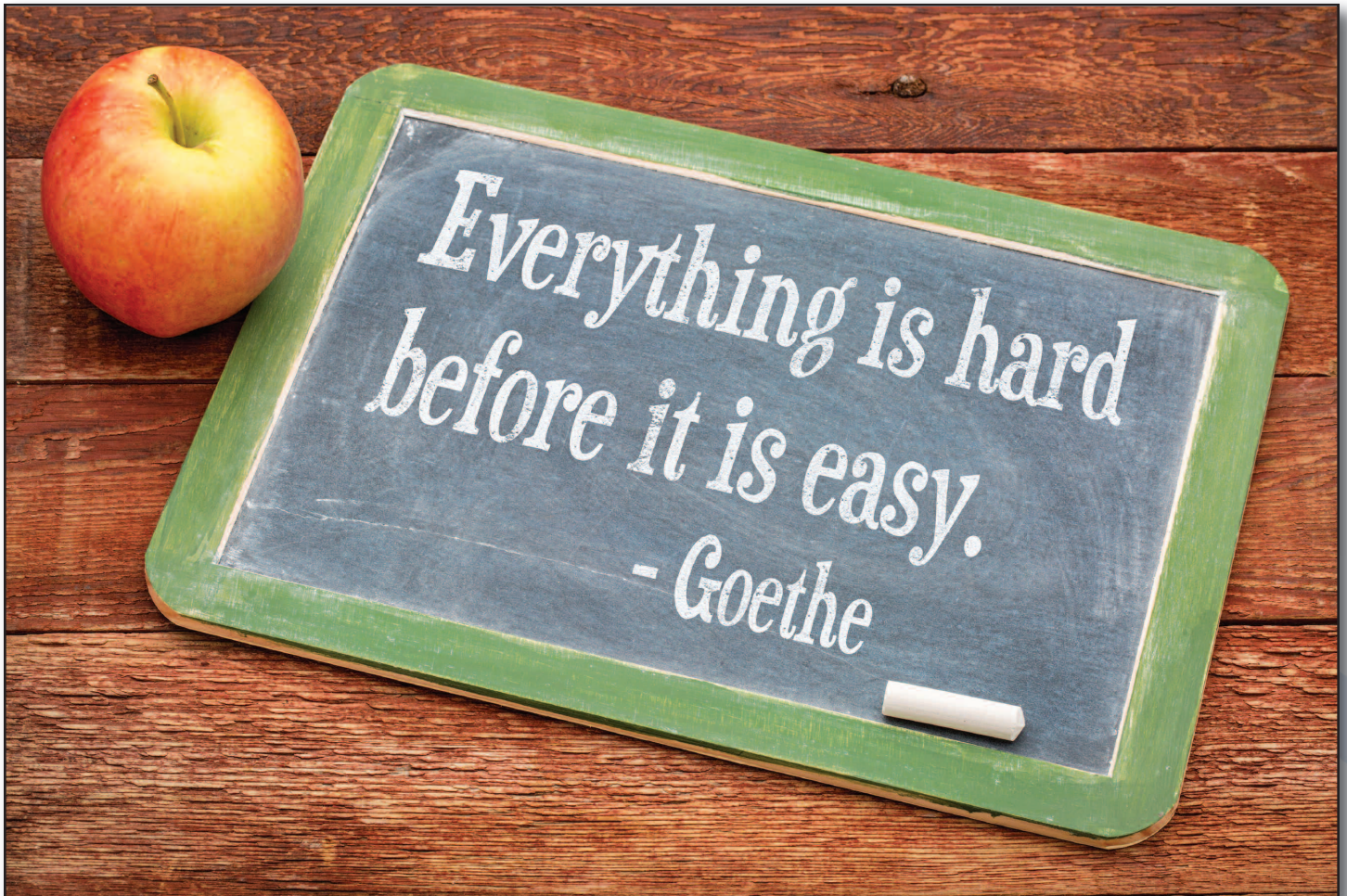


Are You Ready for Export?



Export Boot Camp by Greg Seminara



Export Solutions
Global Experts, Local Solutions

There are 196 countries in the world.

How many are you selling to?

Export Boot Camp Overview

- One day program to get your company Export Ready
- 8 Export Development & Distributor Management Modules
- 25 Common Export Problems work session
- 150 Export topics available for tailored workshop
- Includes annual subscription to Export Solutions Distributor Database



“At our ESMA annual convention – the summit of the distributor industry in FMCG in Europe – we share thoughts and invite speakers of significance. Greg Seminara was invited to speak about his view on the development of distributors and the elements in the marketing mix of relevance to this business sector. Greg impressed his audience with his vast knowledge, his ability to communicate and some clear thoughts about the drivers behind results. The feedback to his speech was excellent and participants highlighted his hands-on understanding about our business.”

CEO – ESMA

European Sales & Marketing Association

Testimonial

About Greg Seminara

Greg Seminara founded Export Solutions in 2004 after a career with Procter & Gamble, Clorox, and the leading USA Food Broker. This included positions based in the USA, Saudi Arabia, and Argentina. Credentials include:

- Creator of industry distributor database: 96 countries, 8,600 distributors
Categories: Confectionery/Snack, Gourmet/Ethnic, Beverage, Italian Foods
- Author/Publisher of *Export Express Newsletter* (circulation: 8,700)
- Author/Publisher: *Export Strategy Guide, Distributor Search Guide, Selling to the USA, Distributor Management Guide, 300 Tips for Export Managers*, and more than 200 articles on export development and selling through distributors.
- Completed 300+ Distributor Search projects in 48 countries - 5 continents



Dear Greg

“I am very grateful for the excellent training we were able to set up with your support in Parma last month. The program proved extremely helpful, rich with insights and experiences that we were striving to deliver to our key people in international markets.

The session allowed us to cover broad & strategic issues, such as country segmentation & prioritization, as well as very specific and practical issues, such as the distributors’ business models, drivers of distributors’ performance and how that can be influenced by the brand owner, to how to improve performance in the “moment of truth,” with the “more in the store” section.

I therefore wish to take the occasion to thank you again for your important contribution, and am also very glad to mention that, as we do for all trainings done in the Barilla Lab Learning Center, your program was subject to a post evaluation from all participants, and that it scored among the highest programs taken in these past few years.”

Barilla

Director, Export Markets

Testimonial

Sample Boot Camp Agenda

Topic	Core Themes
Strategic Export Development	<ul style="list-style-type: none"> • Country Prioritization • Entering Emerging Markets • Different Partner/Spending Models
Export Ready	<ul style="list-style-type: none"> • Best Product Prospects • Labeling/Registration • Government Resources
Finding New Distributors	<ul style="list-style-type: none"> • 10 Step Distributor Search Process • Best In Class distributor versus Average
Distributor Economics	<ul style="list-style-type: none"> • Distributor Financial Model/Watch-Outs
Creating Your Export Plan	<ul style="list-style-type: none"> • Developing a target country list and action plan
Export Plan Implementation	<ul style="list-style-type: none"> • Distributor contact plan and technique
25 Common Export Problems	<ul style="list-style-type: none"> • Anticipating and handling issues

Dear Greg,

“We would like take this opportunity to thank you for the good quality result of the export development seminar hosted by Italia del Gusto. The workshop has received an enthusiastic response from all the participants. We have really appreciated your expert information on core topics of strategic export development, distributor identification, and getting more out of current partner relationships. Based on the seminar’s success, we look forward to further collaboration.”

General Director, Consorzio ITALIA DEL GUSTO

Italia Del Gusto is a consortium of many of the leading food & beverage brands of Italy: Auricchio, Bauli, Barilla, Bolton Group, Colussi, Filippo Berio, Lavazza, Ponti, San Benedetto

Testimonials

Export Boot Camp *Details*

- Boot Camp produces realistic Export Development plan: Priority Countries, Distributor Candidates, Pricing, Launch Strategy.
- Participants may include export manager or your entire team.
- Includes annual subscription to Export Solutions Distributor Database. Export Solutions database covers 96 countries and 8,600 distributors of supermarket brands.
- Program offered to companies of all sizes. Export provides new, incremental sales in high growth countries with large populations.
- Basic Boot Camp fee is \$3,500. Extra travel fee may apply.
- Options for ongoing export support.
- Contact Greg Seminara at gseminara@exportsolutions.com for more details.



Your Key to **New** Export Sales

Export Solutions Can Help!

- Export Workshops
- Motivational Speeches
- International Strategy
- Find Distributors in 96 Countries



Export Solutions
Global Experts, Local Solutions

Contact Greg Seminara at gseminara@exportsolutions.com or (001)-404-255-8387.

www.exportsolutions.com