



Export Solutions
Distributor Identification Experts

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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 9,000? Export Solutions' distributor database has helped 3,000 brand owners in 14 years speed up the process of finding qualified distributors. Our database covers more than 9,000 distributors of supermarket and drug store type products in 96 countries. Search by country, category, brand name, or country of origin. Experts for Middle East, Latin America, and Asia with complete regional coverage. "Spend time selling to distributors versus searching for distributors."

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Middle East – Hot Markets 2022



The price of oil has almost doubled in the last year, signaling more sunshine ahead in the Middle East. Oil revenues fuel investments in construction and attract millions of contract workers to the region. Tourism outlook is bright, driven by Expo Dubai, World Cup Qatar, and Saudi Arabia unveiling new strategies to attract visitors. Most companies sell their brands in the United Arab Emirates, but lack the patience to tackle Saudi Arabia, the biggest opportunity in this region of 300 million people.

All about the Oil!

Evaluating the Middle East requires you to segment countries into two groups: countries with oil reserves and countries with no oil. Consumers in countries with oil possess the purchasing power to buy international brands. Local industry concentrates on oil and related services. Most food and consumer products are imported, generating an enormous market for foreign brands. This creates a more positive environment versus China and Brazil where exporters compete with

cost-efficient local producers. Savvy, well-travelled Arabs demand international brands with the highest standards. Oil rich countries like Saudi Arabia and Kuwait feature significant expatriate populations hungry for their favorite brands. Citizens of countries like Egypt and Jordan, which do not have oil, find it tougher to afford imported products.

Pricing & Profits

Three factors contribute to solid levels of profitability for industry players. Most manufacturers partner with strong distributors, eliminating most fixed costs associated with running a subsidiary. A level playing field exists as most brands use distributors and the distributor margin becomes part of the pricing calculation for everyone. The trade remains fragmented, with an expanding supermarket channel competing with the traditional bagala (small shop) outlets. This facilitates rational pricing and avoidance of bloody annual negotiation rituals that are common in Europe. Wealthy locals

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Business Travel Rehab

Enjoy summer, as we soon face the prospect of international business travel. Most vaccinated travelers expect to resume travel in September, after an 18-month absence from airport lounges. Most of us will gladly trade a quiet lunch at the home office desk for a rowdy distributor dinner with the local sales team.



International travel patterns have changed forever. A recent survey of my 15 USA Food Export Group members revealed that 2022 business travel will likely decline at least 25% from pre-pandemic levels. Famous athletes require a warm-up period prior to resumption of competitive play. The same approach will be true for Export Heros before they resume the quest of global export development and frequent flier points. Listed below are my tips for designing your Business Travel Rehab program.

1. Book now for fall travel!

Leading distributors may be booked solid by manufacturers all rushing back to the road. Guarantee your spot with an early reservation for a well-planned trip.

2. Focus on your top 5 countries

Resist temptation to visit everywhere just to check in and “wave the company flag.”

3. Quality time – longer visits

Schedule deep dive, longer visits to your core countries. Allocate time for store visits, customer meetings, warehouse inspections, business reviews and dinner with company ownership. Focus on reconnecting with quality time spent in key markets versus “fly in, fly out” visits.

4. Prioritize fast-paced countries

Asia led the post-pandemic recovery and is booming. As noted, the price of oil has doubled in the Middle East, with great expectations for 2022. Stable, mature markets may be lower priority due to fewer changes in market dynamics.

5. See you at Anuga and ESMA

In recent weeks, the outlook for Anuga participation has shifted from “possible” to “likely” for most. My first major group event will be the ESMA (European Distributors) conference in Prague this September. Both activities represent ideal venues for connecting with many contacts in one convenient location. Fall events like Anuga will look different, with added safety precautions for vaccinated guests.

6. Do you have your vaccination passport?

Check government web sites for the most accurate information on entry requirements. Visitors from “Amber” and “Red” list countries face restrictions.

There is life after lockdown. We are fortunate to work in the essential food and consumer goods industry where our efforts made a difference. Personal connections are critical to business success. As we begin our Business Travel Rehab program remember the fundamental steps of business strategy: Crawl, Walk, Run, then FLY!

See you soon!

Greg Seminara
greg@exportsolutions.com

Strategic Services

Contact Us for
Export Solutions

1. Identify Best in Class Distributors: 96 Countries
2. Best Practices Export Strategy
3. Distributor Management Workshops
4. Export 101: Let's Get Started
5. New Market Prioritization & Launch Plan
6. Personal Distributor Introductions: 96 Countries
7. Walmart International
8. Distributor Contracts, Margins, & Fees
9. Meeting Speaker
10. International Strategy Expert

Everyone Loves Samples – Ten Tips

Do you enjoy free samples? Everyone is delighted to try a new product. In most cases, feedback is positive and starts the road to a purchase and a potential customer for life. Every export manager is proud of their product quality. However, many companies underinvest in sampling as an essential marketing tool. Read Export Solutions' 10 Tips for expanding your sampling program.

1. Trial/Snack/Travel Size

Do you offer a small size suitable for sampling? Options range from a specific trial size to a one-use portion of your product. Many retailers dedicate valuable cashier checkout space or travel sections for small sizes.

2. Influencer Product Seeding

Digital influencers are critical when targeting the generation glued to their phones. Stand out to influencers with a hand-written note and a sample of your best product. Engage with the influencers after sample delivery and develop a relationship versus a one-time campaign.

3. Uber Eats & Grubhub

Online food delivery services are expected to record more than \$125 billion in sales in 2021. Companies should adapt their Foodservice channel strategies to include sample sizes. The format can be a portion pack condiment, mini desert treat, or a trial size of a related product. These can be added to a meal delivery from a high profile restaurant as a gift to their customers and to strengthen their overall usage of your brand "back of house."

4. Co-Promote

Sampling may be expensive, so it's always good to co-promote with adjacent products. Partnerships with other brands from a shared distributor or through a bulk mailing from your country's food trade promotion organization represent efficient options. "Think about the entire plate, not just your product."

5. Distributor Samples

Distributors serve as your local brand ambassadors. Include ten cases of samples with every container order. Encourage the distributor to supply a case of "car stock" to each sales representative to share with store managers. Donate samples to employees' children's sports teams to build goodwill.

6. Trial Size Shippers

Retailers love these profitable display pieces as they generate profitable sales revenue versus a free giveaway. Normally, these special display units contain about 30-50 units and retail for \$1 to \$2 per unit with a profit margin of 50%. Shippers can be efficient, with no listing fees, representing a simple "in and out" trial generating promotion.



7. Subscription Boxes

Amazon offers more than 400 monthly subscription boxes. A typical box contains samples of 5-10 products. USA examples include Nom Nom and Try Treats for international snacks. Delta airlines supplied me with a tasty sample box for lunch last week.

8. Embassy Sampling

Many companies' product portfolios represents regional cuisine, a new taste overseas but highly appreciated by local expats. Request that your distributor drop off cases of product samples at your overseas embassy. Sponsor national holiday events for the expat community. Your product may even be featured at an ambassador's dinner!

9. Event Sponsorship

Everyone looks forward to the return of outdoor concerts and festivals. These fun events can be impactful places to sample beverages and indulgent products like biscuits, snacks, candy, and ice cream.

10. Sample Truck

I love the story of a European protein bar manufacturer who painted a truck with his brand colors. His team drove all around town distributing samples. The truck arrived at stores, buyers' offices, and even major trade shows. No surprise that this manufacturer gained a loyal, youthful following with this adventurous approach.

Be generous with your samples! Delight potential buyers and distributors with your wide range of innovative products. Always include a memorable gift with your company logo. Remember that no potential new distributor will sign an agreement with you until their team has tried your product and given it the "thumbs up."

Are Distributors Interested in Your Brand?

I have conducted hundreds of distributor interviews for multinational companies: P&G, Nestle, General Mills, Duracell, Lindt, Tabasco, Barilla, J&J, etc. Distributor candidates all claim enthusiasm and high interest in your brand. See Export Solutions' checklist of clues to measure true distributor interest level.

	High Interest	Low Interest
Email Response	Immediate reply	Delayed or no reply
CEO Engagement	Active participation	Delegated to middle management
Scheduling Meeting	Flexible and easy	Difficult. Conflicts.
Airport/Hotel Pick-Up	Offers to pick you up	Take a taxi!
Meeting Presentation	Tailored. Prepared for you.	Standard presentation
Category Research	Obtains data	None
Competitive Review	Shares photos: store sets	Informal comments
Store Visits	Organized/led by CEO	Office meeting only
Samples	Obtains and tries samples	Waits for you
Team Participation	3-6 people at meeting	One person
Cell Phone	Shares private number	Email address only
Questions	Addresses key issues	No questions
Timeline	Meets due dates	Delays
Post Meeting Follow-up	Immediate and frequent	None
Proposed Plan	Detailed and fact based	Brief topline
Results	Winner	Second place?

Can We Help You?

Distributor Search Helper for:



Your
Logo
Here



Procter & Gamble



Johnson & Johnson



Recent Distributor Search Projects

Asia	Europe	Middle East	Latin America
Australia	Germany	Israel	Argentina
China	Ireland	Kuwait	Brazil
Indonesia	Netherlands	Qatar	Colombia
Japan	Nordics	Saudi Arabia	Costa Rica
Malaysia	Spain	UAE	Ecuador
Philippines	United Kingdom		Mexico
Singapore		Canada	Panama
South Korea	South Africa	United States	Peru



Export Solutions
Distributor Identification Experts

Call the Export Accelerator!

Contact Greg Seminara at greg@exportsolutions.com
to discuss your business development project.

www.exportsolutions.com

30 Ideas to Help your Distributors

1. Trade Promotion Share Best Practice Trade Promotion concepts	16. Innovation Launch new items with successful track record
2. Celebrate Success Distributor of the Year Awards	17. Sales Contest Fund contest to incent and motivate distributor team
3. Category Expert Provide fact based trend updates	18. Thank You Letter Letter of recognition for team to distributor CEO
4. Logistics Service Level Target 98% on time, complete orders	19. Event Sponsorship Support distributor events, especially retailers' charities
5. Store Check Periodic visits to understand "retail reality"	20. Distributor Workload Work proportional to distributor income
6. Billback Reimbursement Prompt (30 days?) payment of distributor invoices	21. Price Increase Provide fair lead time for price increases
7. Distributor CEO Regular (quarterly?) checkpoint web meetings	22. Reference Write testimonial or volunteer to serve as reference
8. Response Time Earn reputation as "quick responder"	23. Training Create Zoom training session for sales team
9. Marketing Support distributor's ideas. Invests in creative programs.	24. Portal Create Portal with presentations, brand facts, digital tools
10. Customers Do not deal directly with distributor's customers	25. Social Media Corporate experts available to help/share content
11. Reports Stick to basics: sales, forecast, inventory, listing maps	26. VIP Trip Your Headquarters Introduce distributor to your senior executives
12. Market Visits Visit, but not too often	27. Samples Support large sampling programs
13. Team Building Create team relationship: finance, logistics, administration	28. Corporate Functional Experts Provide distributor access to your corporate experts
14. Distributor Profit Respect that a profitable distributor is a healthy distributor	29. Consumer Research Conduct local research for consumer insights
15. Syndicated Data Invest in Nielsen data	30. Create Culture of Success Achieve joint business targets

Middle East – Hot Markets 2022

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and western expatriates on lucrative work contracts are more concerned with international brand availability versus paying a modest premium for their favorite products.

Saudi Arabia – Big Prize

Saudi Arabia's 35 million population plus ownership of 20% of the world's discovered oil reserves ranks it as the strategic centerpiece of any Middle East development plan. I was fortunate enough to live and work in Saudi Arabia, managing the Gulf region for Clorox. Saudi Arabia represented more than half our total Middle East business, exceeding all the Gulf countries combined.

Successful brands still source around 50% of their Middle East business from Saudi Arabia. An appropriate strategy is to dedicate focus on "winning in Saudi Arabia" versus collecting a series of smaller businesses in adjacent countries. Saudi Arabia is blessed with strong distributors and high acceptance levels of "Made in the USA and Europe" brands.

Carrefour & Lulu

Modern retail leaders Carrefour and Lulu dominate the region, especially for international brands. Carrefour features more than 300 stores across nine Middle East countries. Hypermarkets are their primary model, supplemented by a mix of supermarket and small format stores. Carrefour appeals to middle class consumers and is strongest in UAE and Egypt. Lulu is expanding quickly, with more than 200 stores, including 10 new

outlets in 2021. Lulu caters to the general market and is making aggressive moves in Saudi Arabia and even India. Both Carrefour and Lulu drive volume, but expect to invest to fund listing fees, mass displays, and shelf visibility programs.

Don't Forget Israel!

Israel is an affluent country of nine million people. Most USA brands are well known to Israel through its close trade and political relationships. In 2020, Israel normalized diplomatic relations with UAE and Bahrain, opening new trade opportunities. Israel features a strong distributor community, including 77 covered in our Export Solutions Distributor database.

What about Iran & Iraq?

I receive countless inquiries about Iran and Iraq. Both represent attractive "future" markets due to oil reserves and large populations – Iran (85 million), Iraq (41 million). However, my guidance is to optimize your business in other markets prior to tackling these highly complex countries. If you have a global brand, extensive financial and "on the ground" resources, perhaps you qualify as a company that should attack these markets. Otherwise, wait!

925 Distributors – 13 Middle East Countries

Export Solutions' database features excellent coverage of the region's powerful distributor community. This includes more than 900 companies across 13 countries, an average of more than 69 distributors per country. This includes

Country	Population (millions)	GDP per Capita
Saudi Arabia	35	\$23,000
UAE	10	\$40,000
Israel	9	\$45,000
Kuwait	4	\$32,000
Qatar	3	\$55,000
Oman	5	\$15,000
Bahrain	2	\$19,000
Jordan	10	\$5,000
Egypt	102	\$4,000

specialists in handling big brands, personal care, confectionery, international food, and beverage products. There is a wide range in distributor capability from enormous selling "machines" with 250+ employees to small niche entrepreneurs. Key is to select a local partner that aligns with your brand aspirations and investment strategy.

Strategic Next Steps

Analyze your current business in the Middle East. What are the white spaces in your Middle East coverage map? How well are you doing in Saudi Arabia in terms of market share and shipments? Are you aligned with the right distributors? Consider attending or exhibiting at Gulfood, held each February in Dubai. Export Solutions maintains 20 years of experience in the region, including 3 years "on the ground" in Saudi Arabia managing the entire region. Looking for new growth in 2022? Export Solutions can help!

Talk to an Expert

- International Strategy Road Map
- Fix Problem Markets
- Entry Plans
- Find Distributors in 96 Countries
- Export Workshops
- Motivational Meeting Speaker



Contact Greg Seminara at greg@exportsolutions.com to discuss your business development project.

www.exportsolutions.com

368 USA Customers

How many are you selling to?



Export Solutions Retail Database Covers 368 Customers

242 Supermarket Chains
39 Convenience Chains

29 Natural Foods
28 Wholesalers

Features

- ✓ Up-to-date store counts
- ✓ Direct link to retailers' web sites
- ✓ Financial information for publicly traded retailers
- ✓ 85 Canadian retailers plus 2,200 retailers in 94 other countries
- ✓ Free sample access

Order now: www.exportsolutions.com

“The Right Way” – New Country Launch

Retail buyers and distributors are receptive to brand launches from multinationals. Why? Multinationals succeed, as they introduce new products “The Right Way.” Export Solutions recaps 30 components of launching “The Right Way.” Exporters create magic with limited budgets! Winners check as many boxes as possible on “The Right Way” scorecard.

Product	Retailer
<input type="checkbox"/> Meaningful innovation – not “me too”	<input type="checkbox"/> Boost category sales, margin, and profit
<input type="checkbox"/> Consumer market research insights	<input type="checkbox"/> Syndicated data (Nielsen) – category facts
<input type="checkbox"/> Technical confirmation of product differentiation	<input type="checkbox"/> Invest in retailer “push” programs
<input type="checkbox"/> Reasonable retail price – premium (not sky high)	<input type="checkbox"/> 4-6 high value promotional events per year
<input type="checkbox"/> Test market results – similar country or retailer	<input type="checkbox"/> Retailer VP, distributor CEO at intro call
Marketing	Excitement
<input type="checkbox"/> 360 marketing plan: TV, in-store, social, PR	<input type="checkbox"/> Launch party – memorable location
<input type="checkbox"/> Sampling	<input type="checkbox"/> PR, social media, trade press
<input type="checkbox"/> Social media	<input type="checkbox"/> Celebrity endorsement
<input type="checkbox"/> Displays: end of aisle and shelf blocks	<input type="checkbox"/> Distributor sales contest
<input type="checkbox"/> Special offers – retailer fliers	<input type="checkbox"/> Donation to local charity
Team	Scorecard
<input type="checkbox"/> Distributor – best in class, category expert	<input type="checkbox"/> Year 1: invest; year 2: break even; year 3: profit
<input type="checkbox"/> Local manager – launch oversight	<input type="checkbox"/> Sales volume (retail sell-out)
<input type="checkbox"/> Marketing, social media, PR agencies	<input type="checkbox"/> Market share
<input type="checkbox"/> Brand/technical resource from headquarters	<input type="checkbox"/> Retail availability (weighted distribution)
<input type="checkbox"/> Total distributor engagement: reps. to CEO	<input type="checkbox"/> Year 2 commitment and enthusiasm

Why do Export Managers Partner with Export Solutions for Distributor Search Help?

✓ Industries Leading Distributor Rolodex

- Excellent relationships across 96 countries
- Database tracks 84 distributors per country
- 300+ distributor search projects completed

✓ 10 Step Distributor Search Process

- Logical, thorough due diligence process
- Professional approach yields positive results
- Publisher: *Distributor Search Guide*

✓ Independent Expert Assessment

- Expert partner to export managers
- Focused on all aspects of distributor search
- Working for you!

✓ Fast Results

- 90%+ success rate
- Align with “Best in Class” distributors
- Quick! Ask about our lower cost Zoomerco options

✓ Make Your Life Easier!

- Identifies 5-8 qualified candidates per country
- Organize meetings with top candidates
- Sounding board during assessment process
- Export Solutions participation sends positive message to distributors



Export Solutions Can Help!

- Distributor Search helper in 96 countries

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



Country Experts

Looking for distributors specializing in brands from your country?

Search Export Solutions' database to find overseas distributors handling food, beverage, and sweets brands from your country.



Italian Food & Sweets
1,369 Distributors



German Food & Sweets
639 Distributors



Spanish Food & Sweets
399 Distributors



Latam Food & Sweets
525 Distributors



UK Food & Sweets
670 Distributors




USA Food & Sweets
1,156 Distributors

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Where Do You Want to Grow?

Asia/Africa/Middle East

	Australia – 274 Distributors
	China – 157 Distributors
	Hong Kong – 174 Distributors
	India – 106 Distributors
	Indonesia – 78 Distributors
	Japan – 175 Distributors
	Korea – 144 Distributors
	Malaysia – 127 Distributors
	Philippines – 108 Distributors
	Singapore – 163 Distributors
	Thailand – 92 Distributors
	Vietnam – 48 Distributors
	Israel – 77 Distributors
	Saudi Arabia – 116 Distributors
	U.A.E. – 192 Distributors
	South Africa – 106 Distributors

Plus 14 more countries

Europe

	Austria – 69 Distributors
	Belgium – 82 Distributors
	Croatia – 73 Distributors
	France – 122 Distributors
	Germany – 178 Distributors
	Greece – 87 Distributors
	Hungary – 66 Distributors
	Italy – 100 Distributors
	Netherlands – 149 Distributors
	Poland – 83 Distributors
	Russia – 108 Distributors
	Spain – 151 Distributors
	Sweden – 100 Distributors
	Switzerland – 100 Distributors
	Turkey – 81 Distributors
	U.K. – 262 Distributors

Plus 19 more countries

Americas

	Argentina – 60 Distributors
	Bolivia – 52 Distributors
	Brazil – 135 Distributors
	Canada – 203 Distributors
	Chile – 89 Distributors
	Colombia – 82 Distributors
	Costa Rica – 71 Distributors
	Ecuador – 55 Distributors
	Guatemala – 54 Distributors
	Mexico – 189 Distributors
	Panama – 60 Distributors
	Paraguay – 57 Distributors
	Peru – 82 Distributors
	Uruguay – 50 Distributors
	USA – 595 Distributors
	USA – 564 Brokers

Plus 14 more countries

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

