



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 9,200? 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 9,200 distributors of supermarket and drug store type products in 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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Howdy Saudi!



I received a Saudi tourist visa online in 10 minutes for my October visit. The smiling Saudi at immigration greeted me with a warm Marhaba...welcome. Streets contained advertisements promoting a Formula One Racing event in Riyadh kicked off by a Justin Bieber concert. This is not the same Saudi where I lived for three years working for Clorox. The game is changing dramatically in the Middle East, led by a cultural revolution in Saudi Arabia.

Saudi vs. UAE

Saudi Arabia launched an aggressive campaign to shift the commercial capital of the Middle East from Dubai to Riyadh. Saudi Arabia features a population of 36 million, almost four times the UAE. Saudi is the largest

economy in the Middle East, with a GDP double the size of UAE. Today, many multinationals manage the GCC from Dubai. Riyadh has begun to exert pressure to encourage companies to maintain a significant physical presence in Saudi Arabia if they want to access this lucrative market.

Why Now? Saudi Vision 2030

Saudi Vision 2030 has been launched to diversify its economy and reduce its dependency on oil. The vision has three main pillars: to make the country the “heart of the Arab and Islamic worlds,” to become a global investment powerhouse, and to transform the country’s location into a hub connecting Afro-Eurasia. This strategic framework focuses on infrastructure

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Howdy Saudi!

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development and investments in health care, recreation, and tourism sectors. A key goal is to present a “softer side” of Saudi Arabia and a welcome mat to overseas businesses and tourists.

Empowering Women

Women have benefitted from the liberalization of Saudi’s social policies. Thirty-three percent of adult Saudi women are active in the work force, up exponentially from 15% in 2012. Females now play a vital role across every industry, including managerial levels. Saudi Arabia granted women the right to drive in 2018, a historic move that signaled new freedoms.

Tourism – Key Driver

Saudi traditionally hosts more than two million pilgrims performing Haj to Mecca. Saudi established 10 separate multi-billion dollar tourism investments as part of Vision 2030. NEOM “new city” appears as the centerpiece to these efforts. NEOM represents a \$500 billion investment in developing a smart city on the Red Sea, functioning as an economic and tourist hub. Phase one is expected to be completed in 2025.

The country desires to create unique tourist attractions to appeal to adventure seekers previously unable to visit.

Consumer Impact

Lifestyle changes are reflected in purchase habits. The foodservice sector is booming, as people consume more meals away from home. Workers now flock to cafes after work. Busy young people seek quick meal solutions. The fast-casual restaurant segment is enjoying explosive growth.

Market Overview

Export Solutions’ retailer database tracks 32 Saudi retailers and more than 4,000 stores. Modern retail includes eight major supermarket chains, with locals like Panda maintaining dominant market shares versus regional players like Carrefour and Lulu. Today’s new market dynamics reveal that high-end players like Danube and Tamimi are performing well, while mainstream players like Panda are struggling.

A major initiative is expansion of large format stores to tier 2 cities like Abha, Buraydeh, and Hofuf.

Retailer	Stores
Panda	230
Al Othaim	227
Farm	85
Tamimi	63
Danube	44
Lulu	36
Bindawood	26
Carrefour	21
Astra	11
Manuel	8

Export Solutions Can Help

Greg Seminara spent three years based in Jeddah, managing Saudi Arabia and the Gulf for Clorox (\$7 billion sales). Export Solutions’ distributor database covers 114 Saudi distributors and more than 900 distributors across 12 Middle East countries. Contact us to learn about getting your share of the new business opportunities created by Saudi Arabia’s expansion.

Talk to an Expert

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



Export Solutions
Distributor Identification Experts

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

www.exportsolutions.com