

## *Export Manager 2024: New Skills for New Times*

Priority	Comments
E-Commerce	Treat as major channel, not niche.
Social Media	Create content library for distributors to “plug and play.”
Management Engagement	Zoom with distributor leadership team: CEO, CFO, VP Sales, etc.
Culture	Promote young, energetic spirit. Embrace change and new channels.
Category Specialization	Share category trends. Deliver product innovation, not “me too.”
Training	Use Zoom tools for regular distributor training events.
Team	Make your corporate functional experts available to your distributor team.
IT Investment	Upgrade platform: Brand portal, syndicated data, shipment status.
Cost to Serve	Measure contribution to distributor profit. Look at pricing and margin vs. agreement.
Marketing Your Brand	Invest to adapt your global marketing plan to local conditions.
Sampling	Aggressive investment in this A+ tool. Explore new sampling vehicles.
Brandscaping	Invest in a “Best in Class” web site. Robust export resource page.
Scorecard	Monitor pricing / assortment at retailer web shops. Incorporate e-commerce metrics in your distributor scorecard.
Brand Managers	Demand young digitally savvy brand managers.
Recipe	Promote meal solutions, not just brands. Look for co-promotion partners.
Optimism	Be positive. Think, “why not?”
<b>Results</b>	<b>Exceed expectations everyday.</b>

## 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	North America	Mexico
Singapore	Africa	Canada	Panama
South Korea	South Africa	United States	Peru



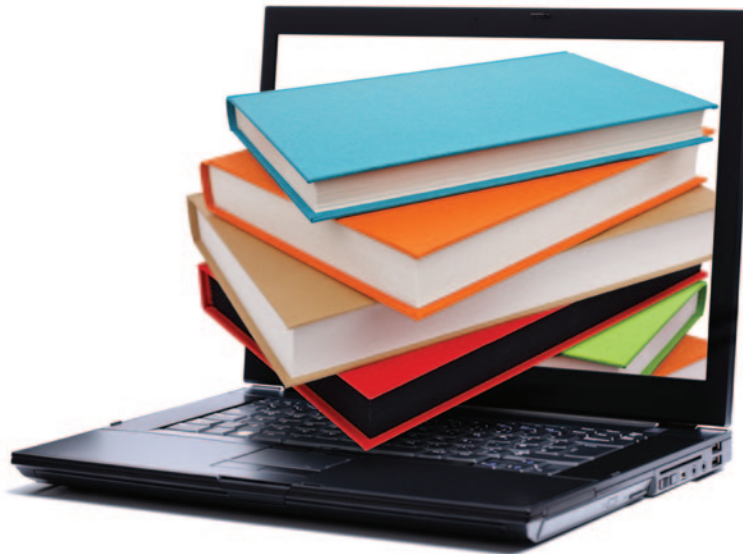
**Export Solutions**  
Distributor Identification Experts

### Call the Export Accelerator!

Contact Greg Seminara at [greg@exportsolutions.com](mailto:greg@exportsolutions.com)  
to discuss your business development project.

[www.exportsolutions.com](http://www.exportsolutions.com)

# Create Your Own Export Library



*Export Strategy Guide*



*Distributor Search Guide*



*Export Handbook*



*Selling to USA Handbook*



*Distributor Management Guide*



*Finance & Logistics*



*300 Tips for  
Export Managers*



*Idea Guide:  
New World – New Business*



*Export Treasure Chest  
My Favorite Templates & Forms*



*People Power  
Strong Teams Build Great Brands*



*New Distributor  
Cooperation Model*

**All guides available free at [www.exportsolutions.com](http://www.exportsolutions.com).**



**Export Solutions**  
Distributor Identification Experts

**Looking for a fresh point of view for your  
next event or training workshop?**

**Contact Greg Seminara at  
[greg@exportsolutions.com](mailto:greg@exportsolutions.com)**



# Where Do You Want to Grow?

## Asia/Africa/Middle East

	Australia – 284 Distributors
	China – 161 Distributors
	Hong Kong – 182 Distributors
	India – 110 Distributors
	Indonesia – 80 Distributors
	Japan – 176 Distributors
	Korea – 147 Distributors
	Malaysia – 128 Distributors
	Philippines – 120 Distributors
	Singapore – 164 Distributors
	Thailand – 103 Distributors
	Vietnam – 52 Distributors
	Israel – 82 Distributors
	Saudi Arabia – 111 Distributors
	U.A.E. – 206 Distributors
	South Africa – 114 Distributors

Plus 14 more countries

## Europe

	Austria – 72 Distributors
	Belgium – 91 Distributors
	Croatia – 78 Distributors
	France – 134 Distributors
	Germany – 203 Distributors
	Greece – 93 Distributors
	Hungary – 71 Distributors
	Italy – 114 Distributors
	Netherlands – 162 Distributors
	Poland – 107 Distributors
	Russia – Not Available
	Spain – 173 Distributors
	Sweden – 110 Distributors
	Switzerland – 104 Distributors
	Turkey – 96 Distributors
	U.K. – 281 Distributors

Plus 19 more countries

## Americas

	Argentina – 60 Distributors
	Bolivia – 55 Distributors
	Brazil – 151 Distributors
	Canada – 232 Distributors
	Chile – 99 Distributors
	Colombia – 87 Distributors
	Costa Rica – 77 Distributors
	Ecuador – 62 Distributors
	Guatemala – 66 Distributors
	Mexico – 206 Distributors
	Panama – 65 Distributors
	Paraguay – 59 Distributors
	Peru – 84 Distributors
	Uruguay – 59 Distributors
	USA – 654 Distributors
	Venezuela – 38 Distributors

Plus 14 more countries

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

