

## *Distributor 2024: New Skills for New Times*

| Priority                      | Comments  |
|-------------------------------|---|
| E-Commerce                    | Treat as major channel, not niche.  |
| Social Media                  | Hire digital marketing team, link with local influencers.   |
| CEO Engagement                | Regular Zoom calls with overseas brand owners.  |
| Culture                       | Promote young, energetic spirit. Embrace change and new channels.                                       |
| Category Specialization       | Laser focus on core categories vs. products in every aisle of the store.                                |
| Training                      | Use Zoom tools for regular training events with brand owners.   |
| Team                          | Hire under 30's for social media and e-commerce sales roles.  |
| IT Investment                 | Upgrade platform: E-commerce, retail reporting, sell out data.  |
| Cost to Serve                 | Measure profitability by brand and customer.<br>Realign based upon 2024 reality.                        |
| Market Your Distributor Brand | Promote your distributor brand to leading companies in your core categories. Export Solutions can help! |
| Sampling                      | Aggressive investment in this A+ tool. Explore new sampling vehicles.                                   |
| Brandscaping                  | Invest in a "Best in Class" web site. Create modern company profile.                                    |
| Scorecard                     | Incorporate e-commerce metrics: Page 1 results, consumer feedback, etc.                                 |
| Brand Managers                | Reward creativity and marketing excellence, not paperwork completed.                                    |
| Recipe                        | Promote meal solutions, not just brands.  |
| 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.

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# *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*

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**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*

