



# 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 9,500? Export Solutions distributor database has helped 3,000 brand owners in 15 years speed up the process of finding qualified distributors. Our database covers an average of 88 distributors per country of supermarket type products for 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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## Where to Score in 2024



World population passed 8 billion. With 197 countries in the world, which countries offer exceptional growth opportunities for 2024? An essential question is the balance of focus against competitive mature markets versus emerging countries with large populations, but low category development. The good news is everyone eats and the world is full of breakthrough success stories where an energetic export manager paired with a hungry distributor to pioneer outstanding results. View Export Solutions top 10 opportunities to score in 2024.

### Big Bets

Every company should select one high potential country to battle for market share. Most international brands sell to Saudi Arabia, Mexico, and the USA (overseas brands). However, the current business is usually small relative to the size of the prize. A new formula includes a strong commitment to activation

activities: “sell out” vs. “sell in.” Appoint a country manager to attack local opportunities. In many cases, a new partner may be required, with a fresh outlook and capabilities aligned with your new aspirations.

### Sunshine States

Tourism is booming, with flights packed to sun-drenched locations in the Mediterranean and Caribbean. Greece expects more than 30 million visitors, three times its population. Portugal is a hot spot, including almost three million from the USA. Dominican Republic will host eight million visitors creating jobs and a higher standard of living for this island nation of 11 million people. Foodservice appears as a significant beneficiary as well as stores catering to expat populations. Some companies maintain dual marketing strategies in sunshine states, with unique approaches for the local consumer and the foreigners.

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## Where to Score in 2024

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10 Prime Prospects (*Export Solutions Database)			
Type	Country	Population (millions)	Distributors*
Big Bet	USA (overseas brands)	340	636
Big Bet	Mexico	130	204
Big Bet	Japan	123	177
Big Bet	Poland	41	98
Big Bet	Saudi Arabia	37	114
Sunshine	Greece/Portugal/Croatia	GR 10   PT 10   HR 4	GR 91   PT 90   HR 78
Sunshine	Dominican Rep./Jamaica	DR 11   JM 3	DR 67   JA 31
Oil	Gulf (ex. Saudi)	24	483
Oil	Guyana	800 k	25
VIPs	Vietnam, Indonesia, Philippines, Thailand	VN 100   IN 285 PI 117   TH 72	VN 51   IN 80 PI 112   TH 103

### Meet the VIPs

Vietnam, Indonesia, and the Philippines contain more than 500 million people combined. Thailand attained the second largest GDP in the ASEAN region, also supported by a significant tourism sector. 100 million people account for the top 20% of VIP population. The region is blessed with beautiful new stores from Aeon, Tops, and Robinsons. Go now while the cost of entry is reasonable.

### American Dreams

Will 2024 be the year to discover a new model for your USA business? Americans are open to world cuisine, with many of the 340 million citizens regularly enjoying food from Italy, Mexico, Japan, etc. People are cooking at home more often, experimenting with new recipes and higher quality brands. Food brokers are the key players servicing the USA supermarket industry. Follow their expert guidance on getting listed and investing in retailers' best programs for generating sales turnover. Export Solutions retailer database tracks 458 USA customers, many looking for unique items to differentiate their product range versus mass retailers like Walmart or Kroger.

### Mexi-Grow

Mexico is booming, benefitting from "nearshoring" of manufacturing from China. Bustling Monterrey features more than five million people, with an ideal location only 130 miles from the USA border. Walmart is a leader, with more than 2,900 stores across 5 unique formats. Many Mexican consumers are familiar with famous USA and European brands. Winning requires alignment with a marketing-oriented distributor, supported by a strong in-store merchandising team.

### Howdy Saudi

Saudi Arabia is committed to establishing Riyadh as a commercial capital of the Middle East. A huge transformation is underway, with Saudis flocking to restaurants and entertainment such as rock concerts and movies. Sindalah is scheduled to open in 2024, the ultra-luxury island which is part of the NEOM project. I recently completed a distributor search project in Saudi. There are massive stores from Panda, Danube, and Tamimi filled with western brands. Key is navigating listing fee environment and alignment with one of the 114 distributors that is the "right fit" based upon your business objectives.

### Where is Your Team?

In the past, export managers serviced the globe boosted by a few grueling two-week trips. Zoomer emerged during the Covid era. Winners are investing in boots on the ground for Big Bet countries. These managers wake up in the market, speak the language, and dominate the attention of leading distributors. I believe that your investment budget in people may be equally important to marketing investment in some countries.

### Export Solutions Can Help!

Export Solutions database provides complete coverage of distributors in these top 10 countries. This can serve as an export accelerator to help you identify top candidates. I have completed more than 300 Distributor Search projects on five continents for companies like Barilla, Tabasco, Duracell, Lindt, and General Mills. Our rigorous distributor search process and immediate access to top distributors everywhere helps our brand clients win. Contact Greg Seminara at [greg@exportsolutions.com](mailto:greg@exportsolutions.com) for more information.

# 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)



# *We've Got You Covered!*

## Distributor Database Coverage

World Food &  
Beverages  
3,515 Distributors

Confectionery & Snack  
2,846 Distributors

Italian Food  
1,467 Distributors



Europe  
3,239 Distributors  
34 Countries

Asia  
2,074 Distributors  
17 Countries

USA Importer/Distributor  
636 Distributors

Latin America  
1,628 Distributors  
29 Countries

Middle East  
972 Distributors  
12 Countries

*9,500 distributors – 96 Countries*

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