



**V INTERNATIONAL
EAST BALTIC
BUSINESS FORUM
IN DAUGAVPILS**

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Exporting To Succeed

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CEO**

GIA Partners

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Export Strategies



One of the best ways to **grow** your business:



- **Grow** your bottom line
- **Smooth** your business cycles, including seasonal differences.
- Use production capabilities **fully**.
- **Defend** your domestic market.
- **Increase** your **competitiveness** in all markets.
- **Increase** the **value** of your intellectual property should you choose to license it.
- **Increase** the **value** of your business should you choose to sell it (and start another).

What Is My Export **Potential?**



GIA

At Global Information Associates (GIA) our mission is to support businesses realise their growth potential.

We work with businesses to develop and implement international brand strategies, import/export and growth strategies.

**VERTIGO//
FILMS//**

UBER

*Protein
World*
PROTEINWORLD.COM

Malmaison
hotels that dare to be different



*Jamie
Oliver*

H' dyson

US
UNIVERSITY
OF SUSSEX



**FAST
COMPANY**

CBS 

What Is My Export Potential?



SNAILWHITE[®]
MASK SHOT

The advertisement shows a woman with a clear complexion and a white strapless top. To her left are three packages of SNAILWHITE MASK SHOT and a single sheet mask. The background is a soft, bokeh light effect.

NAMU[®] LIFE

ใหม่!!
NAMU LIFE
SNAILWHITE
DAY CREAM

UVA-UVB SPF20 PA+++

ครีมสูตรกลางวัน
ทั้งบำรุงและปกป้องผิวในทุกๆชั่วโมง
บอกลาหน้าคล้ำระหว่างวัน

The advertisement shows a woman applying white cream to her face. Below her is a jar of SNAILWHITE DAY CREAM with pink flowers. The background is white with a pink accent at the bottom.

What Is My Export Potential?



“ตบแล้วใส... ใช้แล้วตึง”

SNAIL
WHITE
SNAIL SECRETION FILTRATE MOISTURE FACIAL CREAM

NAMU
LIFE



Export Potential



Advantages of “*Made in the Latvia*”

- Innovative, creative, cutting edge
- Flexible and prepared to modify products and services
- High quality, durable, safe
- Positive brand values and awareness
- Inventive businesses
- Creative marketing materials
- Easy to reach and communicate with
- Passionate entrepreneurs
- Supportative Government and business community



You tell me.....

Assessing Your Export Readiness



- What does your company want to **gain from exporting**?
- Is exporting **consistent** with other company goals?
- What **demands** will exporting place on your company's key resources, management and personnel, production capacity, and financing, and how will these demands be met?
- Are the **expected benefits worth the costs**, or would company resources be better used for developing new domestic business?

Qualities of an Export-Ready Company



- Have **commitment** from ownership and are prepared to fund exporting activities
- Understand the **added demands** international business can place on key resources
- Have **realistic expectations** regarding return on investment from international activities
- Are prepared to **modify** products and services by market as well as provide training and after-sales service
- Be willing to **collaborate** with government, export and promotion agencies, domestic business etc



Motivational factors include:



- Long-term expansion.
- Increased competitiveness.
- Exploitation of unique technology and expertise.
- Improved return on investment.

Organizational factors include:



- Management **commitment**.
- **Funding** support.
- Personal **expertise** and commitment.
- Product **capabilities**.
- Company's exporting **goals**.

Do the expected **benefits outweigh the costs?**

Is your product **ready** to export?



- **Selling points.**
 - a. **why** it sells or has sold so well here,
 - b. socially, culturally, economically, politically, **and** environmentally
- **Modifications.**
 - a. You **may be able sell your product without modifications** to international markets, as long as it meets the standards and regulations set by the respective countries.
 - b. Special **testing**, safety, quality, and technical conformity measures?
 - c. **Depending on the product and market**, suppliers may need to alter colors, sizes, and packaging to accommodate local conditions and consumer preferences.

Hard to duplicate abroad = Likely to **succeed**



- Product licensing

\$260billion industry

Relies on **strong branding**

International **recognition**

Easily **translates** across markets

Low risk

High control

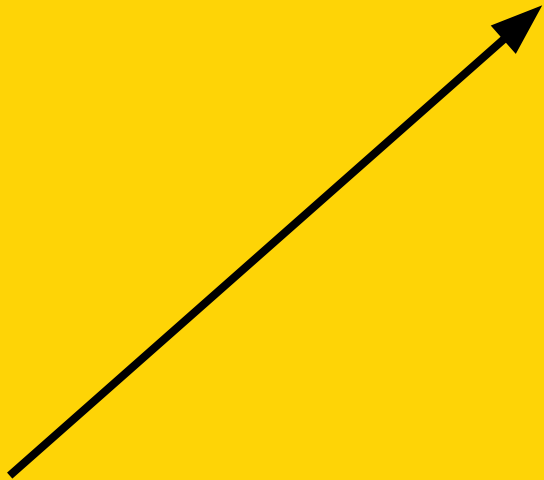
Significant **growth opportunities**

Hard to duplicate abroad = Likely to **succeed**



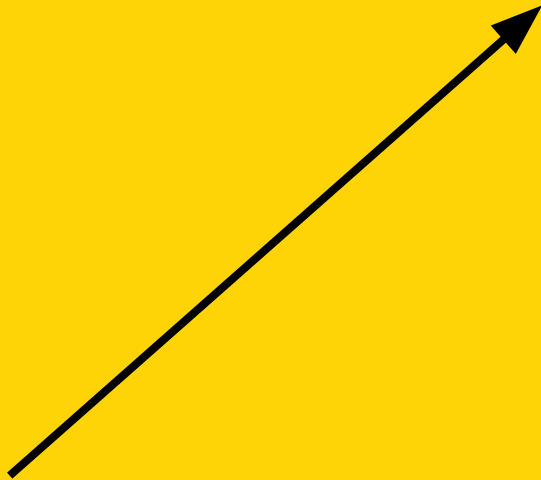
- **Required training.**
 - a. Products that require training to operate place a **greater responsibility** on your company and distributor or agent,
 - b. Decide **how to support** that training.
- **After-sales service.**
 - a. Considerable after-sales support must be handled by a **distributor or agent.**
 - b. Providing the means to send the product back to you for repair and replacement is another **option.**
- **Product distinctiveness.**
 - a. **Unique** features include patents, superior quality, cutting-edge technology, and adaptability.

SUCCESS



WHAT PEOPLE
THINK IT LOOKS
LIKE

SUCCESS



**WHAT PEOPLE
THINK IT LOOKS
LIKE**

SUCCESS



**WHAT IT REALLY
LOOKS LIKE**



What is your Vision?



'To Spread Our Wings Over The World' - **Red Bull**

***Facebook's** mission is to give people the power to build community and bring the world closer together.*

*"**Google's** mission is to organize the world's information and make it universally accessible and useful."*

***Headspace** has one mission: to improve the health and happiness of the world.*

***LYFT** - "Our mission is to reconnect people through transportation and bring communities together."*

To do something for somebody

What is your Vision?



At [company name],

we are [**doing** X, Y, Z / solving **big** problem]

by [**solution**]

for [customer / community / **group of people**]

Your Export Plan

1. **Identifying** your product or service,
2. **Market research** on the countries of interest,
3. **Pricing** of your product
4. **Strategy** for finding buyers.
5. Key **resources** to connect you with buyers, freight forwarders and other experienced exporters.



Developing Your Export Plan

11 Questions you should answer in developing an export plan for each market:

7. What specific **operational** steps must be taken and when?
8. What will be the **time frame** for implementing each element of the plan?
9. What personnel and company **resources** will be dedicated to exporting?
10. What will be the **cost** in time and money for each element?
11. How will the **results** be evaluated and used to modify the plan?



Export Plan **Tips**



**KEEP
CALM
AND
KEEP IT
SIMPLE**

- Keep it **simple**
- Only **5 pages** (at first)
- Export plan is a **flexible management tool**, not as a static document.
- Plan objectives should be **compared** with actual results to measure the success of different strategies.
- **Don't hesitate to modify** and make the plan more specific as additional information and experience are gained.
- Direct selling and exporting will need a **more detailed** plan
- Indirect export and sales will need a **simpler** plan.

The **Value** of an Export Plan

Important preliminary questions to ask and the answers will become an integral part of the plan.

Product or Service

- What **need** does my product or service fill in the global marketplace?
- What **modifications**, if any, must be made to adapt my **product** for export markets?
- Do I need **special licenses** or **certificates** from the Latvia, or the buyer's government?
- Do I need to **modify packaging** or **labeling**?



The Value of an Export Plan



Pricing Considerations

- What is the **cost** to get my product to market (freight, duties, taxes and other costs)?
- Given an estimate of the shipping costs, what is my **pricing** strategy?
- What, if anything, do I need to protect my **intellectual property**?



Promotion

- What modifications, should I make to my **website** for marketing purposes?
- Should I sell on **third party** eCommerce platforms?
- What kinds of **social media** should I use to build awareness?
- Should I attend a **trade show** where international buyers are present?

The **Value** of an Export Plan

Management Issues

- Are the reasons for pursuing export markets **SMART** (Specific, Measurable, Achievable, Realistic, Time bound?)
- How **committed** is top management to exporting?
- What are their **expectations**?

Experience

- With which **countries** has business already been conducted, or inquiries already received?
- Is the **trend** of sales and inquiries up or down?
- Who are the main domestic and foreign **competitors**?



The Value of an Export Plan



Management and Personnel

- What **in-house international expertise** does the company have (international sales experience, language capabilities, etc.)?
- Who will be **responsible** for the export department's organization and staff?
- How much senior management **time** should/could be allocated?
- What **organizational structure** is required to ensure export sales are adequately serviced?

Production Capacity

- Will filling export orders **hurt** domestic sales?
- What about the **cost of additional production**?
- Are there **fluctuations** in the annual workload? When? Why?
- What **minimum-order quantity** is required?

The Value of an Export Plan

Financial Capacity

- What amount of **capital** can be committed to **export production** and **marketing**?
- What level of **operating costs** can be supported by the export department?
- How are **initial expenses** of export efforts to be allocated?
- What other **new development plans** might **compete** with export plans?
- By what **date must an export effort pay** for itself?
- Do you qualify for any type of **export financing**?



The **Value** of an Export Plan



The Truth:

Everything costs more and takes longer than you think it will.

BUT

with an export plan you can mitigate this.

Plan Your Market Entry Strategy: Research the Global Market Place



Questions Answered by Market Research:

- What countries/markets are currently buying products like yours?
- How large are your potential markets?
- Who are your competitors, and how large are they?
- What are the required standards, testing, and certifications?
- Do your products (or their labeling or packaging) need to be modified for one or more markets?
- Is your price point appealing within the market? If not, what can you do to make it more appealing?
- What distribution channels are available?
- What will be your duties, taxes, and other costs?

Step-by-Step Approach to Market Research

Phase 1: Screening Potential Markets

Step 1: Identify Potential Markets

Step 2: Target the Most Promising Markets

Phase 2: Assessing Targeted Markets

Step 1: Examine Product Trends

Step 2: Research the Competition

Step 3: Analyze Marketing Factors

Step 4: Identify Any Barriers

Step 5: Identify Any Incentives

Drawing Conclusions



Marketing **Internationally**



Which Social Media Is **Right** For You? (B2B)

Linked 

Business page

and...

twitter 

**Personal page of
CMO (minimum)**

Which Social Media Is **Right** For You? (B2C)



Country Specific



朋友就是要来往

您可以通过来往与好友进行快速的联系，安全私密的聊天，支持发送的内容包括文字、图片，完全免费的丰富贴图表情，以及地理位置等。

免费下载 Get the free app

Available on the App Store

Download Android APK

Social

5:03 AM 61%

Moments

Add Contacts

Look Around

Shake

Drift Bottle

Chats Contacts Social Settings

Social Moments

5:04 AM 61%

Ellie

2 mins ago San Francisco

Cissy, beautiful!
Bence, enjoy your time in San Francisco

Steve

A freezing day

2 mins ago San Francisco

Chats Contacts Social Settings

Approaches to Exporting



1. **Passively** filling orders from domestic buyers, who then export the product.
2. **Seeking out** domestic buyers who represent foreign end-users or customers.
3. Exporting **indirectly** through intermediaries - low risk, low return, low control
4. Exporting **directly** - high risk, high return, higher control

Approaches to Exporting



Methods and Channels

Indirect Selling:

Export management company (EMC) or an export trading company (ETC), assumes responsibility for finding overseas buyers, shipping products, and getting paid. Also, Amazon, eBay, Alibaba etc

Benefit

Responsibility **ends** at their delivery dock.

Negative

Wholesaler may receive a better profit margin and the benefits of acquiring valuable expertise from selling to an array of international markets.

Approaches to Exporting



Methods and Channels

Direct selling, the producer deals directly with a foreign buyer.

Determining question:

What level of resources your company is willing to devote to your international marketing effort?

Finding **Qualified** Buyers



- Trade Missions
- Trade Shows
- Matchmaking service
- International Company Profiles
- International Partner Search
- Export Consulting
- Promotion in Media
- State and Local Government Assistance
- International Trade Bodies

Finding **Qualified Buyers**

Export Consulting **(Such as GIA)**



- Develop effective market entry and sales strategies.
- Understand export documentation requirements and import regulations of foreign markets.
- Navigate government export controls, compliance and trade financing options

Business Matchmaking



- Connect with pre-screened potential partners.
- Promote your product or service to prospective buyers at trade events worldwide.
- Meet with international industry and government decision makers in your target markets

Finding **Qualified** Buyers

Market Intelligence **(Such as GIA)**



- Analyze market potential and foreign competitors.
- Obtain useful information on best prospects, financing, laws, and cultural issues.
- Conduct background checks on potential buyers and distributors.

Commercial Diplomacy **(Such as GIA)**



- Overcome trade obstacles to successfully enter international markets.
- Benefit from coordinated government engagement with foreign governments to protect business interests.
- Access government trade advocacy for your foreign government procurement bids.

Considerations: Preparing your Product



Russian base jumper Valery Rozov spreads his wings high above the clouds, as he prepares to leap from the 14,000 ft peak of Mt. Ushno, Georgia.



- Branding / Labelling & Packaging
- International Marketing
- Engineering and Redesign
- Installation
- Product Adaption



CLEMENCE PAIN JÉRÔME PETITPREZ MARCO PULIDO NIKITA SOROKIN

Considerations: **Shipping** Your Product



- Cargo Insurance
- Labelling
- Major shippers
- Packing
- Tarriffs
- Documentation

Doing Business Internationally



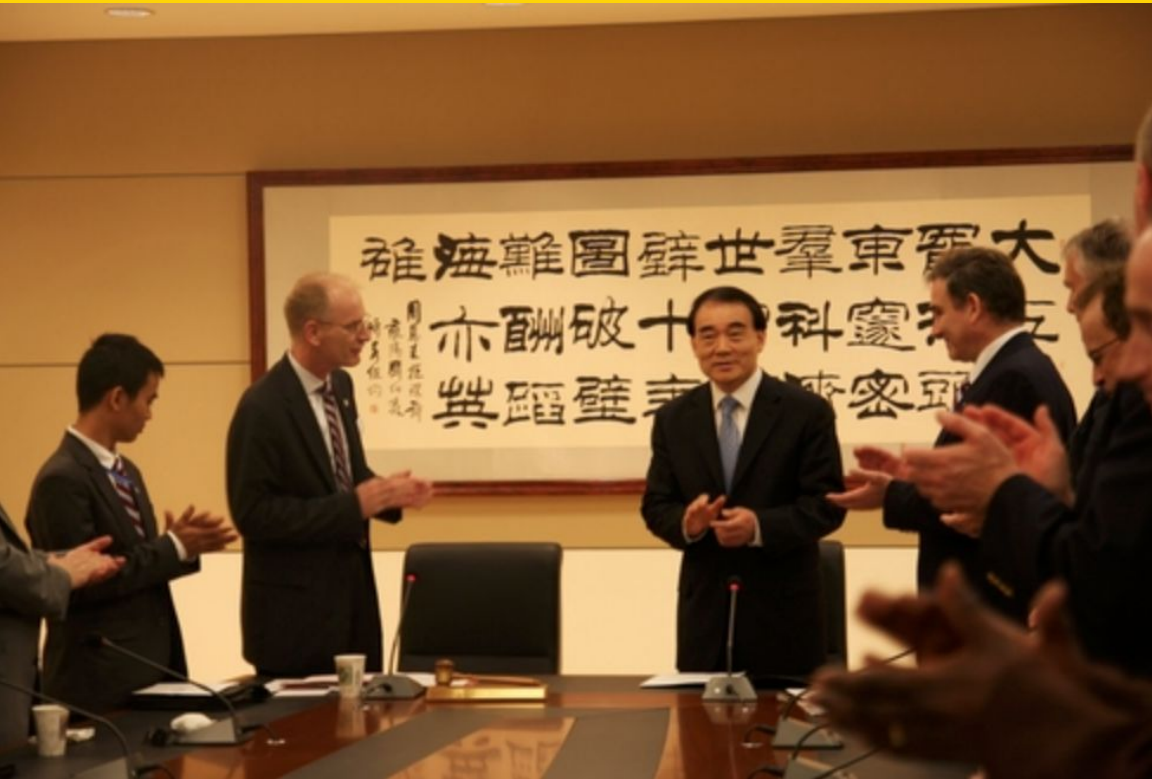
Tips for Business Travel Abroad

- Get to know **proper use** of names and titles.
- Use the **appropriate** greetings.
- Know business card **protocol**.
- Understand varied approaches to **gift-giving** customs.
- Speak a few words in your **buyer's** native tongue.
- Ask for their local, **national drink or cuisine**.

Building Contacts, Staffing Up, and Negotiating

- Attend a **trade show**.
- Plan your **negotiating** strategy.
- Start with what you know **hire what you don't know**.

Doing Business Internationally



Diverse Cultures, Different Concepts of Time

- Be **patient**
- Be aware of **direct vs. casual** business styles.
- Take time to develop **personal** relationships.
- Find out the attitudes toward punctuality.

B2B Are People Too



Andy Palmer • 1st

Chief Executive Officer at Aston Martin Lagonda Ltd

Coventry, United Kingdom

Message

More...



Exporting is of the best ways to **grow**



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Thank You Daugavpils

Paldies!



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