



# YOU SHOULD BE THINKING OF VISITING YOUR TARGET MARKET!

## **Before** you head overseas, you should learn about:

- The usual hours of business and holidays.
- The need for an interpreter - is this essential for business meetings?
- Business and social etiquette - including appropriate dress for meetings and functions.
- What material/collateral you will need for meetings - business cards are a must!
- What types of accommodation are available.
- How you will travel within your destination country.
- How long you will need to be in your chosen market to achieve your objective.
- Consider dispatching samples via air freight/ freight for prospective clients to see upon your arrival.
- Learn about relevant regulations and industry standards, and determine any costs associated with complying to these (eg. Maximum Residue Levels (MRLs) and phytosanitary protocols).
- Meet with prospective distributors.

## **During** your visit:

- Meet with key personnel/management that are interested in conducting business with you.
- Develop your relationships with prospective clients.
- Discuss your proposed marketing strategies with each company you visit.
- Obtain letters of intent from potential partners.
- Listen to recommendations from your prospective agent/partner regarding packaging, product value adds and pricing - these will help you develop a more targeted approach to your chosen market.
- Agree on a trial - don't forget to agree on financial and logistical arrangements for the trial market.

## **While** overseas, take the time to learn about your chosen market:

- Are your chosen distribution channels suitable?
- Check your competitors' prices, availability, branding, packaging and marketing.

For more tips and information on visiting your overseas market, please contact AUSVEG via email: [export@ausveg.com.au](mailto:export@ausveg.com.au) or telephone +61 03 9882 0277.



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