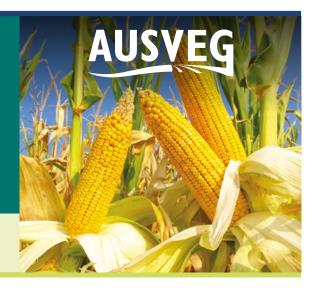
UNDERSTANDING: Preparing to Visit an Export Market

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VegExportNotes are designed by AUSVEG specifically for levy-paying vegetable growers to enhance industry trade knowledge. The content provided in VegExportNotes is based on the best available information at the time of publishing.

Visiting international markets is important when building an export business. Face-to-face engagement offers important local market knowledge and insights, and is necessary to build strong customer relationships. Planning ahead for your visit is essential to ensure a positive outcome and valuable experience. To ensure a meaningful and efficient market visit, undertake research before you leave to help you develop a logical and comprehensive itinerary. It is also critical you research business etiquette and cultural practices in your target market prior to visiting. The importance of getting this right cannot be understated.

There are various types of market visits growers can undertake to become familiar with target markets.

Personal market visit

Businesses that are experienced in international markets or are comfortable visiting foreign countries on their own can plan an individual program. This approach can be beneficial as it ensurers you can have private meetings with customers.

Trade missions and tradeshows

Over the course of a year, industry bodies, farming and business groups, and state governments run a range of trade missions, often aligned with prominent international tradeshows and events to strengthen market presence and assist businesses to make direct connections with international customers. This approach can be beneficial as the individual does not have to make their own arrangements.





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Personal Market Visit Checklist	Post meeting:
Before take off:	Follow up with a 'thank-you' email to show your appreciation of the
Identify your target market and when to visit	customer's time
Define your main objective for visiting the market	Include formal answers in follow up emails to any queries raised at meetings
Plan your trip including visa arrangements	Prepare a formal quotation if requested
Determine how long you need to stay in the market meet your objectives	Investigate possible changes to packaging, labelling or
Schedule meetings with prospective customers	packing requirements
Identify the need for an interpreter - this may be essential for business meetings in some markets	Prepare and plan your planting schedule Organise a follow up teleconference or video conference
Consider dispatching samples to prospective clien prior to your arrival	if needed Trade Missions and Tradeshows
Prepare business cards and any marketing materia will need for meetings	als you Participation Checklist
Identify any business, social or cultural etiquette practices you may need to be aware of	Define your objective to participate in a trade mission or tradeshow
In market and at meetings:	Prepare business cards and marketing collateral
Query whether your chosen distribution channels are suitable	Short list new customers you would like to meet Organise meeting with prospective customers
Check your competitors' prices, availability, branding, packaging and marketing	Identify products that you would like to display at trade events and promote in the market
Understand the packaging, product value adds an pricing recommendations	d Organise freight samples if exhibiting at a tradeshow
Examine market preferences with regards to specifications/varieties	Research the market including market preferences, packaging requirements, and product specifications
Study the cold chain logistics capabilities	Prepare costing and pricing of your product for the market you are visiting
Learn about relevant regulations and industry star	ndards Understand available freight options and shipping time
Meet with key personnel of prospective customers	to deliver product to the market
Discuss proposed marketing strategies with each customer	Identify any business, social or cultural etiquette practices you may need to be aware of
Agree on a trial shipment and any financial, transp and logistical arrangements	port Prepare your sales pitch - practice introducing yourself, your business/product and your unique selling proposition (USP) in under 60 seconds!

Reminder:

- Tradeshows typically run from three to five days, which requires time commitment.
- Travelling to international tradeshows can be costly.
- Exhibiting at tradeshow is a costly but effective exercise.
- There is competition from other countries at tradeshows.
- Patience is required as tradeshows facilitate introductions, and finalising a deal can take a lot of follow up after the event.





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