



New Market Developer

Issue 1: January & February 2010

A Michigan Department of Agriculture Publication Linking You to the Potential of Overseas Markets

Jamie Zmitko-Somers | zmitkoj@michigan.gov
International Marketing Manager

www.foodexport.org | www.mdainternational.com | www.twitter.com/MIAgExport | www.fas.usda.gov

UPCOMING EVENTS



Van Andel Global Trade Ctr Agribusiness

Exporting Seminar

Grand Rapids, MI | February 18

Registration Deadline: Feb 10

[Click Here to Register](#)

Frozen Food Buyers Mission at

AFFI Convention

San Diego, CA | February 27-28

Deadline: January 13

Pet Food Buyers Mission at

Global Pet Expo

Orlando, FL | Oct 10-14

Deadline: March 12

India Food Show Plus!

New Delhi, India | March 10-12

Deadline: January 13

GBC's Agriculture Industry Luncheon

East Lansing, MI | April 20

Details to follow

CLICK HERE

To register for Food Export Association events, to learn more, or to view other upcoming events.

Determine Your Best International Markets

The technical details of selling abroad differ from domestic selling but are reasonably standardized. Once you learn the standard processes, selling abroad is no more complicated than selling domestically.

Your product's success in the U.S. is an indication of its potential in overseas markets, especially where similar market conditions exist. Potential markets may also exist in emerging economies, especially for products that may have fully saturated other markets. Consider the consumer market segments in South East Asia, India, and South America.

Exporters should consider the cultural differences and similarities that exist between the U.S. and target markets. To avoid mistakes and potential oversights, exporters should conduct market research whenever considering a new

market.

Food Export Association's Market Builder service can provide customized in-market research to help you determine if a market is right for your product. It also gives valuable industry insights about the distribution process for a particular market, details the country's import regulations and restrictions, and a list of potential importers and distributors.

Buyers missions establish new relationships with key industry players and initiate new export sales right in the United States. The Michigan Department of Agriculture is hosting a Buyers Mission in July. Twenty buyers from around the world are expected to attend. 25 minute meetings give you and your selected buyer a chance to discuss your products' potential.



The Midwest Buyers Mission is coming to Michigan!

2010 Midwest Buyers Mission is a great opportunity to establish new relationships with key industry players and initiate new export sales. Twenty buyers from around the world are expected to attend. You have an opportunity to pre-select buyers to better target your desired markets. The one-on-one meetings of approximately 25 minutes give an opportunity to discuss your products' potential in their market. Registration details will follow. The date will be week of July 27 (one day event).

SAVE THE DATE! MIDWEST BUYERS MISSION

Increase Export Knowledge with Webinars

Food Export Association offers webinars on a variety of topics that can help you start or expand your international marketing reach and export business successes. To participate, all you need is a phone line and internet connection.

-How to Avoid Online Fraud & Scams: How to identify and interpret fraudulent messages, and measures you can take to protect yourself and your

business. January 13 at 1 PM.

-Learn the Steps to Becoming a Successful Exporter: Learn how to get started in exporting, how to plan and evaluate marketing strategy, and how to best leverage assistance. January 21 at 1 PM.

-Extend your International Reach: Learn techniques for improvement if you are entering new markets or would like to enhance your exporting capacity.

February 25 at 12 PM.

-Considering Colombia: Learn about Columbia's market potential, how to access this market, what products are best suited for entry, and about U.S.-Columbia trade agreements and opportunities to take advantage of these. February 4 at 3 PM.

[CLICK HERE](#) to register for these webinars. Click on Export Seminars and Webinars.





Page Two A closer look into markets and services

Export Essentials: Free Resource for Michigan Producers and Exporters

Export Essentials Online is now **FREE** for Michigan food companies. This tool can help you better understand the steps of exporting and how to integrate all the elements of the export transaction.

The online education center consists of ten modules that can guide your company to better determine your export readiness. Topics include how to best conduct market research, how to navigate the logistical concerns of exporting, how to price and

quote buyers, how to ensure payment, how to correctly document the transaction, and best exporting practices.

The chronological pattern of the modules can assist companies who would like to consider exporting or those who may need to review only a particular aspect of the process. You may start and stop at any time.

Companies can register and access the modules at www.exportessentials.org.



THE EXPORT ESSENTIALS

The following **FREE** Export Essentials modules are available. Use all modules for a more comprehensive look at exporting, or just a few depending on your needs:

- Exploring Export Options
- Market Research
- The Export Marketing Mix
- Strategic Planning
- International Marketing Activities
- Pricing, Quoting & Terms of Sale
- Logistics & Physical Distribution
- Documentation & Procedures
- Payment Methods & Strategies
- Exporting- A Business of Details

[CLICK HERE](#) to get started today!

Market Spotlight Hong Kong

Widely regarded as "The Heart of Asia," the island territory of Hong Kong is one of the leading world markets for food and agricultural products. In 2009, Hong Kong grew to be the fourth largest market for U.S. consumer-oriented food products.



Hong Kong's limited geographical territory, booming population, and rapidly growing standard of living make it an ideal market for commodities and consumer goods alike. In fact, Hong Kong relies on imports for 95% of their food supply. It is a mature and sophisticated market with a growing demand for specialty and gourmet products.

Yet, there is still a large market segment of consumers looking for "value for money" products and supermarket staples. Major import items include red meats, fruit, poultry, and tree nuts. In 2010, consumer-oriented products, natural, and health foods are expected to make the largest gains. The

weaker dollar and consumer commitment to high quality products gives the United States a competitive advantage, as many Hong Kong residents are concerned with safety of mainland China imports.

As China continues rapid population expansion, food supplies are strained. Subsequently, Hong Kong importers and buyers are looking to the United States as a reliable and consistent trade partner.

Register today for Food Show Plus! at the Natural Products Expo Asia Show held August 26- 28 in Hong Kong. Registration is open. [CLICK HERE](#) for information.

We appreciate your active participation with us, and we're hoping you would contribute a brief export success story.

As state and federal budgets tighten, we need to express the value of our products and services. In order to complete a success story, simply fill out a short form [HERE](#) or contact us at (517) 241-4835.

Thank you for your assistance with this and your sustained participation in our programs and services.

If you have questions regarding how this information is used, please be sure to let us know.

[CLICK HERE](#) to learn more or visit foodexport.org and click on Upcoming Events

EXPORT SUCCESS STORY



Follow us on Facebook and Twitter for valuable insider information about upcoming events, services, export trends, links, and news.

www.twitter.com/MIAgExport.

Become a Fan of Michigan Department of Agriculture on Facebook.



Exporting Questions?
Contact Jamie Zmitko-Somers at (517)241-3628 or e-mail zmitkoj@michigan.gov

Newsletter suggestions?
Contact Amanda VanderMeulen via e-mail at vandermeulena@michigan.gov.

Issue 1: January and February 2010