



Starting 5 August



Export Market Pathway Program

The program will equip food and beverage businesses with the capabilities and resources to take advantage of growing markets in the ASEAN region and the confidence to apply their learnings to other export markets.

Through this tailored program that includes a Masterclass, One-on-One Mentoring and Virtual Market Visit, participants will have the opportunity to learn about key export markets and what it takes to become a successful exporter; develop or enhance their export strategy; and present to pre-qualified buyers in their chosen markets.

Powered by



Supported by



TIMELINE



- ➡ **Phase 1: Masterclass starting 5 August**
- ➡ **Phase 2: Mentoring starting 16 August**
- ➡ **Phase 3: Virtual Market Visit Program starting 30 August**

Powered by



**EXPORT
CONNECT**

Supported by



**TRADE +
INVESTMENT**
QUEENSLAND





Phase 1: Masterclass starting 5 August



Overview

- Setting export goals
- Resourcing for export
- Singapore and Malaysia market overviews
 - Consumer trends
 - Channel trends
 - Category trends
 - Competitor review
- Singapore and Malaysia market access
- Market entry strategies
- Market-specific pitch development
- Buyer selection and audit
- Singapore and Malaysia export pricing
- Export finance
- Export legal
- Activation programs
- Support available
- Next steps

\$150 FAN Members Excl GST
\$250 Non FAN Members Excl GST

Powered by



**EXPORT
CONNECT**

Supported by



**TRADE +
INVESTMENT**
QUEENSLAND





Phase 2: Mentoring starting 16 August



Overview

- Business review
- Export capability review
- Setting export goals
- Market selection factors specifically for your brands
- Competitor review
- Workshop market opportunity and USP
- Top-down export pricing models
- Market entry strategy
- Establishing pathway to markets of interest

\$1,000 FAN Members Only
Excl GST
10 places

Powered by



**EXPORT
CONNECT**

Supported by



**TRADE +
INVESTMENT**
QUEENSLAND





Phase 3: Virtual Market Visit Program starting 30 August



Overview

- Deep market insights
- On-shelf competitor review including photos and videos from key retailers; foodservice menus; e-commerce marketplaces
- Pitch development specific to markets
- Pre-qualified buyer introductions and meetings
- Post-meeting follow up

\$2,500 FAN Members Only
Excl GST
5 places



Powered by



**EXPORT
CONNECT**

Supported by



**TRADE +
INVESTMENT**
QUEENSLAND



About FAN



FAN is a collaborative ecosystem that empowers its members and industry to grow.

Established by the industry for the industry, FAN is a not-for-profit food industry cluster that has been operating for five years. FAN aims to grow the industry by creating an ecosystem that supports collaboration, accelerates innovation and drives trade locally and globally. Today FAN has more than 300 members from across the food value chain in the Greater Sunshine Coast region (Gympie, Noosa, Sunshine Coast and Moreton Bay) and is recognised nationally and internationally as a leading Australian cluster organisation.

Members include input suppliers, growers, manufacturers, retailers, foodservice operators and affiliated services.

About Export Connect

Drawing upon the 180+ export projects covering 20 markets that have been delivered for 120+ clients since June 2017, Export Connect has created an export market pathway programme that is rich in content and actionable advice to help new and experienced exporters succeed. With a focus on the Singapore and Malaysia markets, learn how to develop your export strategy, tailor your pitch, activate sales and much more.

The export market pathway programme will be delivered by Export Connect's Founding Director Najib Lawand, who brings over 25 years' expertise in food & agribusiness export as well as first-hand exporting experience and connections in the ASEAN region.

Like to learn more?



Contact Us

Emma Greenhatch - FAN

emma@foodagribusiness.org.au

Najib Lawand - Export Connect

najib@exportconnect.com.au



Food &
Agribusiness
Network

Powered by

**EXPORT
CONNECT**

Supported by

TIQ Trade &
Investment
Queensland
AUSTRALIA



Sunshine Coast
COUNCIL