



EXPORT MARKET MENTORING



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Expand Into New Markets!

This mentoring opportunity offers tailored, one-on-one support for food, beverage and agtech businesses looking to strengthen their market readiness, refine their strategy, and unlock new opportunities for growth. Delivered by Export Connect's experienced market development specialists, each session is customised to the business's goals, challenges and stage of growth. Participants receive practical, actionable guidance designed to accelerate their success in domestic and export markets.

Agtech Business Mentoring

Mentoring topics may include:

- Clarifying market vision, goals and success measures
- Identifying priority markets and capability gaps
- Determining effective entry pathways and partner strategies
- Adapting technology and service models for target markets
- Developing an export-ready pitch and compelling brand story
- Managing partnerships and sustaining long-term growth

Food & Beverage Business Mentoring

Mentoring topics may include:

- Identifying suitable channels and buyer targets
- Conducting competitor analysis and reviewing pricing
- Understanding documentation, logistics and buyer expectations
- Crafting a strong USP and refining your trade-show pitch
- Building and maintaining effective buyer relationships

Participants receive up to six hours of tailored support per business, including pre-session preparation and one-on-one mentoring delivered online.