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.

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.

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

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**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.

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**EXPORT SUCCESS STORY**

Hong Kong

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.

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

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