

**WELCOME**

**INCITE | F&B EXPORT DEVELOPMENT**



# Exporting to ASEAN

2020 Review & Strategies for  
Opening Up New Markets in  
2021

**UK FOOD & DRINK  
EXPORT CONNECTIONS 2020**

**INCITE**

**F|D|E|A**  
Food & Drink  
Exporters Association

Event Delivery Partner: **PSB**

PROUD TO SUPPORT  
**FOOD  
IS  
GREAT**  
BRITAIN & NORTHERN IRELAND

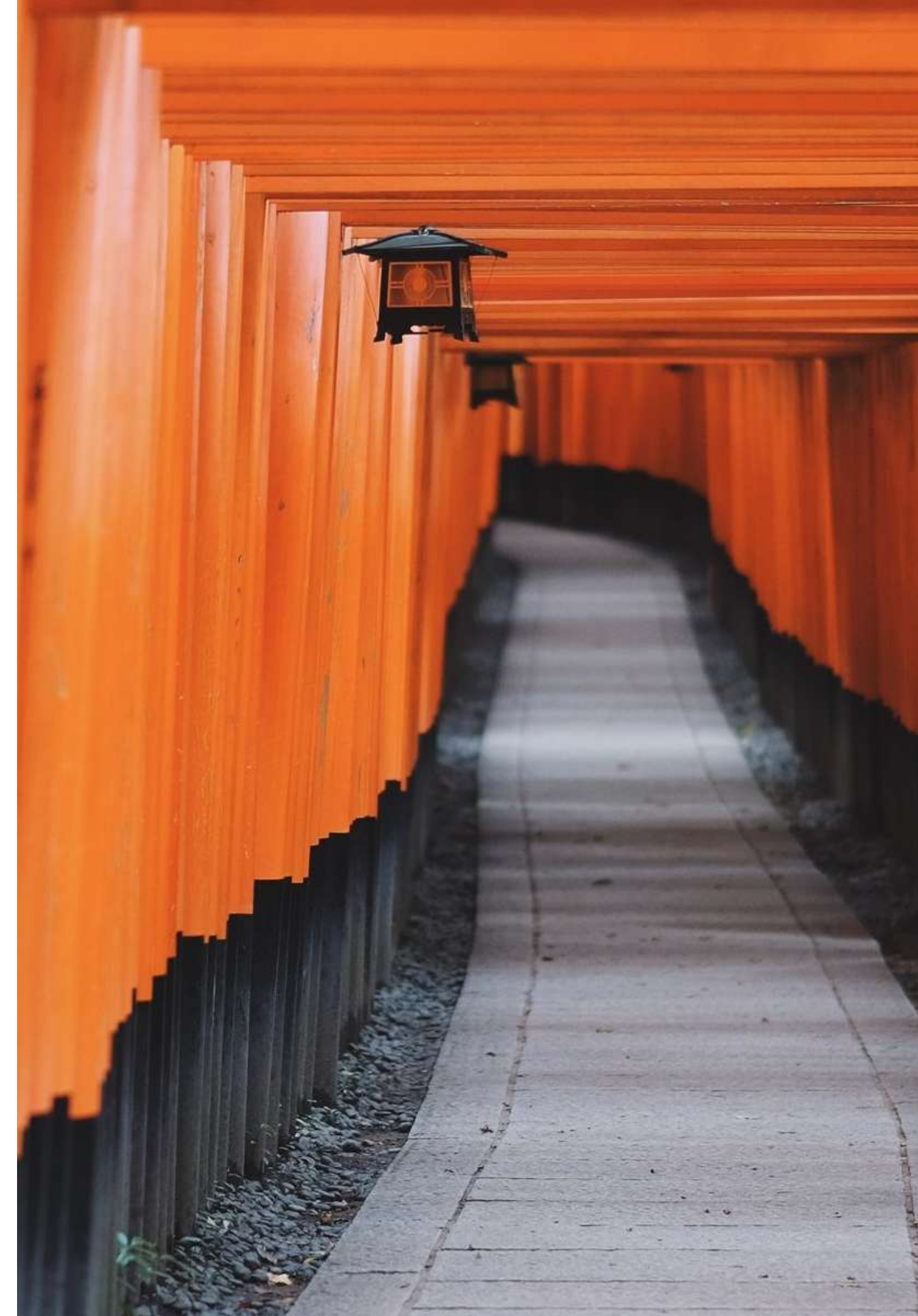


# CAMERON GORDON

**FOUNDING PARTNER + HEAD OF  
CLIENT GROWTH AT INCITE**



Incite is proud to be the FDEA In Market  
Expert for ASEAN



# INCITE™

## What we do

We are a food and beverage export development agency specialising in high growth Asia Pacific markets.

## Where we operate

Singapore, Malaysia, Indonesia, The Philippines, Thailand, Hong Kong, Taiwan, South Korea, Australia & New Zealand.

10 years of launching F&B brands into the region.



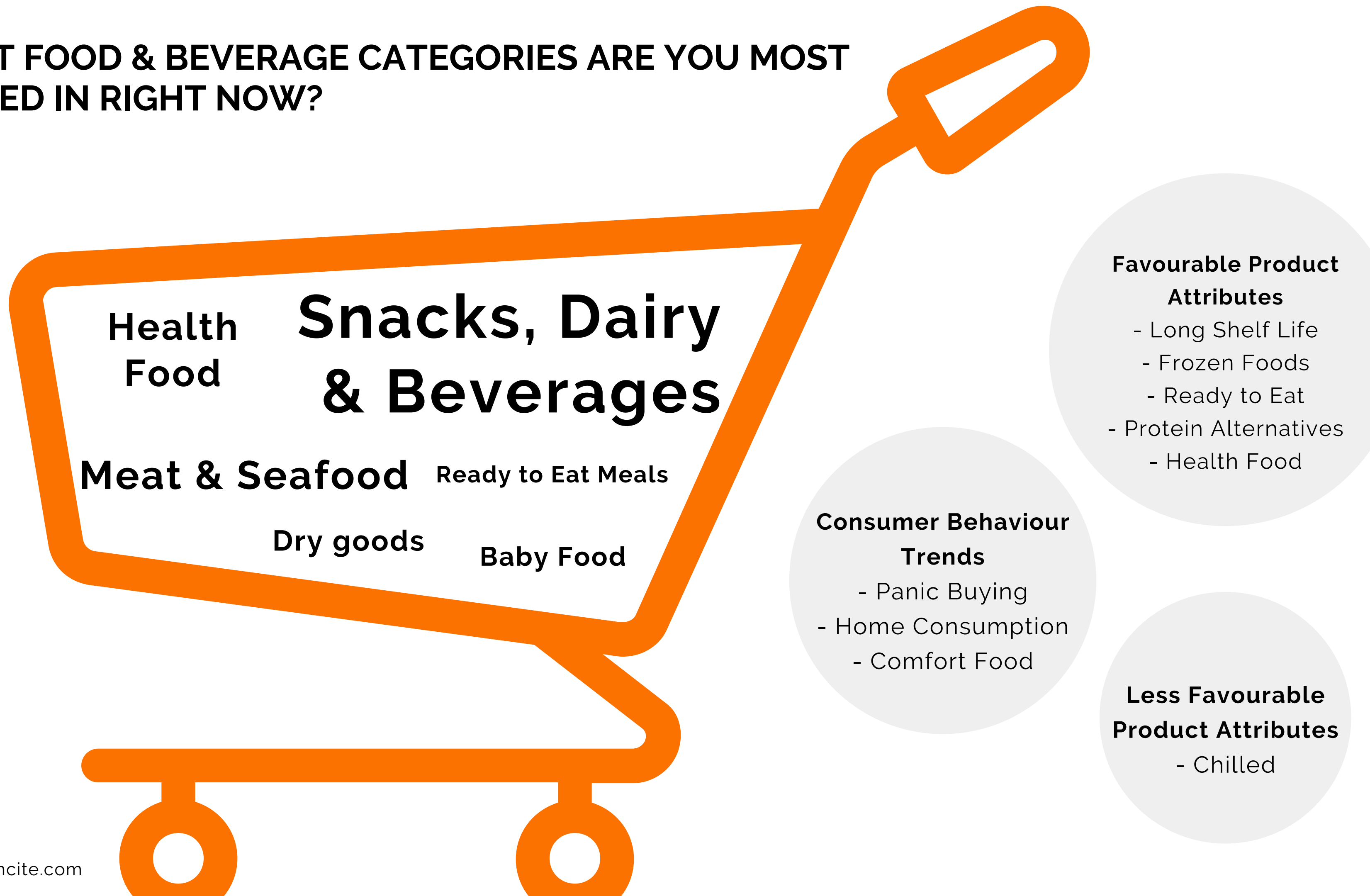
# 2020 IN REVIEW

## SURVEY RESULTS

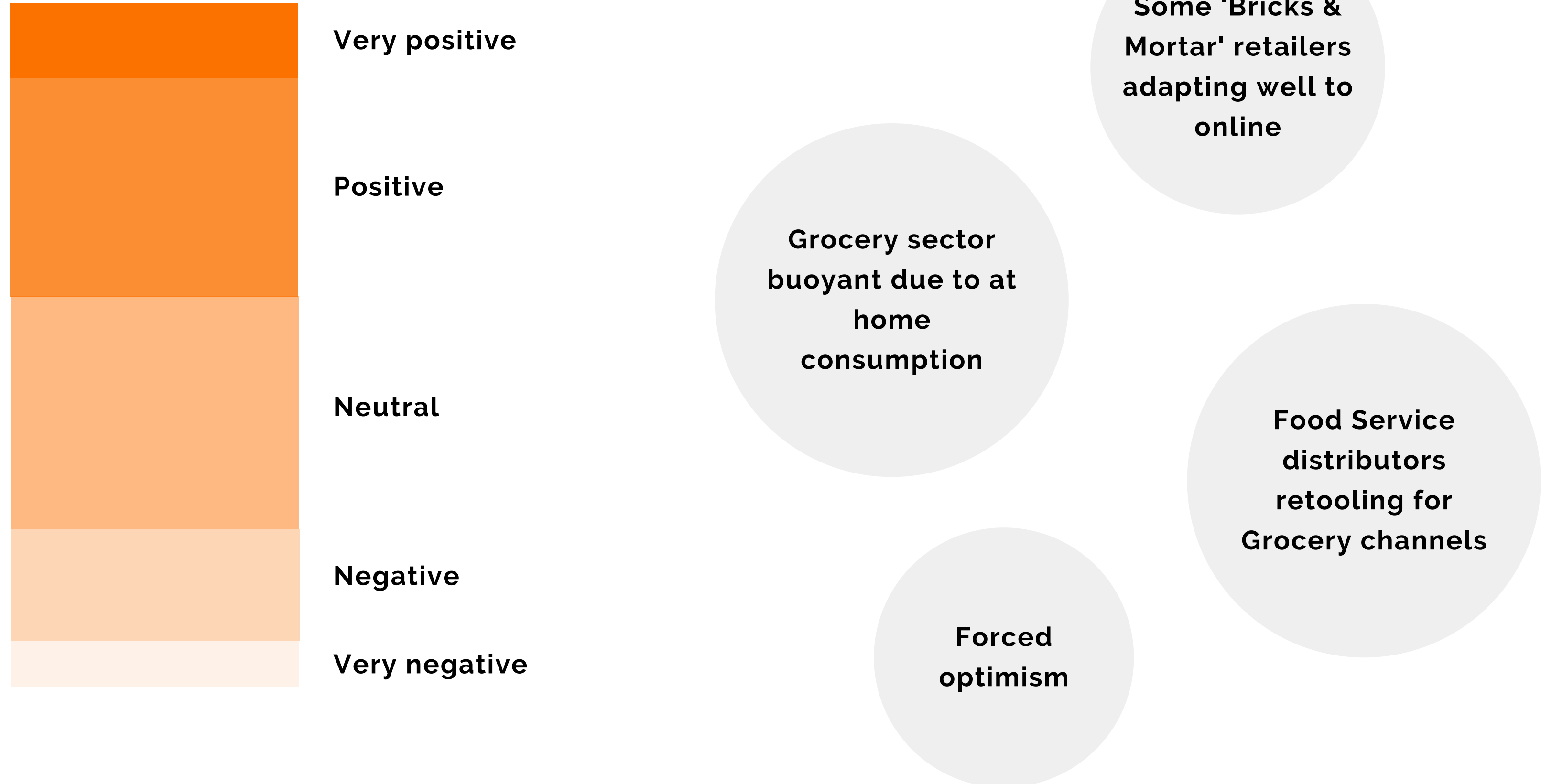
In October, we surveyed over 900+ food and drink importers & distributors in our Asia network.



# Q1 - WHAT FOOD & BEVERAGE CATEGORIES ARE YOU MOST INTERESTED IN RIGHT NOW?



## Q2 - WHAT IS YOUR OUTLOOK FOR THE REMAINDER OF 2020?



# Q3 - IS YOUR BUSINESS STILL REVIEWING NEW DISTRIBUTION OPPORTUNITIES DURING COVID-19?

**96.8%**

Said Yes!

**3.2%**

Said No

# Q4 - HOW HAS YOUR BUSINESS BEEN AFFECTED BY THE DISRUPTIONS CAUSED BY COVID-19?

## POSITIVE RESULT OF CHANGE

- Working from Home
- Taking on New Distribution Opportunities





# Working from home

Where relationships are already in place, communication has easily migrated over to Zoom & WhatsApp in lieu of traditional face to face meetings

**Positively Affected**  
**13.1%**

**Very Disruptive**  
**13.1%**

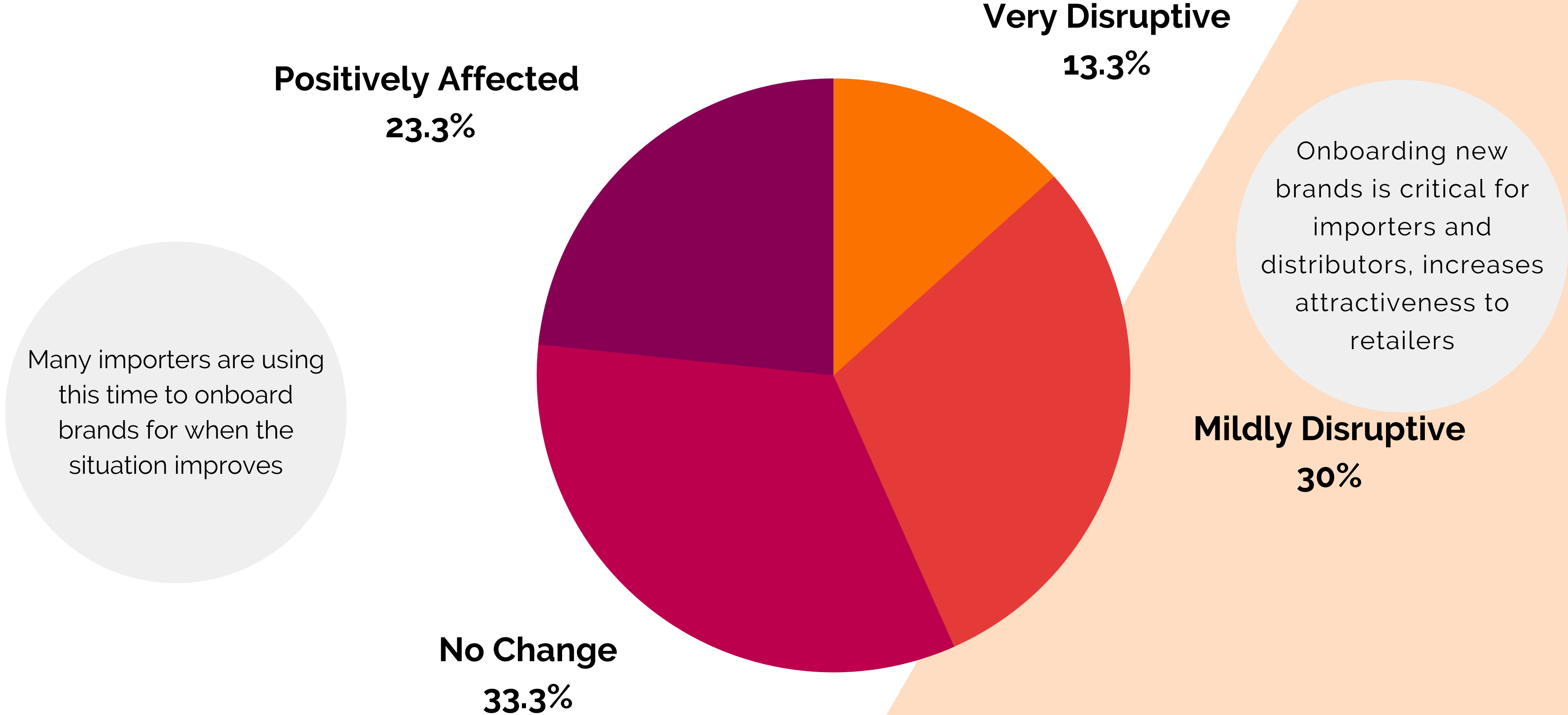
Working from home can delay importer decision making due to 'chain of command' processes for project approvals

**No Change**  
**33.3%**

**Mildly Disruptive**  
**40.4%**



# Taking on new distribution opportunities



# Q4 - HOW HAS YOUR BUSINESS BEEN AFFECTED BY THE DISRUPTIONS CAUSED BY COVID-19?

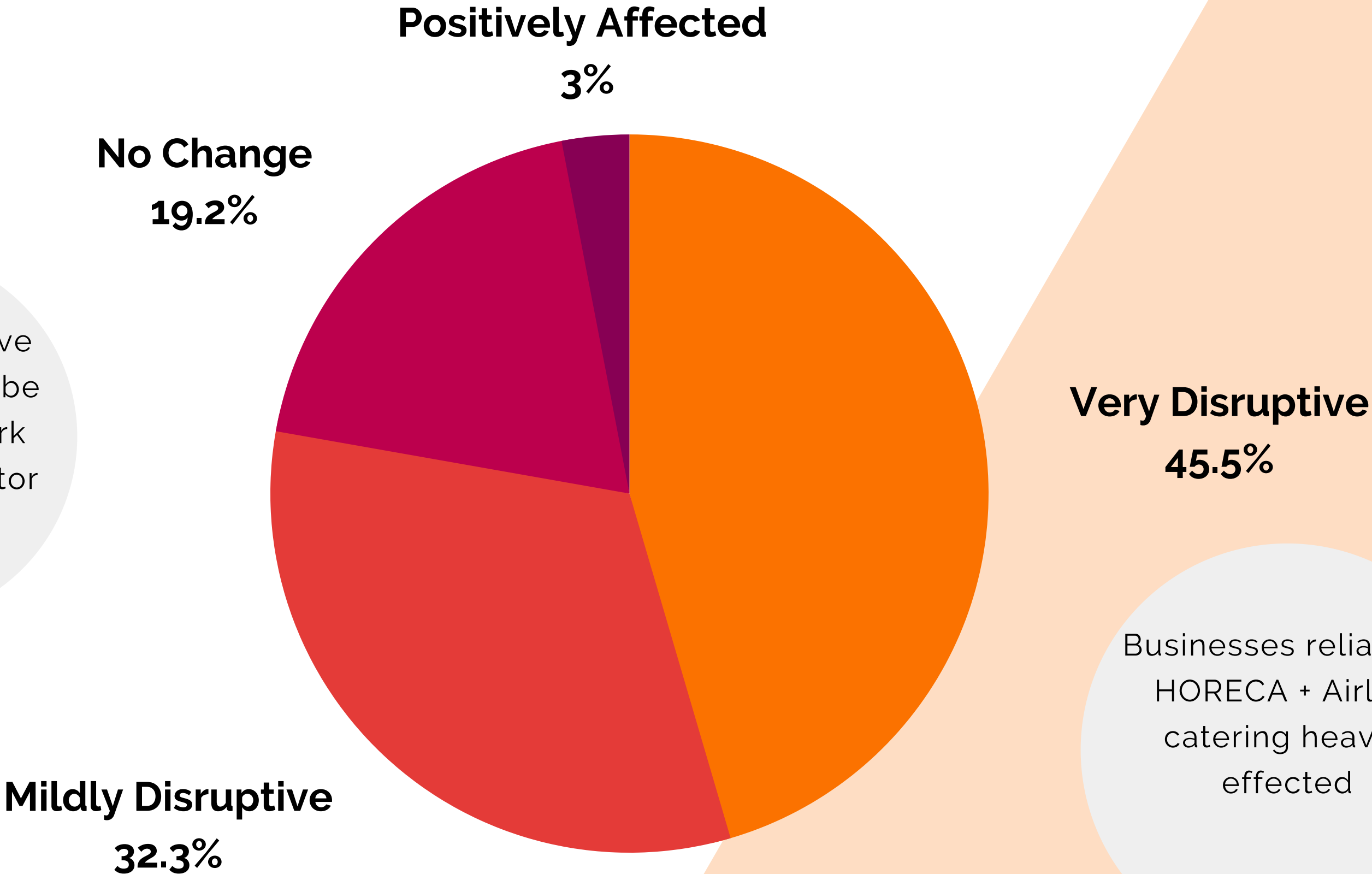
## CHALLENGES

- Food Service Downturn
- High Freight Cost
- Supply Chain Disruptions
- Payment Delays



# Food Service Sector

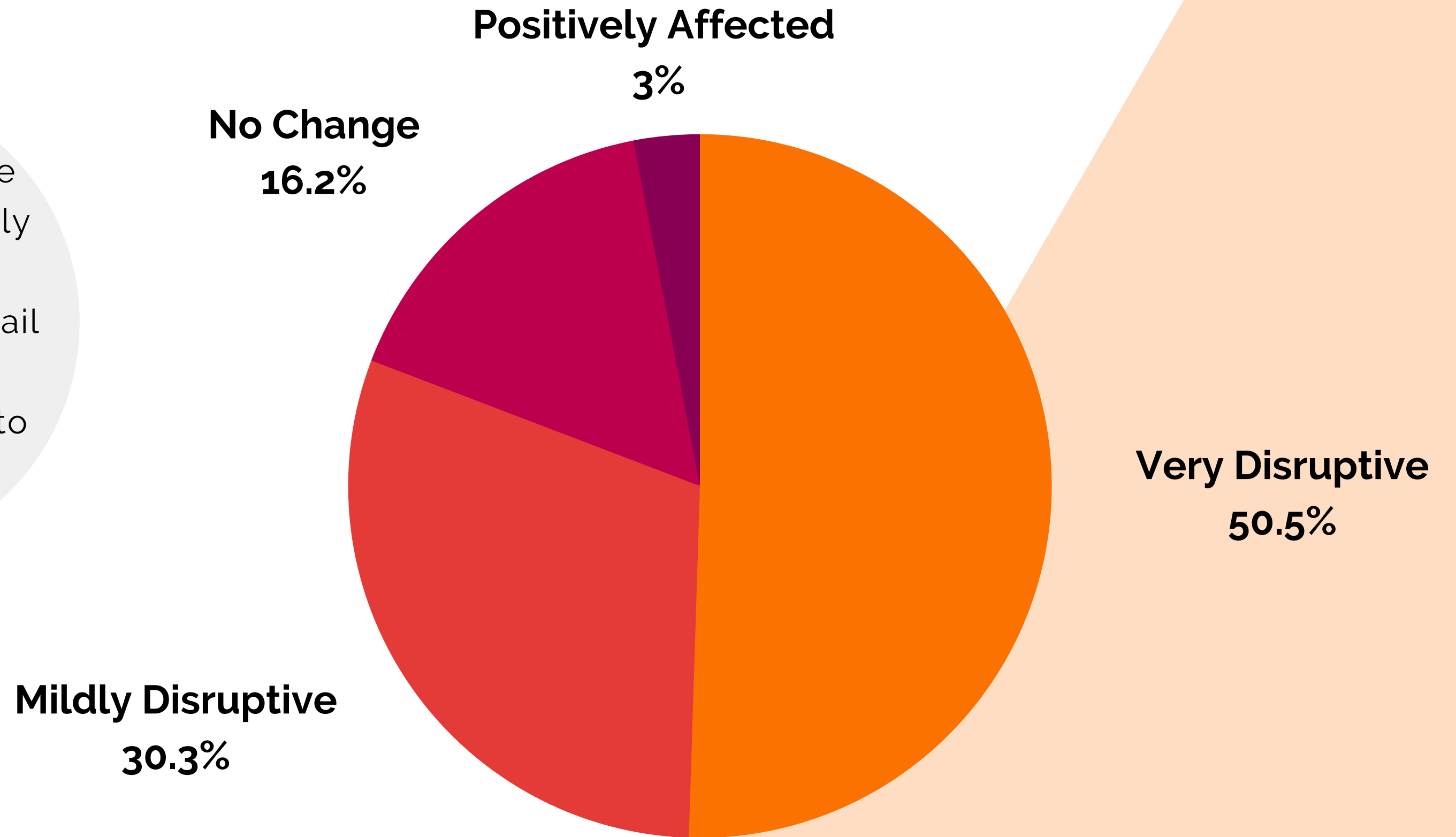
Distributors have been forced to be creative to work around the sector challenges



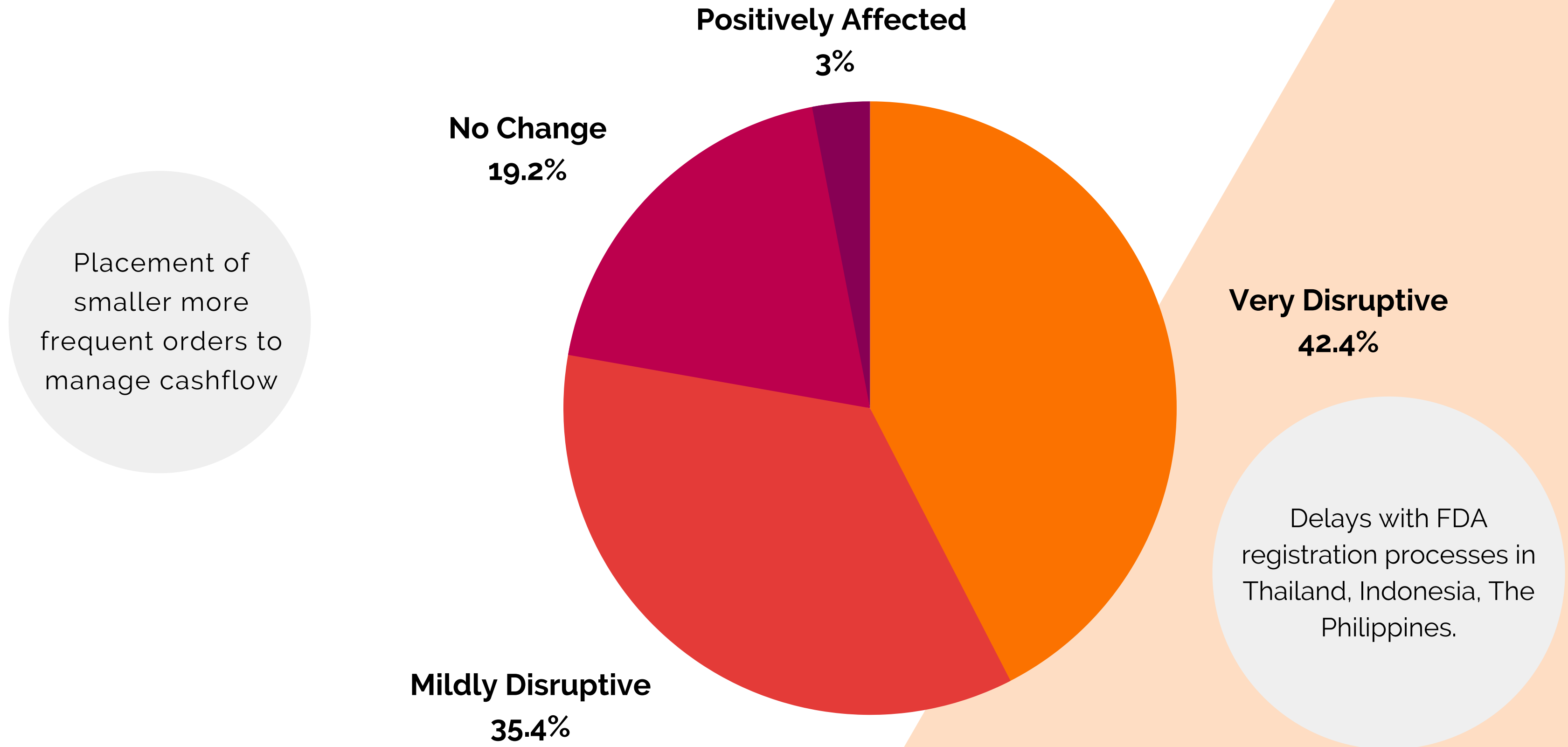
Businesses reliant on HORECA + Airline catering heavily effected

# High Freight Costs

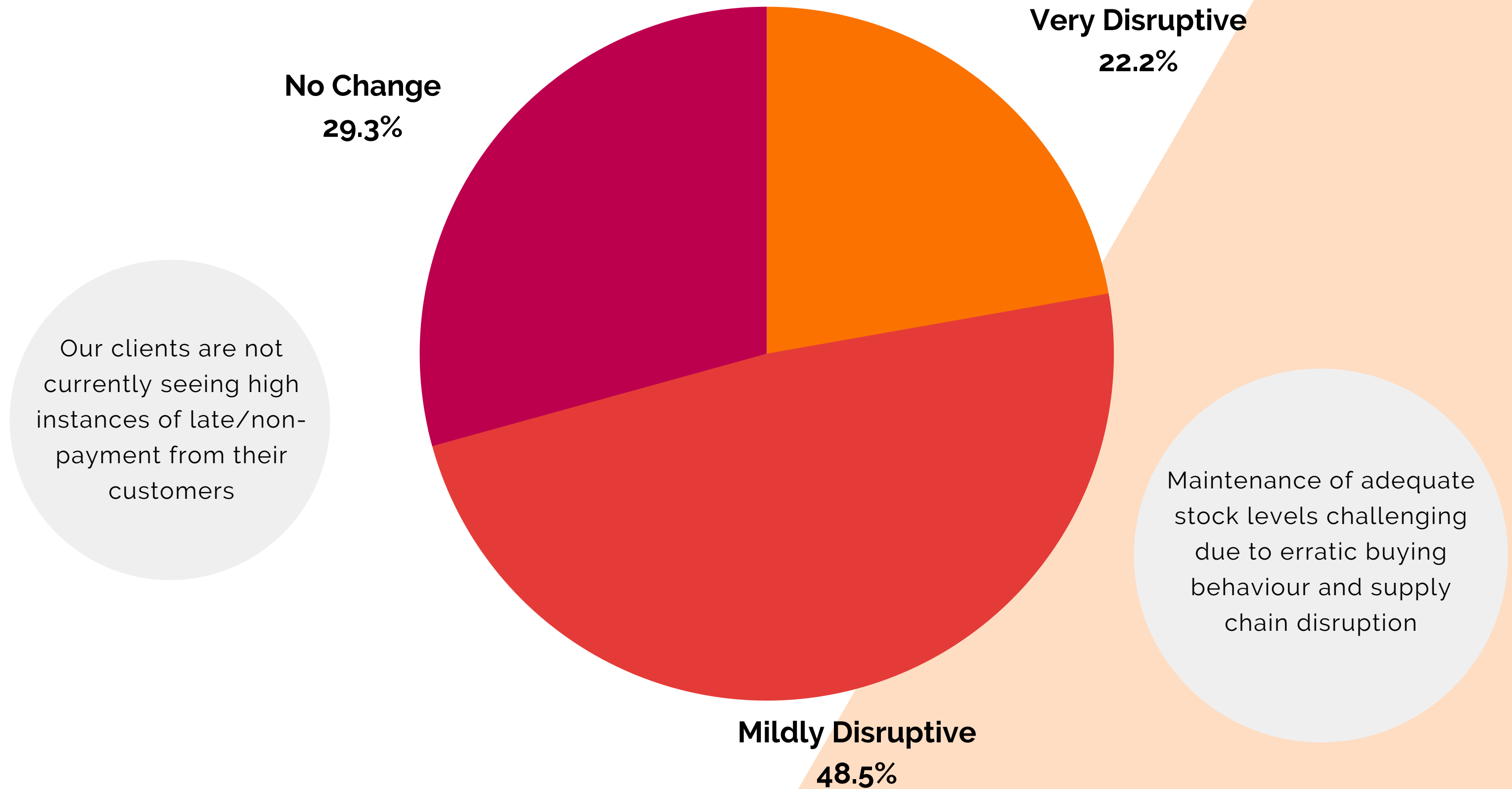
Airfreight costs have increased significantly - retailers are not budging on lifting retail pricing, chilled business expensive to run for distributors.



# Delays with supply chain & ordering



# Delay or non-payment from customers



# Q5 - WHAT KIND OF SUPPORT IS MOST USEFUL FROM YOUR PRINCIPAL'S RIGHT NOW?

36%

Marketing Support

30%

Extended Payment Terms

26%

New Product Development

8%

More Regular Communication

Many distributors do not have strong marketing capability and providing local digital marketing support is becoming the expectation from retailers.

We are seeing credit insurers tightening up, even for existing customers



## Q6 - CAN YOU SHARE ANY POSITIVE TRENDS YOU SEE HAPPENING IN THE F&B SECTOR?

**Increase in food and beverage online and delivery services**

**Healthier options are in demand**

**Consumption of at home Ready to Eat meals growing**

**Push for innovation in new products - stand out amongst noise**



# 2020 IN REVIEW

## 2020 & COVID-19

### What is moving?

- Importers and distributors continue to onboard new brands
- Speed of 'yes/no' decision making is faster than ever
- Presenting well thought out, locally tailored pitch is critical
- Do the work for your target distributors to make the decision a no brainer

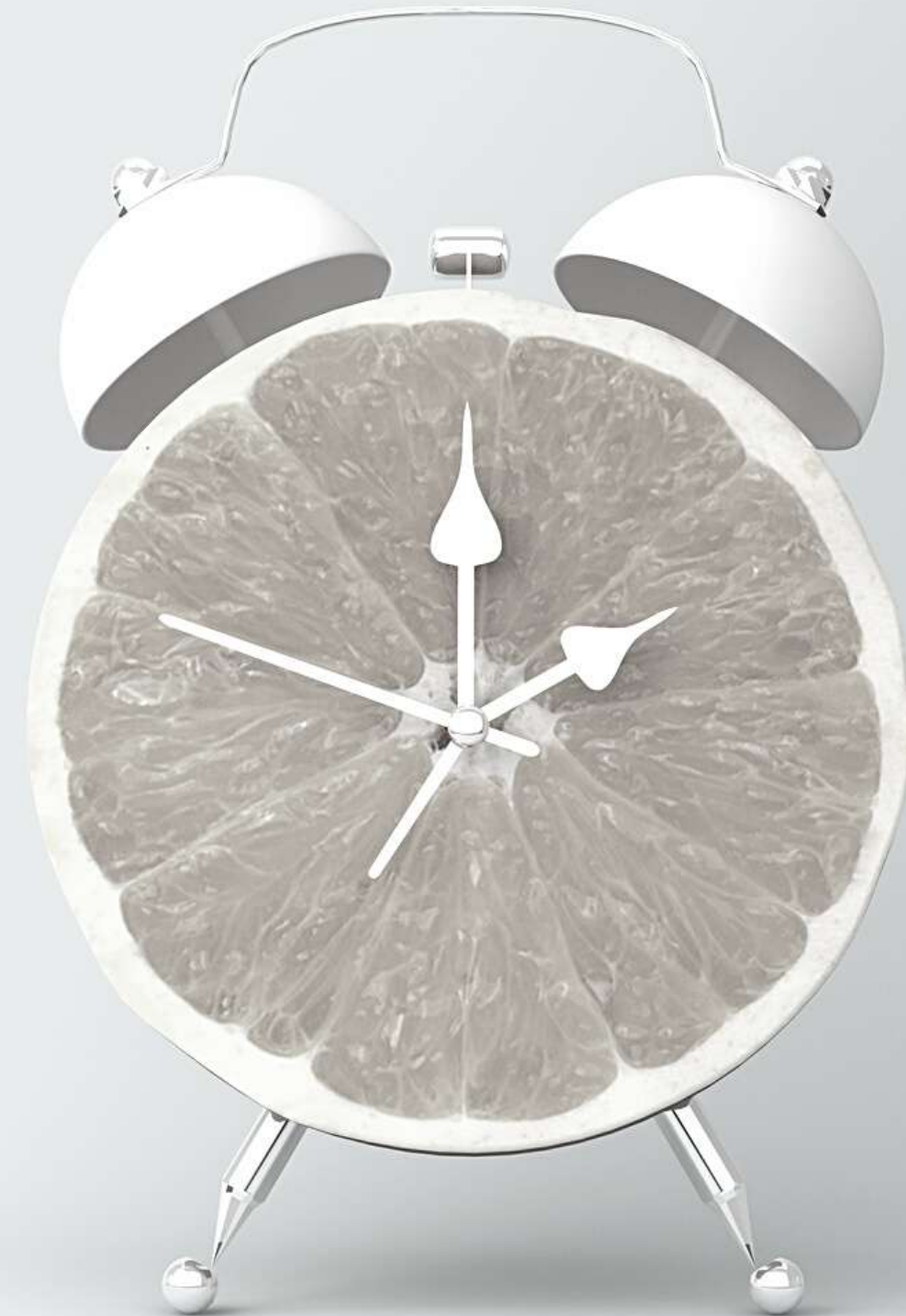


# 2020 IN REVIEW

## 2020 & COVID-19

### Where are the road blocks?

- Retailers are taking longer to review and approve new listings
- It's critical to show how the business will be supported (A&P plan)
- Digital marketing support is becoming an expectation from retailers
- Delay with regulatory processes



# 2021 STRATEGIES

## Fast tracking market entry?

Show target importers/distributors:

1. Your in-market category composition - do homework for them
2. Where you will sit in category
3. You understand target sales channels and investment required (retailer listing fees and A&P requirements)
4. You will invest



## Establishing new ASEAN export markets in 2021

Working through a deliberate process gives you the best chance of a successful launch and sales growth over the longterm

### STRATEGY

1. Target sales channels
2. Required investment
3. Category analysis
4. Establishing target RRP

### ENGAGEMENT

1. Identify target distribution partners
2. Pitch
3. Short list
4. Sampling
5. Bring in distribution plans
6. Appoint distributor

### SUPPORT

1. Retailer listings
2. Roll out of distribution plan
3. Marketing activations



Bringing together Executives of established UK food and drink brands exporting to ASEAN markets and in-market importers/distributors to share strategies and insights about commercial trade in a roundtable format.

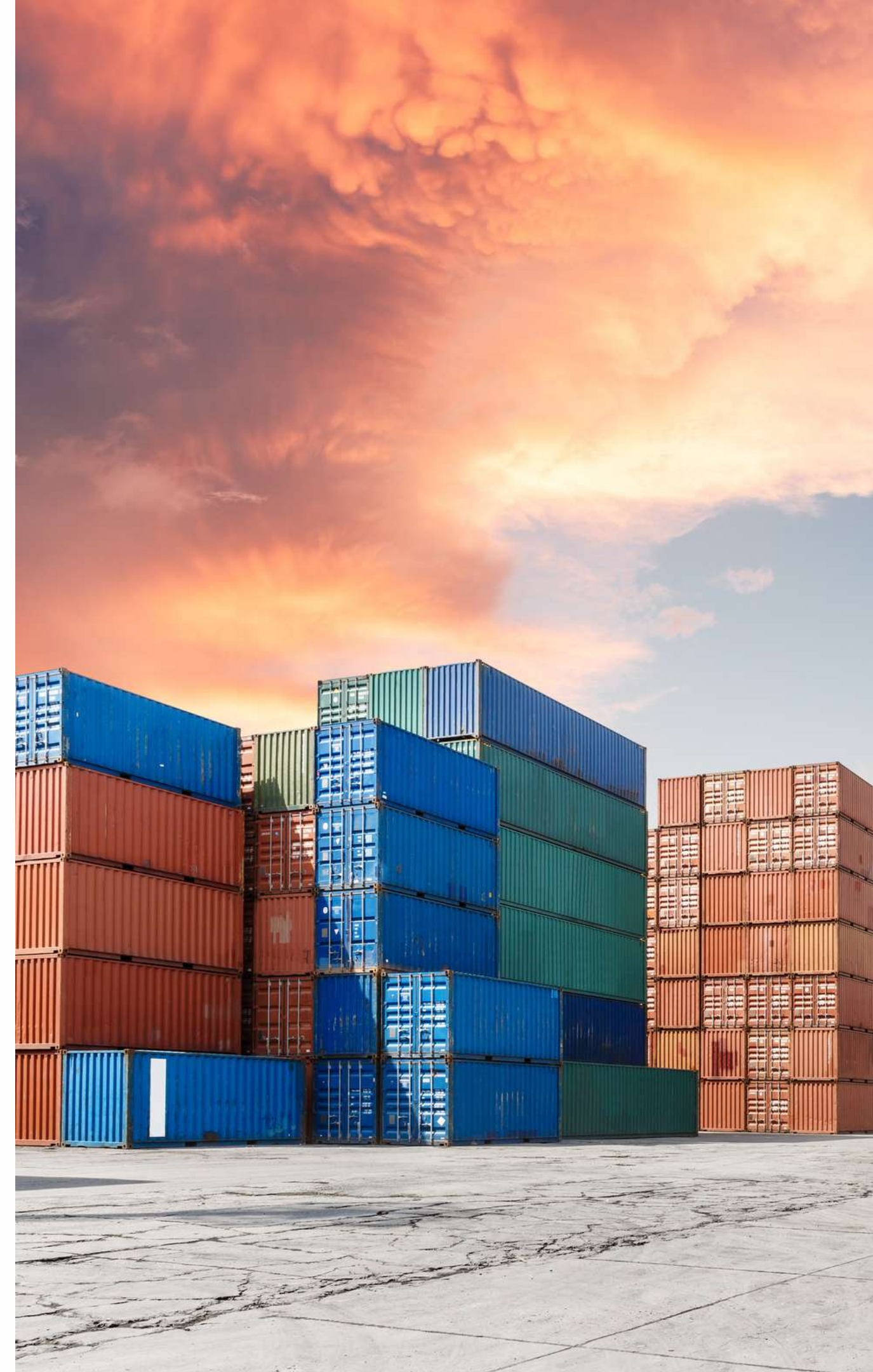
**[www.exportincite.com/exporters-forum](http://www.exportincite.com/exporters-forum)**

- Monthly 60 minute Virtual Roundtable Meetings
- Each meeting will focus on export related issues in individual ASEAN countries
- Access to a closed discussion panel with other Members
- Get insights from major importers/distributors from within ASEAN markets
- This initiative is developed by Incite and supported by FDEA and the UK-ASEAN Business Council.

**INCITE**<sup>TM</sup>

**FDEA**  
Food & Drink  
Exporters Association

**UK-ASEAN**  
BUSINESS COUNCIL



**QUESTIONS?**



**THANK YOU!**

**Let's talk:**

Incite | Food & Drink Export Development

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[www.exportincite.com](http://www.exportincite.com)

