



BRAND BUILDING AND PENERATION EXPORT MARKET

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PRIMA EXPORT MARKETS SINCE 1998

Majority Muslim

- Brunei
- Pakistan
- Bangladesh
- Indonesia

Minority Muslim

- Vietnam
- Hong Kong
- China
- Singapore
- EU Countries



PRIMA'S EXPERIENCE ENTERING THE EXPORT MARKET

Appointment of Prima representative.

- Market survey.
- Pricing level.
- Import regulations.
- Specific packing needs.

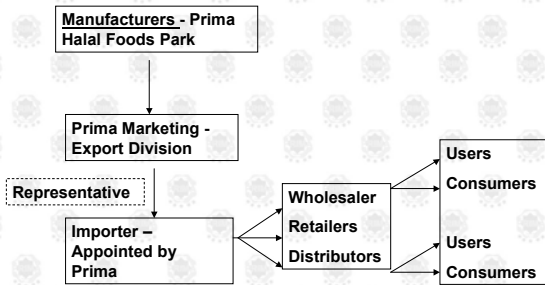
IDENTIFYING IMPORTER

1. Capabilities as clearing agents.
2. Financial strength.
3. Warehousing facilities.
4. Distribution facilities.

BOTTOM UP STRATEGY

1. Representative identify wholesale level who are willing to buy from importers.
2. Representative identify users who are willing to buy from wholesalers.
3. Example of fast food establishment Pizza Hut in Singapore.

TO OPEN MARKETS





A SUCCESS STORY - EU MARKET

1. Appointment of Mr. Arno as EU Representative 1999.
2. Appointment of importer Kappers Food in 2001.
3. Opening of various wholesale and distribution networks.
4. Bilal Gourmet Foods : supplying to retail outlets.
Example ALDI Supermarkets (Apr. 2000 outlets)
5. Purchin Foods : supplying to airline catering companies.
Example LSG who is servicing MAS.
6. Rombouts : supplying to Cash & Carry outlets. Example
SLIGRO Wholesale



CONCLUSION

1. Export market for meat based products particularly ready to eat meals is large.
2. Products must be presentable and of high standards.
3. Price for value added products must be competitive.
4. Support and understanding from Malaysian Government Institutions.

THANK YOU



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