

Food in Eco Network – internationalization and global competitiveness
of European SMEs in Food and Eco Logistics Sector – GA 783395



The challenges of export for food companies outside of EU, Workshop 3

The example of Middle East market

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Middle East market



- ▶ Focus on Gulf Cooperation Council (GCC) countries, particularly the United Arab Emirates (UAE) and Kingdom of Saudi Arabia (KSA)
 - 90% of products is imported
 - **UAE, Dubai is Logistic HUB** for a Middle East, GCC (Gulf Cooperation Council) , MENA market (Middle East and North Africa) ,
 - KSA (Kingdom of Saudi Arabia) population ~35 milj
- ▶ EU products and services have a high profile and reputation for quality, trust, security and business ethics

GCC market potential

- ▶ Economical and geopolitical situation
- ▶ Business culture
- ▶ Distribution channels
- ▶ Legislation requirements
- ▶ Recognition of EU food products and services



Middle East food market challenges

- ▶ Legal requirements and restrictions does not allow to send a trial shipment to the GCC countries until the PRODUCT and the BUYER are identified & product registration required by the GCC country legislation completed
- ▶ PRODUCT- PARTNER -BUYER- DISTRIBUTOR

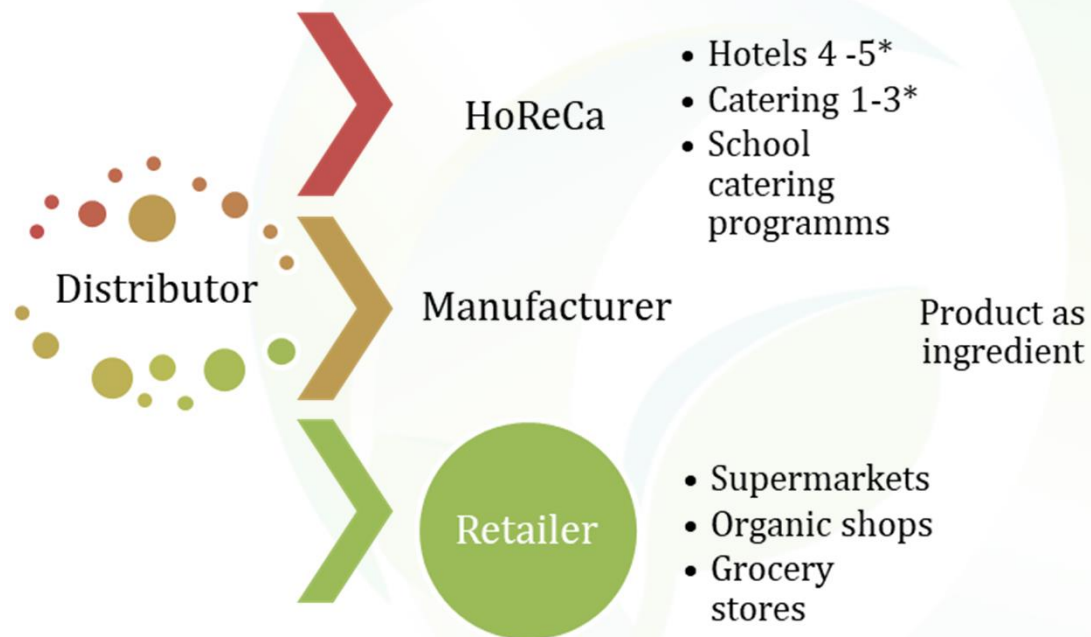
FoodNet Meta-cluster challenges

- ▶ Stage 1- identify the **PRODUCT** groups and manufacturers
- ▶ Stage 2- identification of potential **BUYERS** of particular products

GCC market approach

- ▶ **PRODUCT**- innovative, organic, high quality, natural, unique
- ▶ **PARTNER**- registered in the UAE , have a business within the GCC & ME market
- ▶ **DISTRIBUTOR** - legal requirements ,Customs and product registration requirements in GCC

GCC market- BUYER



Marketing concept

- ▶ **Phase 1-Introduction to market**
 - B2B meetings
 - Business events for European products& Promotions
 - Exhibition stands, booths- UAE, KSA
- ▶ **Phase 2-Product launch**
 - Retail promotions/Product sampling in supermarkets
 - Staffing/promoters
 - Instore branding
 - Graphic designing, brochures

Meta-cluster BRAND development

- ▶ Logo -giving a strong message to the potential buyer, describing the product benefits and value proposition
- ▶ Unifying uniqueness that is common to products, regions, production methods must be found
- ▶ Collaborating on single product categories, regions - **finding the "connecting" element**

EU support

European Union supports campaigns that promote:

- ▶ **Environment-** respect for the environment
- ▶ **Quality and food safety-** high quality agricultural products
- ▶ **Health-** a healthy lifestyle
- ▶ **Diversity-** a wide variety of agricultural products.
- ▶ **Tradition-** agricultural traditions

<https://ec.europa.eu/chafea/agri/funding-opportunities/instructions-on-the-use-of-the-signature-enjoy-it-s-from-europe>



Meta cluster options

- ▶ 1. Collaboration with the current campaign and brand management leaders already established in GCC market
- ▶ 2. Development of the own Meta-Cluster brand identifying unique and niche product & product mixes

Focus- Natural and Organic product market

- ▶ Dairy products: perishable products such as milk, yogurt, cheese, butter and ice cream
- ▶ Fruits& vegetables: fresh, dry, frozen and processed
- ▶ Meat, fish & poultry: fresh, frozen and processed products
- ▶ Honey, nuts, seeds
- ▶ Beverages- juices, tea, coffee, beer, wine etc.
- ▶ Products for infants, babies
- ▶ Other products- fresh& frozen game meat , forest mushrooms fresh& dried

Other product groups

- ▶ Wild **mushrooms** (Porchini, Boletus, chanterelle and other) -frozen, fresh, dry etc. Delivered from the forests of Green Europe, 100% European origin etc.
- ▶ Wild **Forest berries** - fresh, powders, dry, frozen. Delivered from the Nordic forests
- ▶ Natural, wild **herbal teas** - dry, powder, drinks &infusions

Key learnings and findings

- ▶ Logistics services will only be required once the PRODUCT and the BUYER have been identified
- ▶ There are partners already identified in the UAE ready to cooperate in the Middle East region in the following project stages:
 - Product launch and promotion Dubai- UAE, KSA
 - Distribution& Logistics Dubai- GCC

Working TOGETHER

- ▶ Ability to increase volume, production capacity
- ▶ Product innovations and modifications meeting new requirements of target markets (at the Stage 2):
 - ▶ Involvement of research organizations and Universities creating innovative product
- ▶ Advantages of Latvian Logistics Association:
 - Support of UAE Embassy in Riga (next event on December, 2)
 - Experienced PARTNERS in UAE/GCC





FOODNET

Thanks for your attention !

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PARTNERS

