CONSULTING SOLUTIONS: BUYER-SUPPLIER TRADE MISSION

Euromonitor Consulting provides logistical support for events, identifying and connecting buyers and suppliers through a thoughtful match-making program and helping each organisation expand import and export opportunities.

Euromonitor Consulting

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HOW BUYER-SUPPLIER TRADE HELPS

Buyer-Supplier Business Meeting Schedule

Names	0	1	2	3	4	5	6	7	8	9	10	11
	9:00-10:30	10:30-11:15	11:15-12:00	12:00-12:45	12:45-1:30	1:30-2:15	2:15-3:00	3:00-3:45	3:45-4:30	4:30-5:15	5:15-6:00	6:00-6:45
BEAUTIFUL WOMAN	Open	Tejedurias Naiberger	Apogeo	Corp. Sol		Lyon Dor	Garcia Morante			Flores Corp		
BELLES CONFECÇÕES		Apogeo	Lyon Dor	Overton Enterprises		Tejedurias Naiberger		Garcia Morante			Flores Corp	Tien SA
BRAGAS Y SOSTEM		Lyon Dor	Tejedurias Naiberger	Apogeo		Garcia Morante	Overton Enterprises	Corp. Sol	Keywhoss	Hi-Fit		
BRAZILINE INDUSTRIA		Keywhoss	Corp. Sol	Hi-Fit			M y M Asociados		Garcia Morante		Grupo Axis	
Cacacha Da Quinta						Engelmann & Cia						
C M J FRIBURGO		Overton Enterprises	Lyon Dor	Garcia Morante		Apogeo	Tejedurias Naiberger		Corp. Sol			
CHENAVE INDUSTRIA		Corp. Sol	Garcia Morante	Tejedurias Naiberger			Lyon Dor	Apogeo	M y M Asociados			Hi-Fit
CLAUDIO CARIELLO		M y M Asociados	Keywhoss			Hi-Fit		Hogar de Medias		Garcia Morante		Keywhoss
DE CHELLES			Overton Enterprises	Keywhoss			Apogeo	Tejedurias Naiberger	Lyon Dor	M y M Asociados	Hi-Fit	
DON'ANGELA		Hogar de Medias	M y M Asociados	Flores Corp		Keywhoss				Corp. Sol	Garcia Morante	Grupo Axis

Attract potential partners

- Targeted pre-event identification of suitable and interested companies based on program's criteria
- Discover and screen potential partners through Euromonitor International's global network of analysts and specialist industry teams

Identify best fit companies

- Define your strategic criteria to select appropriate partners
- Evaluate business goals and strategies to prioritise partnerships
- Uncover key relationship intelligence and align companies using best-fit scoring and evaluation

Event support, briefings, seminars

- Host and facilitate dialogue
- Media and public relations work before and after
- Market briefings, seminars and workshops for the event

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TRADE MISSION CUSTOMISED DELIVERABLES

Find and match "best fit" buyers and suppliers

Euromonitor International supports export promotion and trade development programs through skilled matchmaking using carefully developed screening criteria including product synergy, mutual interest and feasibility of establishing commercial ties to ensure best fit, maximising your members chances of making significant new connections.

WHAT YOU GET

- » Close engagement pre-event to define precise objectives and priorities
- » Develop screening criteria to ensure best fit
- » Desk research and interviews to identify and shortlist a qualified and filtered list of potential partners
- » In-depth profiles of priority targets
- » Secure company participation, meeting planning and on-site coordination of the event
- » Information packs, trade briefings, hosted seminars and roundtables
- » Introductions, hosting and facilitation of one-on-one meetings
- » Recommended business opportunities in response to your specific capabilities
- » More rewarding face-to-face meetings and meaningful partnerships that increase export sales

Brand X

US$67 million
2011 revenue

106 vs 40
Owned stores vs franchised stores

18,500 sq m
Total selling space

Customer base and product portfolio

- In Russia, the Brand x is managed by the Company X, which also develops the Brand y, Brand z, and The #1 brand.
- Brand x offers the full range of fashionable women's clothing, including accessories. The brand befree is targeted at young people, mainly women of 18-30 years, and living in urban areas.
- In 2010, befree started to offer men's clothing as well.

Market share evolution

- In 2012, Brand X plans to increase sales by refurbishing its stores and exposing more merchandise in the trade space. The company will pay special attention to its assortment and offer better pricing.

Sourcing information

- Company X has a vast base of manufacturers which is revised and updated annually. The group determines whether manufacturers meet requirements as stated in concluded contracts and if not, search for new ones.
- Visits to industry exhibitions, individual meetings with vendors, and business trips to factories and plants in the regions of production enable the company to maintain and renew brand's production sources..

Euromonitor Consulting Brand Profile example

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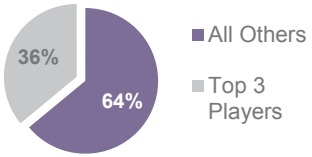
Event planning, management and meeting hosting

Euromonitor International works closely with you to define objectives for the event and plan and organise in the targeted country, including full logistical support for individual and group itineraries. We secure participation, on-site coordination and one-on-one trade meetings between buyers and suppliers vetted through the best-fit partner process.

Highest market consolidation is evident in blush and lipstick categories

	Make-up (Total)	Foundation	Blush	Lipstick	Eye-shadow	Brushes
1	Company A ★ 15%	Company D ★ 2%	Company B ★ 47%	Company A ★ 52%	Company J ★ 18%	Company K ★ 32%
2	Company B 15%	Company E 2%	Company C 20%	Company H 9%	Company A 16%	Company A 22%
3	Company C 6%	Company F 1%	Company G 5%	Company I 5%	Company B 7%	Company B 6%
All Others	64%	95%	29%	33%	60%	40%

The **top 3 players**, Company A, Company B, and Company CI account for **36%** of all Maku-up sales, while the remaining 64% of the market is **extremely fragmented**



Euromonitor Consulting
Market Comparison

WHAT YOU GET

- Outsource to a global research partner that knows the market and has local operational infrastructure
- Attendee registration, on-site event coordination and organisation of business meetings handled by experienced regional consultants
- Individual agendas according to your objectives / intentions and follow up
- RSVP marketing campaign to invite companies to take part in the business rounds
- Buyer profiles: contacts, product and services, position in market including agent, distributor, wholesaler, retailer, trader, facts and sales figures
- Practical entry route into countries where you have no presence or local partners

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Post-event evaluation, reporting and recommendations

Post-event analysis measures success and provides important feedback to support the investment, highlighting results and opportunities for your organisation.

WHAT YOU GET

- Complete database of all attendees
- Confirmation of number of one-on-one meetings, seminar and roundtable attendance
- Photographs, minutes of meetings and round table discussions
- Final report with attendee feedback and recommendations
- Ongoing support and follow-up including deals

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SUPPORTS MANY FUNCTIONS

We support your organisation in all aspects of export promotion and trade development event planning, from identifying and marketing to interested companies, to hosting seminars and engaging attendees with market briefings, to post event follow-up.

Export promotion

Outsource to a global research partner with the operational infrastructure at the local level and the experience of business-to-business matchmaking at major industry trade shows to ensure success.

Marketing

Raise awareness and enrich pre-event promotional material with unique trade data and killer insights. Secure importer and buyer participation by identifying and screening suitable and interested companies based on your program's criteria.

Research

Determine the potential and marketability of your product or service through analysis on the needs and preferences of local customers and regulatory requirements in potential markets.

Trade specialist

Help your members and clients evaluate new markets, identify key sales channels and find the most suitable strategic partners through in-depth market intelligence and company analysis.

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CONSULTING PILLARS

Euromonitor Consulting provides customised, strategic business intelligence solutions tailored to meet your exact requirements. Our research experts design solutions for your organisation with the strongest combination of quantitative and qualitative methods matched to your information needs.

Strategic partner

Collaborative partnerships and flexible interactive project management achieve the best outcomes.

- We ensure we understand all of your needs
- We share findings as projects progress for feedback and adjust research to changing priorities
- Post-project support for any questions and next steps

Research expertise

Our research experts design client-focused solutions with the right combination of methods to best meet your needs.

- Research consultants, experienced in different methodologies, co-ordinate all research and fieldwork
- Quantitative and qualitative methodologies provide multiple sources for stronger data, deeper, richer insights
- Original data and analysis where no reliable sources exist

Industry knowledge

Our teams bring extensive knowledge of industries, categories, economies and consumers worldwide.

- 25 years' experience researching challenging, data-poor markets
- Project teams advise on sources and integrate existing knowledge to the solution
- Industry teams provide sector-specific insights

Local insights, global network

On-the-ground research network of 800 field-based analysts observe markets first-hand.

- Analysts close to sources and industry contacts
- Local analysts observe markets first-hand
- Global infrastructure and multi-country project management to suit client needs

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LET US HELP YOU SUCCEED

We have more than 40 years' experience researching industries, categories, countries and consumers worldwide. Our research adds needed context to an industry, providing meaningful and actionable strategic recommendations. Our experts fill information gaps and bring together multiple sources, providing the context necessary for accurate planning.

No research challenge is too big or too small from simple data creation to in-depth strategy consulting. Our research helps clients make decisions, identify opportunities and reduce risk strategy, marketing, exports, brands, pricing, distribution and innovation.

Ask our team. We know your next steps for growth.

- Can I meet qualified business partners effectively and assertively?
- What are my strengths in a given market?
- What types of companies should I target in a specific geography?
- Who are the qualified companies that match with my capabilities?
- Who are the best-fit buyers to my value offer?
- Who are the companies interested in importing from my country?
- What is the best format for a trade mission to a particular country?

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