

## CBI EXPORT GUIDELINES

# From survey to success. Guidelines for exporting fresh fruit and vegetables to the EU

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INTRODUCTION .....	2
1 EXPORT: YES OR NO? .....	2
2 PRODUCT – AND COUNTRY SELECTION .....	5
3 MARKET ENTRY .....	8
4 EXPORT MARKETING TOOLS .....	9
5 FINANCES .....	12

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Disclaimer CBI market information tools: <http://www.cbi.eu/disclaimer>.

## Introduction

Are you already exporting to the EU, but wanting to increase your exports to the EU?  
Or, if you are not exporting to the EU, should your company start exporting to the EU?

Which (new) target market(s) should you aim for? Which key product(s) should you choose? Which trade channel best fits your company? And, how do you promote yourselves to EU buyers? These are common questions facing exporters from developing countries (hereafter called DCs) who want to increase their exports to the EU or are considering starting to export to the EU, but are not sure if it is right for them. These export guidelines will help you evaluate whether or not to get involved in the EU market or how to improve your approach to it.

From survey to success: these guidelines are a practical addition to the CBI market surveys for fresh fruit and vegetables. If you have not yet consulted the CBI market survey 'The fresh fruit and vegetables market in the EU', you are advised to do so before continuing with these guidelines. These guidelines address the specific challenges in the fresh fruit and vegetables industry and contain many practical suggestions to help you in making decisions.

First, you should ask yourself whether or not your company is ready to export. Chapter 1 helps you answer this question. If the answer to this question is positive, it is time to prioritise. Chapter 2 guides you through a process of country and product selection, helping you to focus your export efforts. Once you have defined a target country in the EU and some priority products, you will have to choose the right entry strategy and the appropriate sales channel. Chapter 3 deals with this sales channel assessment. Chapter 4 gives a range of practical suggestions for marketing tools and Chapter 5 discusses the financial aspects of exporting.

These guidelines are in addition to related CBI information covering the general practicalities of exporting, such as the CBI export manual 'Export Planner' and the CBI export tool 'EMP Builder'. The CBI market surveys, export manuals and export tools are available at <http://www.cbi.eu/marketinfo>.

Although these guidelines are developed specifically for exporters, Business Support Organisations (BSOs) can also make use of them to support and advise their members about exporting to the EU.

## 1 Export: Yes or no?

A company should carefully consider whether or not to export. This decision should be based on an analysis of the company's performance, its product range and a market analysis. An internal analysis is crucial to determine if the company is organisationally and financially prepared to start exporting or, if not, what is needed to start exporting. Product research should inform the company about its most suitable potential export products or possible adaptations. Market research should inform the company about the best markets for its product, market trends, sales channels and competing firms and products. This information will help a company develop the most promising product-market combinations and strategies in line with its organisational competences. The most important requirements companies have to meet in order to engage successfully in the export business are listed below.

### a) Comply with European market access requirements

European legislation applies to all products traded within the EU. Exporters from DCs have to comply with all the legislative requirements that apply to their products. In addition to EU legislation, some individual member countries may have additional national legislation for fruit and vegetables. Compliance with these is essential for gaining market access. Without official approval and the proper export documentation, exports to the EU are not possible.