



CBI  
Ministry of Foreign Affairs

*CBI Market Information*

# Get your product on the **European market**



[www.cbi.eu/marketinfo](http://www.cbi.eu/marketinfo)



## Europe offers a lot of business opportunities

As an entrepreneur you are always looking for ways to grow your business. Finding foreign markets for your products or services is a great way to reach this goal. The European market offers a lot of opportunities. European companies import more and more products from developing countries every year, from fresh fruits and cut flowers to apparel and automotive parts. European businesses also outsource services to developing countries, and more and more tourists from Europe pick developing countries as their holiday destination. How can you seize these opportunities? A good start is to go to our website ([www.cbi.eu/marketinfo](http://www.cbi.eu/marketinfo)). Every year we publish over 250 market studies, especially designed for entrepreneurs

from developing countries that want to export to Europe or offer their services on the European market. Our studies will help you find out:

- Which European markets offer most opportunities for your product;
- What laws and regulations your product must comply with;
- Through what channels you can get your product on the European market.
- What kind of competition you will face;
- What the latest trends are in Europe;
- How to do business with European companies;
- How to get into contact with European buyers.

## Customised market information for entrepreneurs from developing countries

Of course we know entrepreneurs don't have the time to read extensive studies and do elaborate market research. Therefore we give concrete and practical tips and we make sure all our market information is concise and up-to-date.

We focus on information about those European sectors that offer opportunities for developing countries, like:

- Fresh Fruit and Vegetables;
- Apparel;
- Home Decorations and Home Textiles;
- Coffee;
- Tea;
- Natural Ingredients for Cosmetics;
- Spices and Herbs;
- Fish and Seafood;
- Automotive Parts and Components;
- Tourism.

We also offer information about specific services and products for which there is a lot of demand on the European market.

### How we work

All our market research is done with help from experienced European market researchers and sector experts. To make sure we offer the best quality information we involve major European importers, wholesalers, retailers, sector associations and certification organisations. Together with them we discuss the opportunities our market researchers and experts have spotted, as well as the latest trends and changing buyer requirements. This means your potential buyers contribute to our market information.



### About CBI

CBI, the Centre for the Promotion of Imports from developing countries, is part of the Netherlands Enterprise Agency and is funded by the Dutch Ministry of Foreign Affairs. We contribute to sustainable economic development in developing countries through the expansion of exports from these countries. Besides market information we offer export coaching programs, help business support organisations in developing countries, involve importers and inform and influence policy makers.

## **Why do market research?**

*If you want to succeed on the European market you'll have to start by doing market research. Why? Here are three reasons.*

### **Know where the opportunities are**

Europe is not a single market, but consists of many different countries and segments. Your product may be perfect for a niche market or for mass markets. It may be very popular in Germany, while French consumers are not interested at all.

Before contacting European buyers, you need to know if they would be interested in your offer. There is no use in trying to contact buyers that don't need your product. You can use our website to find out which countries and segments offer the best opportunities for your product and what you can do to get your product out there.

### **Meet the requirements of buyers**

If you want to get your product on the European market you'll have to comply with rules and regulations. Certain materials that you use may be banned in Europe, such as chemicals, dyes or pesticides. You may also need to certify your products or processes. Furthermore, European buyers have their own rules as well.

Before you contact European buyers, you'll have to know all about these requirements, rules and regulations. Buyers will not do business with you if you can't comply. On our website you can find out what requirements, rules and regulations apply to your product and how you can comply with them.

### **Deal with competition**


Entrepreneurs from all over the world – also from other developing countries – offer their products to European buyers. These European buyers look for suppliers that offer something unique – whether it is great prices, the best lead time, exceptional service or unique materials. Make sure you know what your competitors offer. It will help you differentiate yourself from these competitors and it will help you prepare the story to tell your potential buyer about what makes you unique. On our website you can read all about the competition in your sector.





**Want to export to Europe?**

Start by visiting [www.cbi.eu/marketinfo](http://www.cbi.eu/marketinfo)



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from developing countries)

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