



*CBI Market Information*

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



# Your opportunities on the European market

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 many opportunities. European companies import more and more products from developing countries every year, from fresh fruits and natural ingredients to apparel and home decoration products. European businesses also outsource services to developing countries, and an increasing number of 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 the most opportunities for your product;
- what trends offer you new opportunities;
- what requirements your product must comply with to be allowed on the market;
- how to find European buyers;
- how to build a successful relationship with them;
- and, ultimately, how to organise the export of your product (or service) to the European market.

## Market information for entrepreneurs from developing countries

We know entrepreneurs don't have the time to read extensive studies or carry out elaborate market research. That is why we give specific and practical tips and make sure all our market information is concise and up-to-date. Our studies focus only on European sectors that offer good opportunities for developing countries, like:



Fresh fruit and vegetables



Processed fruit and vegetables and edible nuts



Cocoa and cocoa products



Coffee



Tourism



Grains, pulses and oilseeds



Natural food additives



Natural ingredients for cosmetics



Natural ingredients for health products



Outsourcing of IT and Business Processes



Spices and herbs



Fish and seafood



Home decoration and home textiles



Apparel

Our tailored studies also offer information on products from specific origins (e.g. cashew nuts from West Africa) and other impactful changes in a sector (e.g. how a certain trade policy or regulation impacts trade). Lastly, there is our Export Manual, which provides a complete overview of the steps you need to take to export your product to the European market.

# What makes our Market Intelligence unique?

- **It's free!** All our Market Intelligence (MI) is accessible for free and can be read online, on PCs or mobile devices, but also offline, through downloadable and printable PDF files.
- **It's easily accessible.** There's no need to register or to subscribe to anything as our MI is readily available to everyone on our website [www.cbi.eu/marketinfo](http://www.cbi.eu/marketinfo).
- **Countless practical tips and opportunities.** Our MI provides hands-on information you can start implementing in your business right away. It includes practical tips from European buyers and sector experts and is written specifically for small- and medium-sized enterprises in developing countries.

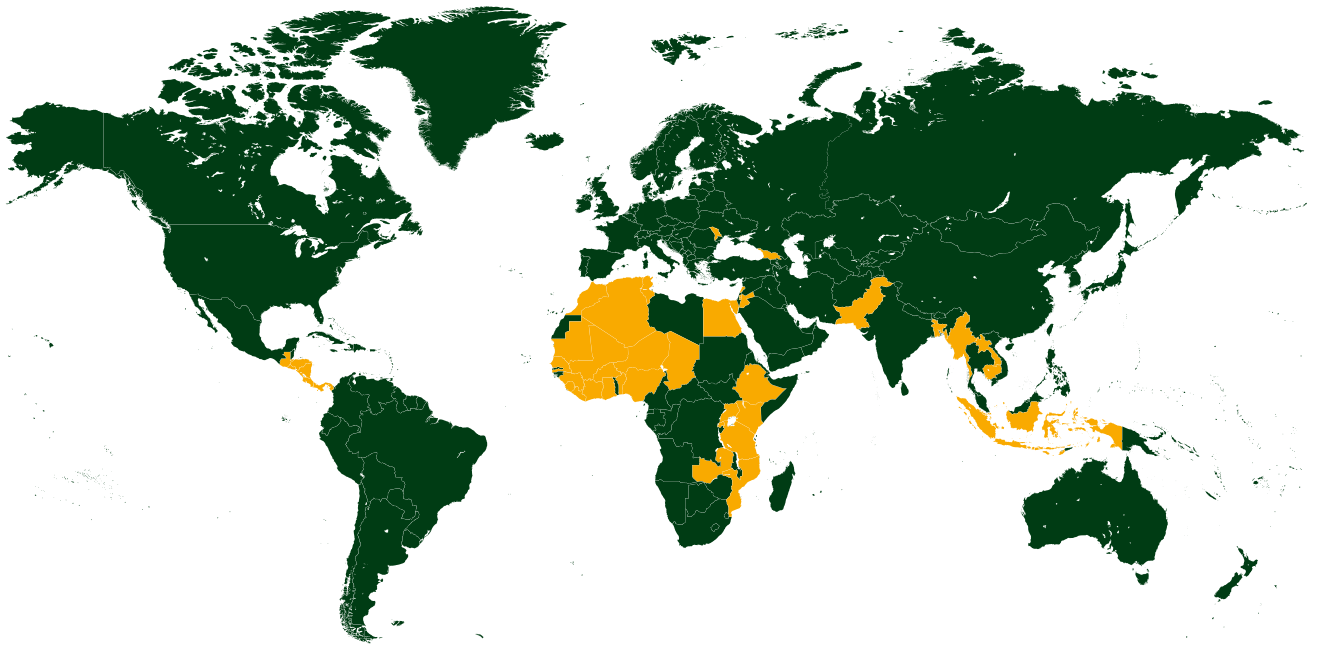
## How we work

All our market research is carried out 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 we discuss the opportunities our market researchers and experts have spotted, as well as the latest trends and changes in buyer requirements. This means your potential buyers actively contribute to our market information!







*Developing countries where CBI is active*

### 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 programmes, help business support organisations in developing countries, involve importers and inform and influence policy makers.



**Want to export to Europe?**  
Start by visiting [www.cbi.eu/marketinfo](http://www.cbi.eu/marketinfo)

## What our users say about us:



**Shoaib Zahid Malik** | CEO of Kausar, a Pakistani company specialising in grains, pulses and seeds:

“I had no clue my markets would eventually turn out to be Belgium, Germany, France and the Netherlands.”

*Advice for fellow entrepreneurs:*

- You have to learn that exporting to Europe requires an investment on your side first: in time, in resources, in building relationships, in learning about cultures.
- You have to see it in order to believe it. Invest in visiting a fair. For me, taking my father and brothers to a fair in Europe, seeing the sheer magnitude and possibility, was the only way I could really show them why it makes sense to invest in research and relationships.
- In the end, CBI can only help you realise your results. You yourself have to be fully committed.

**Andrew Mutisya** | Head of Business Development for Bawa Hope, a Kenyan company specialising in jewels, fashion and lifestyle:

“You have to realise that even if your product is great, it still needs to go to the right market. Your first stop on the road to exporting your product is the CBI website.”

*Advice for fellow entrepreneurs:*

- Visit the CBI website, download the tools and implement them. Before we used the tools, we were limited to abracadabra pricing, but CBI has templates that are very helpful. They have info that is practical and that you won't get in business school. That is your first stop.
- Be patient. It's not an instant coffee thing. Sit down, learn and plan.
- Every country is different. Some countries like subtler colours, others like flashier styles. You have to realise that even if your product is great, it needs to go to the right market.



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from developing countries)

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