



Trend analysis HDHT

Infographic

CBI (Centre for the Promotion of Imports from developing countries)

HOW SMES FROM DEVELOPING ECONOMIES CAN PREPARE THEIR EXPORT BUSINESS FOR (POST)CORONA TRENDS IN EUROPE

PROFESSIONALIZE BY COLLABORATION

TWO WINNING BUSINESS MODELS: BE PART OF A PLATFORM OR BE A SUPERSPECIALIST

Are you a superspecialist? Make sure there is sufficient demand for your product in the market (home market or abroad). If you are not a superspecialist, take the first step to review existing ecosystems or to start your own one. Look for collaboration in the field of e.g. marketing, supply chain, shipment options and production.

INCREASING IMPORTANCE OF SPECIALIZED SKILLS & EXPERIENCE IN A SPECIFIC BUSINESS FIELD

Search for partners with complementary expertise to form a mini ecosystem and strengthen each other's businesses.

INCREASING IMPORTANCE OF HAVING AND UNDERSTANDING DATA: BEING DATA-DRIVEN IS KEY

Consistently collect data about your business. Preferably do this in a digital app or cloud. Be aware that this will be a basic requirement by European importers in the future.

FROM PHYSICAL EXPERIENCE TOWARDS DIGITAL ENGAGEMENT

Information that was previously inaccessible can now often be found online. Digital engagement makes knowledge of e.g. economic developments and customer preferences transparent and offers opportunities for digital training.

SHIFT TOWARDS DIGITAL FAIRS, VR EXPERIENCES & AI SOLUTIONS

Invest in digital product presentation. You can do this by using good lighting, using a plain background and indicating the size of a product in a correct way (e.g. by placing another product next to it).

INCREASING IMPORTANCE OF STORYTELLING & PURPOSE-DRIVEN MARKETING STRATEGIES

Share your personal story or the story of your community (with photos and video content).



ECOSYSTEMS ARE BECOMING MORE DOMINANT: COOPERATION INSTEAD OF COMPETITION IS KEY TO SUCCESS

As a niche player, you need partners with specialized expertise to increase visibility and attractiveness for European importers. Collaborate with similar companies in your region to strengthen each other.

THIRD PARTY PLATFORMS ARE GROWING

Third party marketplaces can be a great direct-to-consumer (D2C) opportunity. Two requirements: you need to know consumer preferences of the market you are selling to and you need to have an (in)direct connection to a 3P marketplace.

INCREASING IMPORTANCE OF DATA DRIVEN BUSINESSES

The more you track and register, the more you can compare yourself to others and learn from each other.

MORE ATTENTION FOR SOCIAL RESPONSIBILITY: FAIR WORKING CONDITIONS & LIVING WAGE

Increase fair working conditions and offer a living wage. Bookkeeping about your workers, labor hours and payment is the first step.

INCREASING IMPORTANCE OF SUSTAINABLE PROCESSES & MATERIALS

Make sure that you know exactly how your products are made and with which materials.

INCREASING IMPORTANCE OF TRANSPARENT SUPPLY CHAINS & TRACEABILITY OF PRODUCTS

Use (digital) bookkeeping to keep track of your production phase and conditions. Search for technologies or apps that help you to monitor the production phase.

5G, BLOCK CHAIN AND AUTOMATION TECHNOLOGIES

Take advantage of technologies that help increase the transparency of your accounting. You don't have to be a technology expert, an app on your phone can often be enough.

MORE NEED FOR AGILE & FLEXIBLE SUPPLY CHAINS

For niche players who sell to smaller European retailers, sufficient stock is important to be able to deliver quickly. Efficiency can be increased by bundling orders with other players in one container.

INCREASING "ON DEMAND" ECONOMY

For mass market players who sell to larger European importers, semi-finished products increase flexibility and fast delivery, but make sure there is a financially binding contract with the importer.

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