

Building a Brand in the South Asia Market. The good, the bad and the ugly.



Share Nature. Share Life.



A little bit about me...



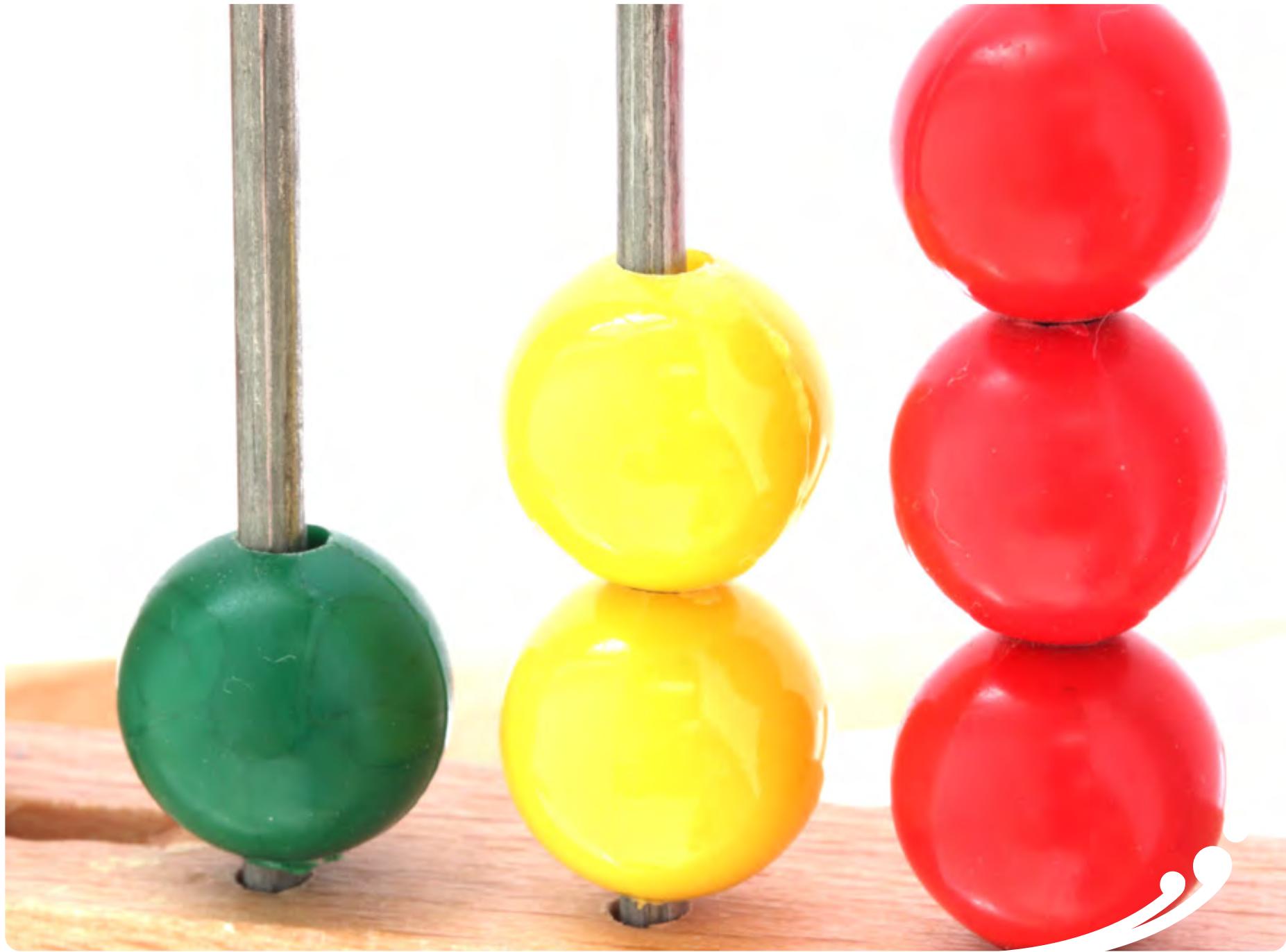


2015.1

*What are you going to take away
at the end of this session?*

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The Good, Bad and the Ugly



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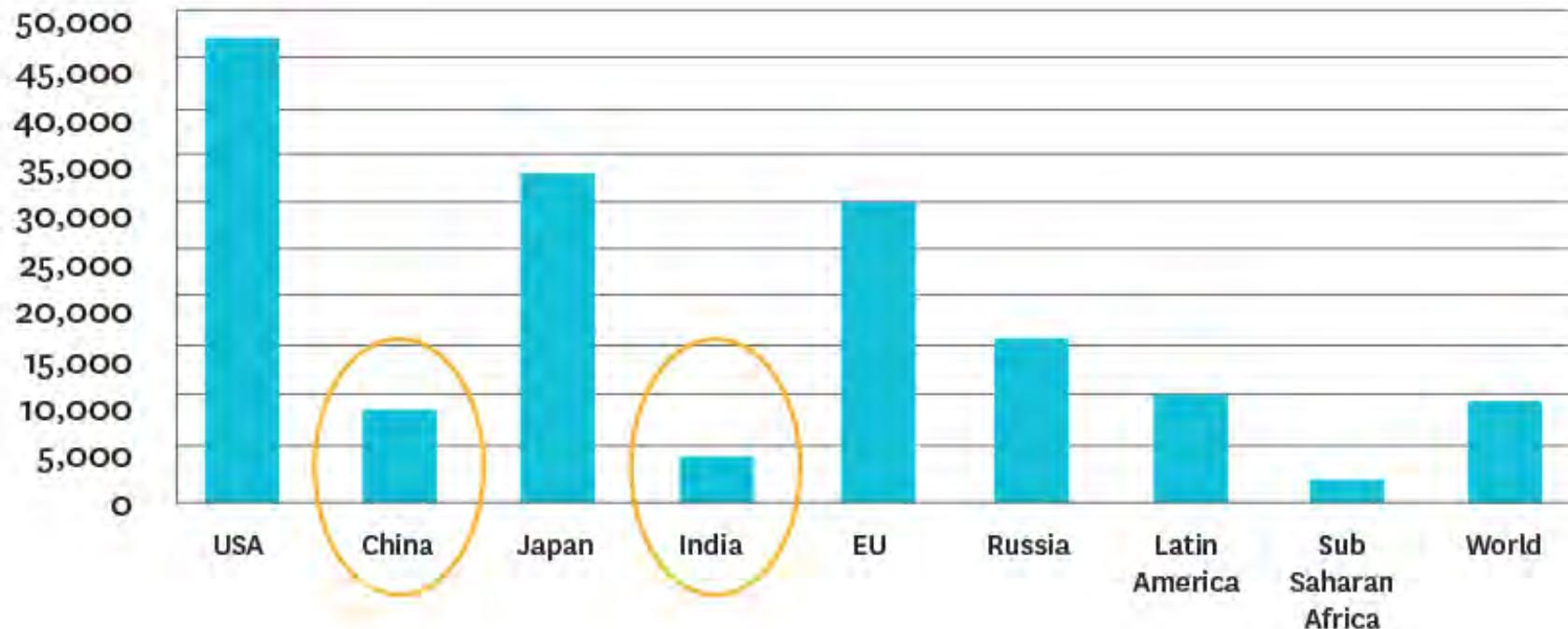
Shifting Economic Power



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Total GDP =
Population x GDP per capita

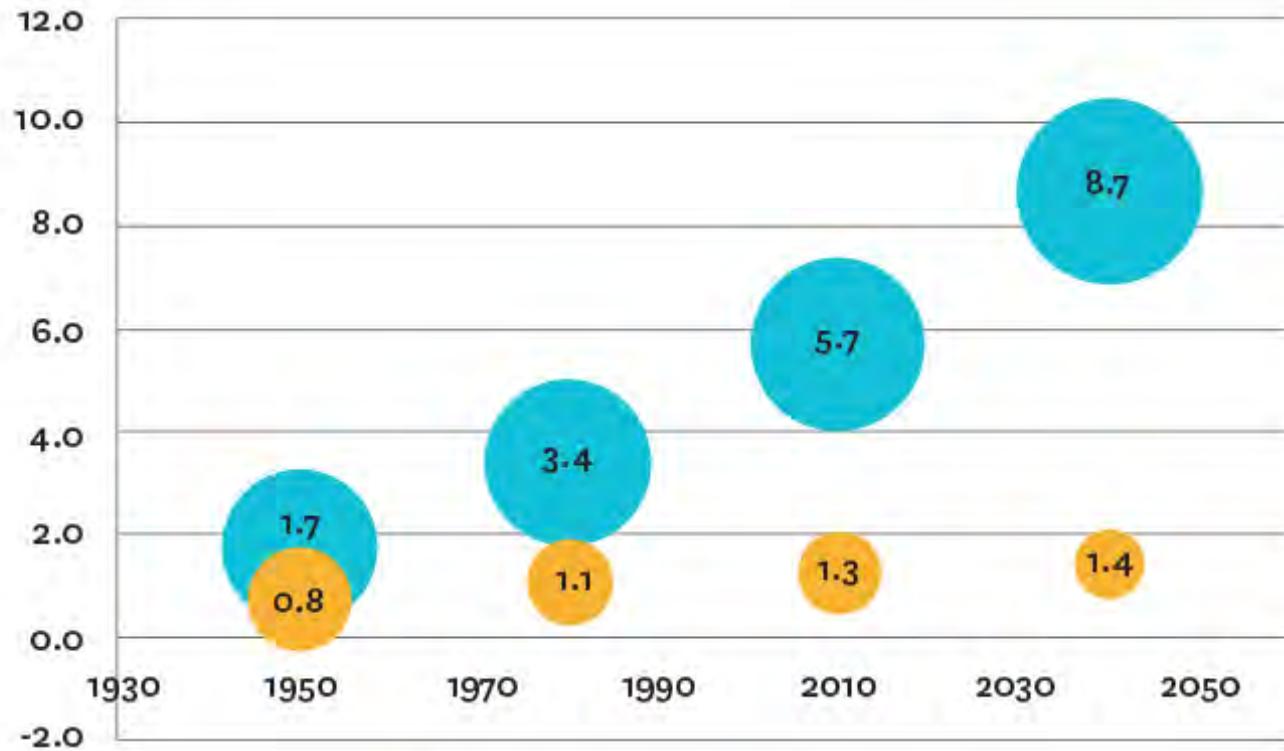


Source: INSEAD Business School Singapore

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World Population (Billions)



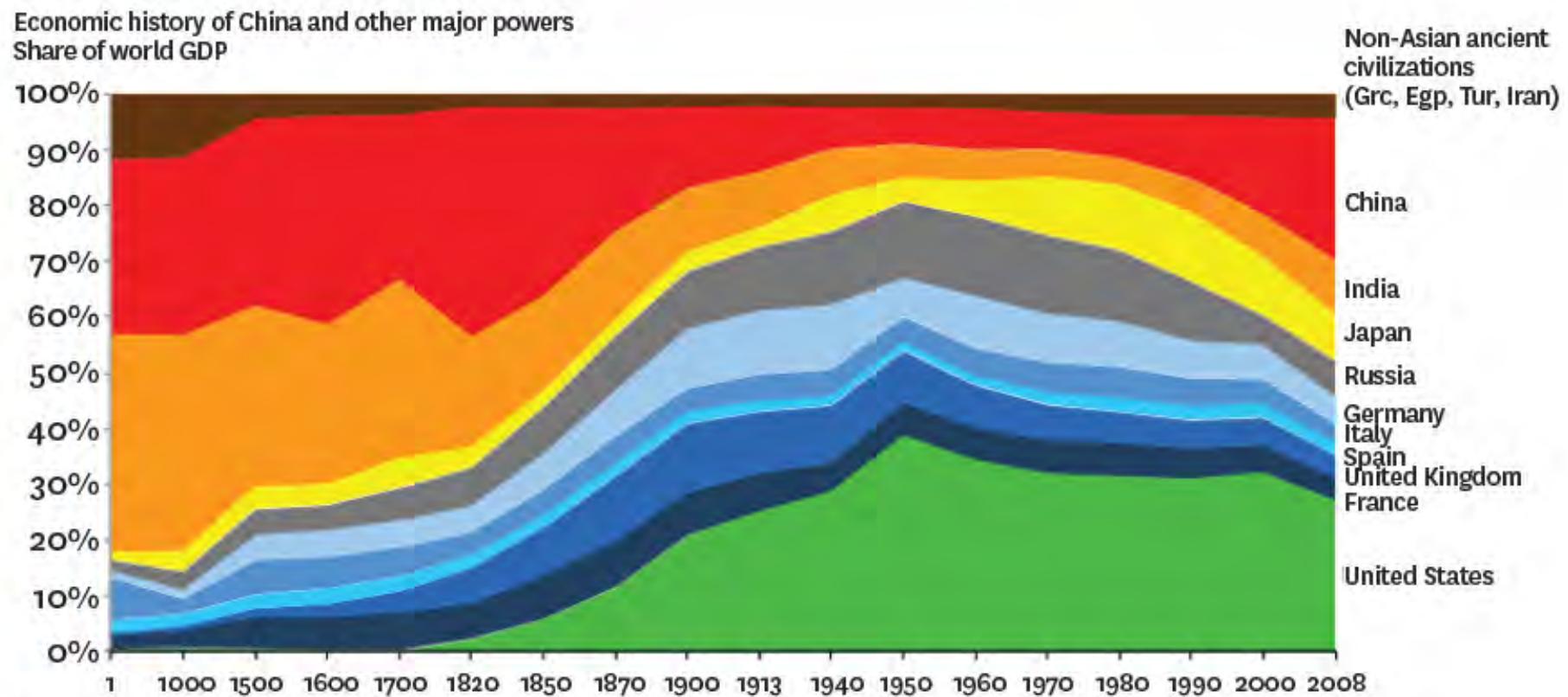
Source: INSEAD Business
School Singapore

● Advanced ● Emerging

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Shifting Economic Power

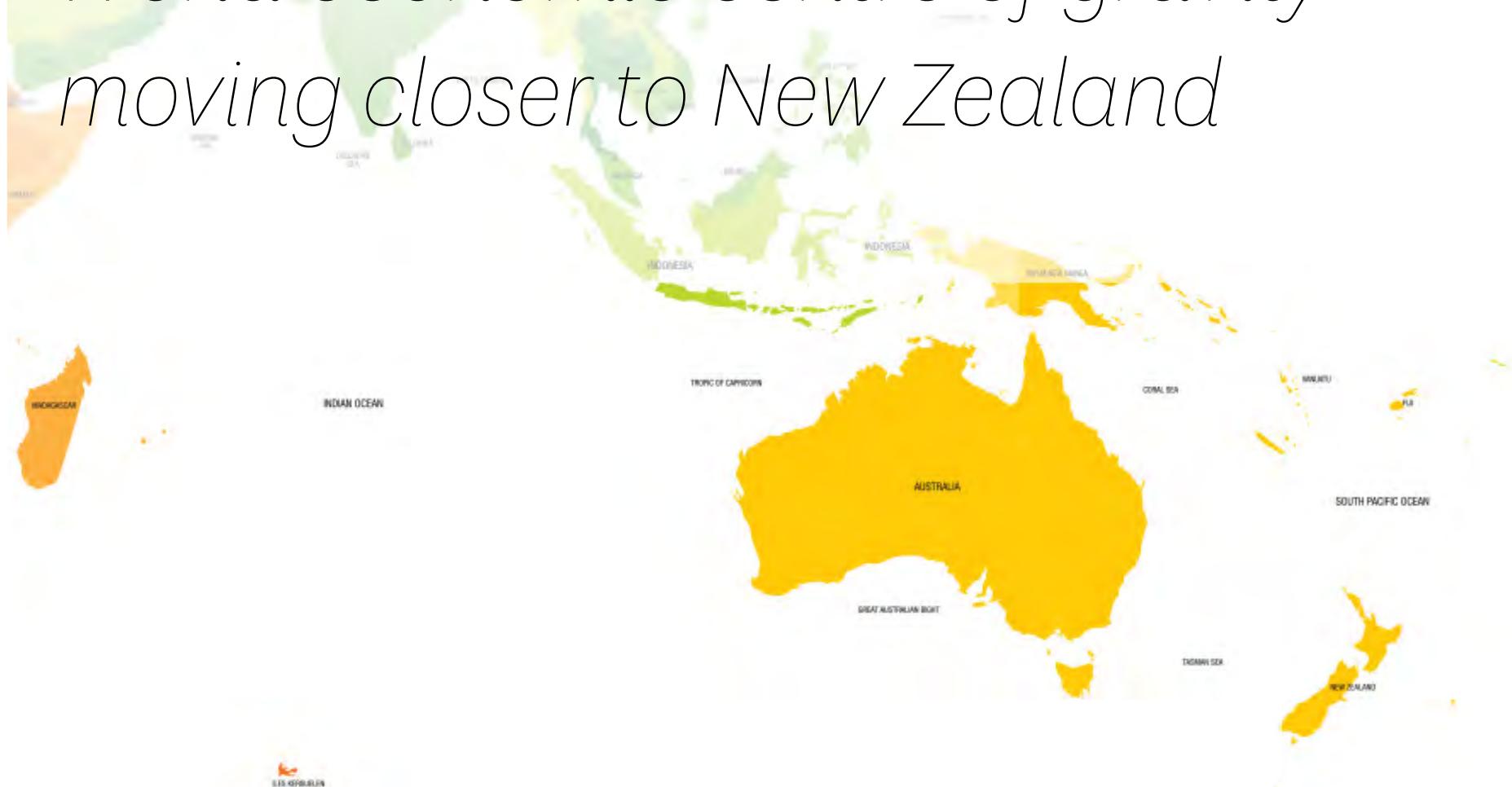


Source: 'Statistics on World Population, GDP and Per Capita GDP, 1-2008 AD', Angus Maddison, University of Groningen.

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World economic centre of gravity moving closer to New Zealand



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Why food safety
is so important
in Asia?



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2 niche groups



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How can our industry capture
this opportunity?

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What do NZ
natural products
mean
to them?



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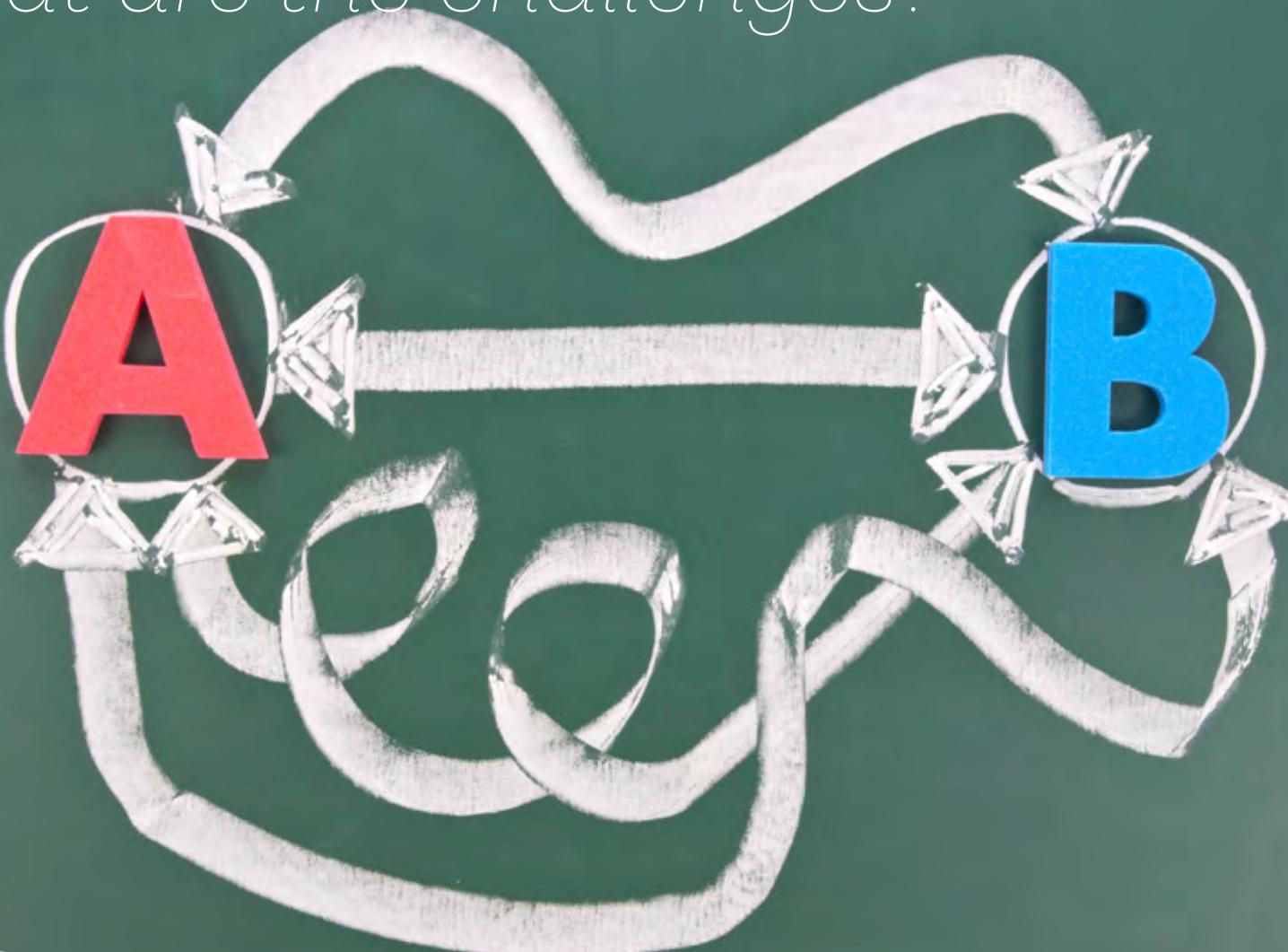
But we are not alone...



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What are the challenges?



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1. Channel of Trade

2 **fo·cus¹** /'fəʊkəs/
focused 1 [I,T]
person or thing in

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2. Prepare for the next quality issue



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The ugly...



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Final words



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References

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3. Food and beverage market in Indonesia

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2. "Micro Trend China 2013" by Kim Ran-do (Prophet Press)



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