

Building a Brand in the South Asia Market.

The good, the bad and the ugly.



Share Nature. Share Life.

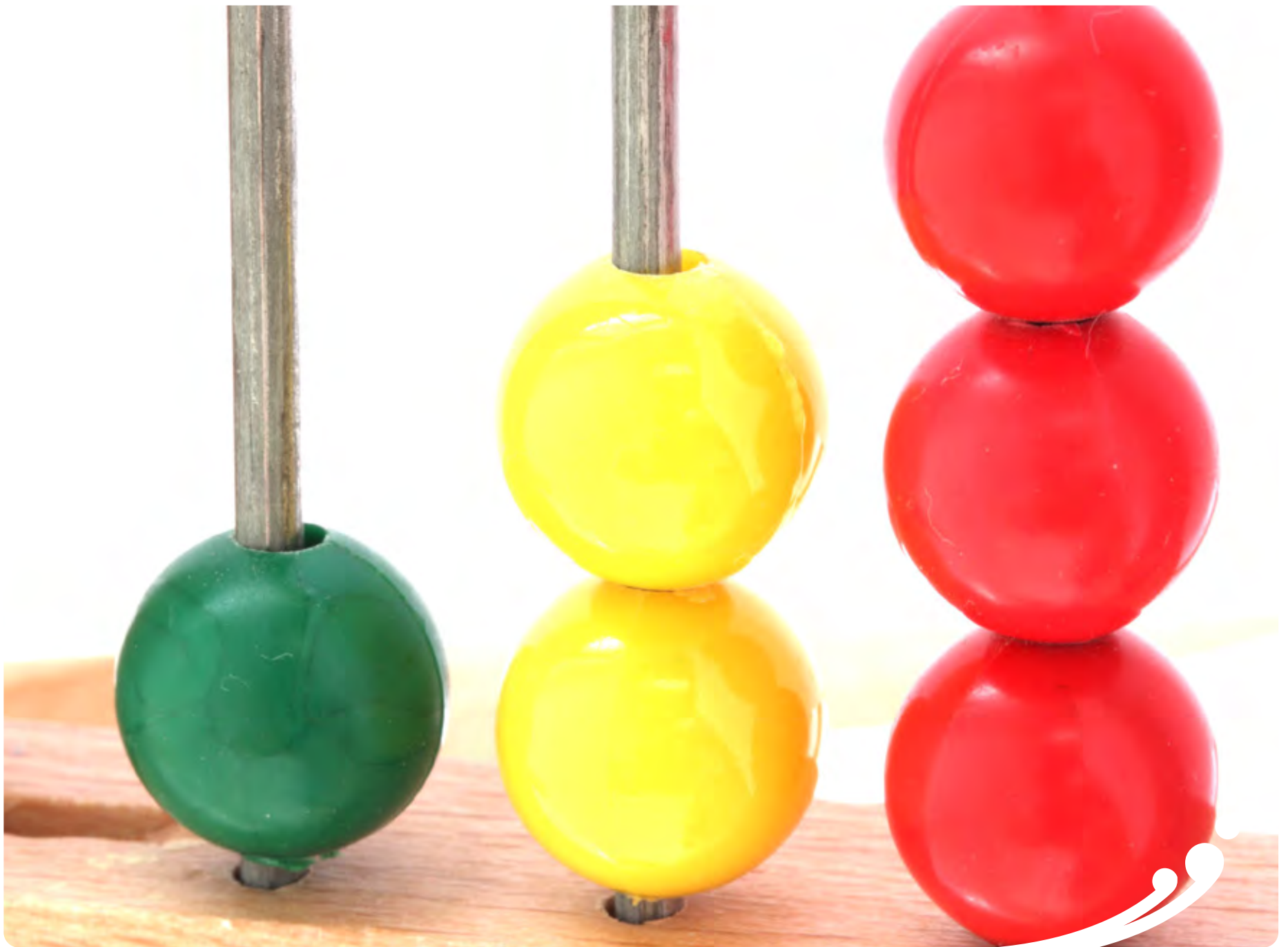


A little bit about me...





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



The Good, Bad and the Ugly



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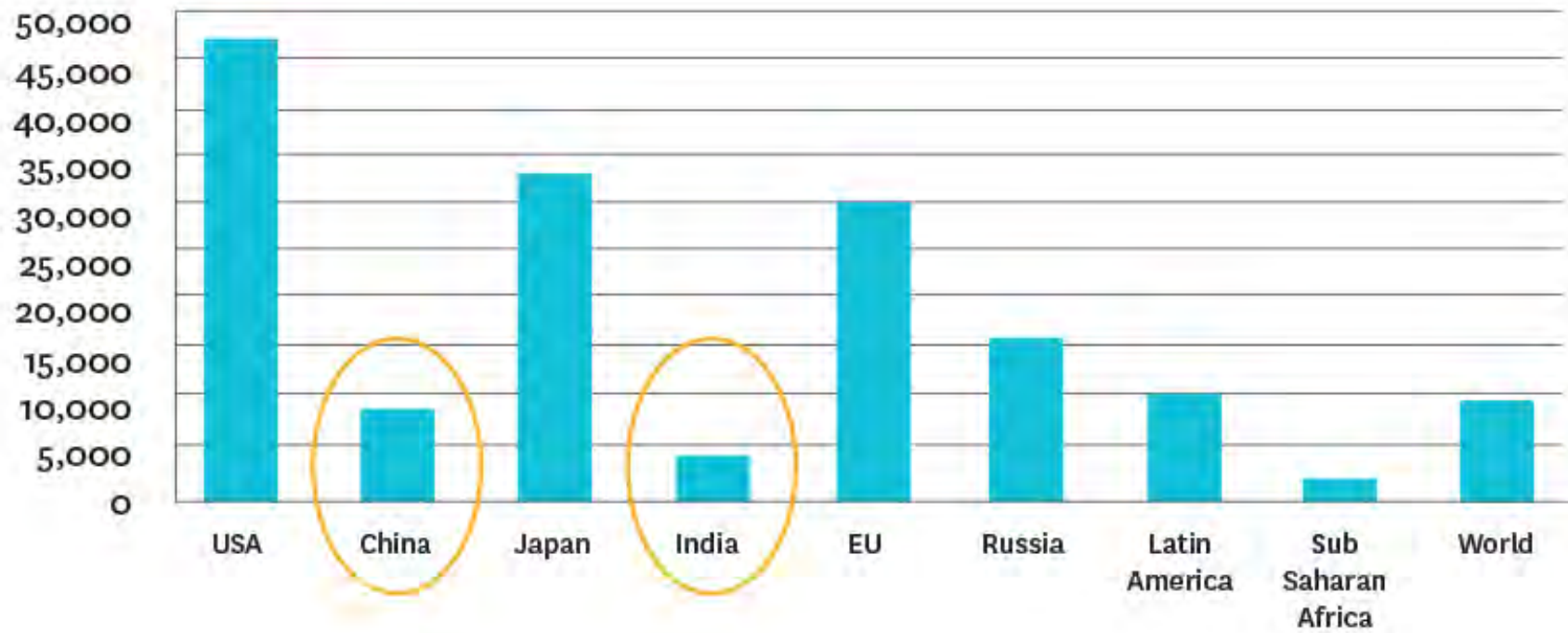
Shifting Economic Power



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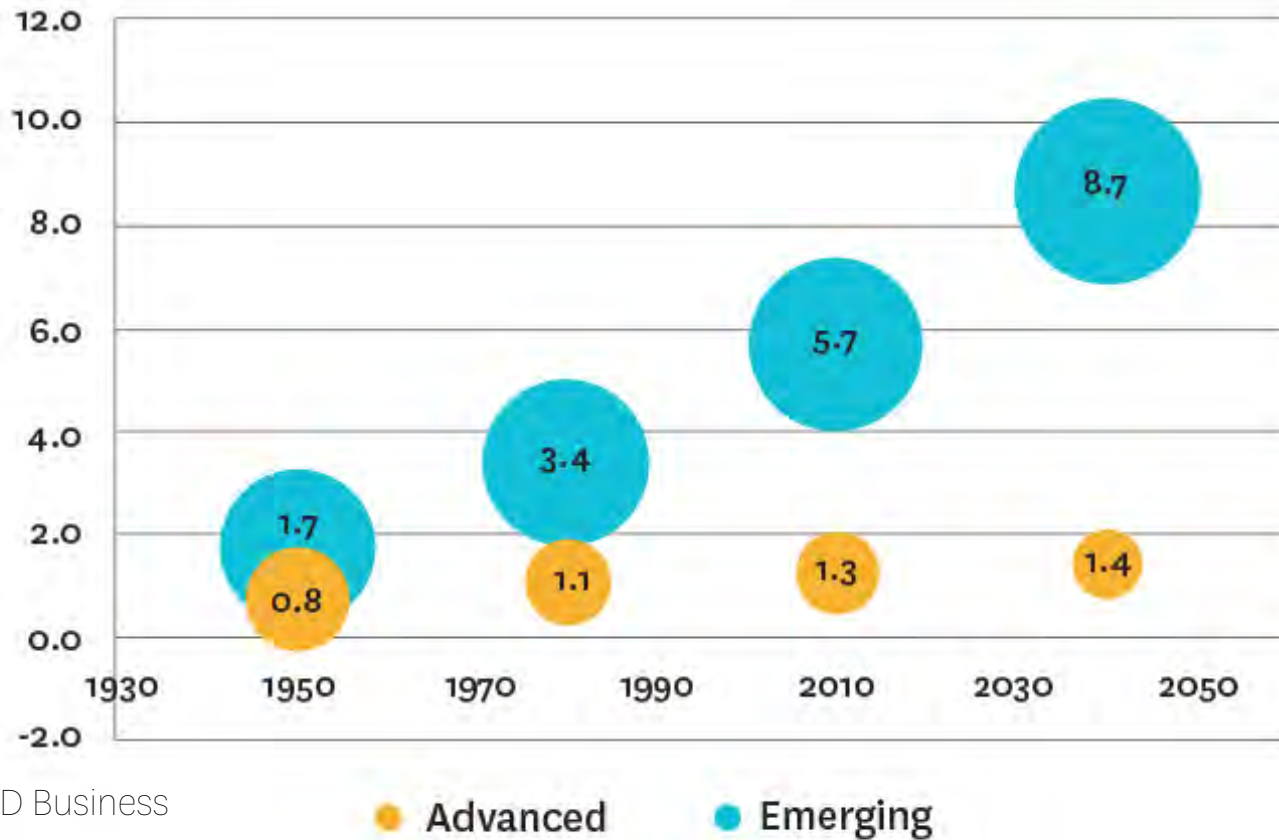
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$$\text{Total GDP} = \text{Population} \times \text{GDP per capita}$$



Source: INSEAD Business School Singapore

World Population (Billions)



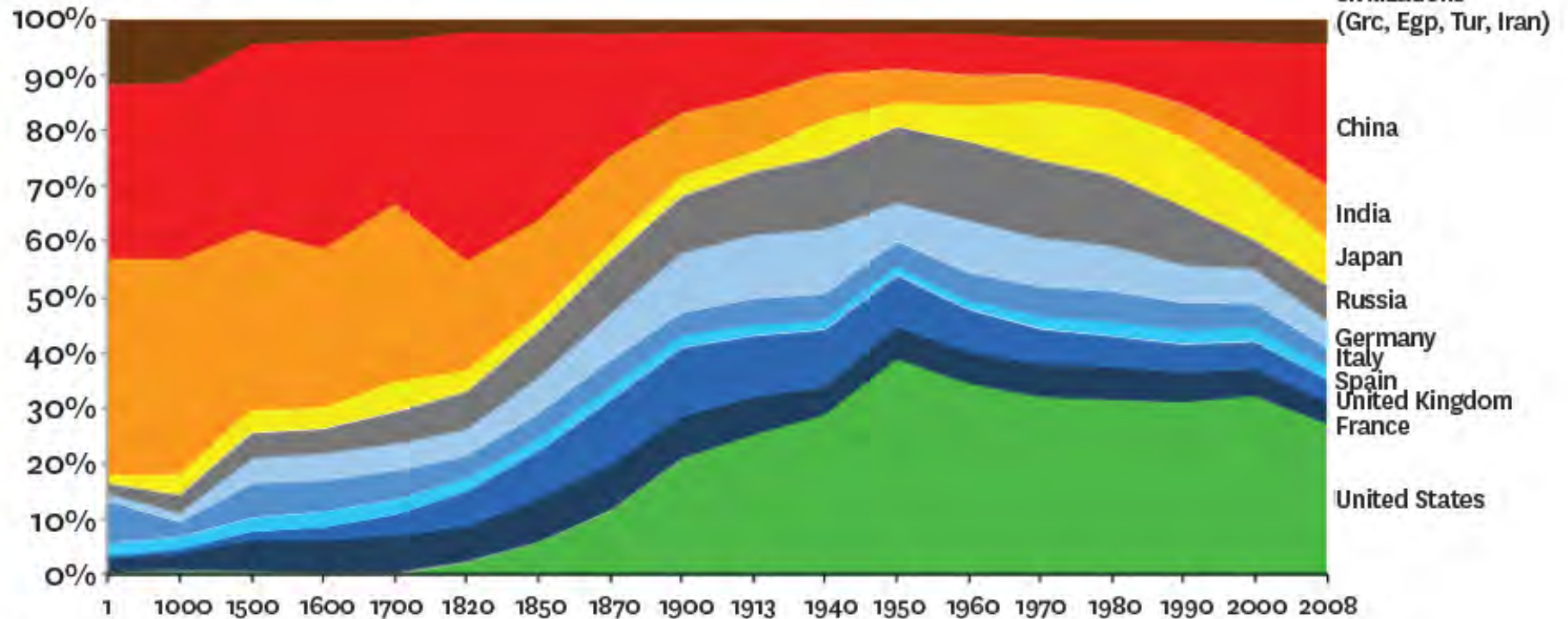
Source: INSEAD Business
School Singapore

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Shifting Economic Power

Economic history of China and other major powers
Share of world GDP



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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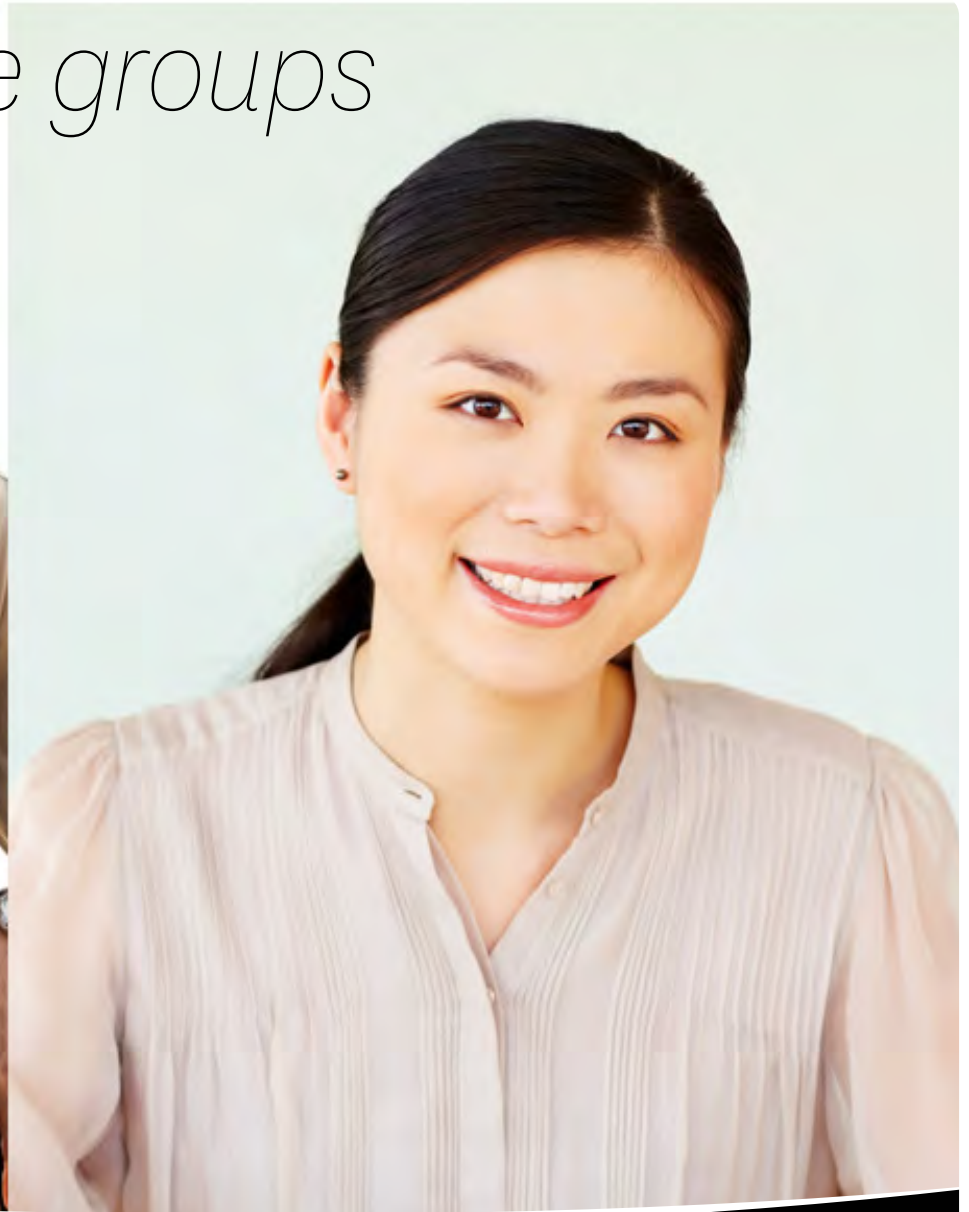
*Why food safety
is so important
in Asia?*



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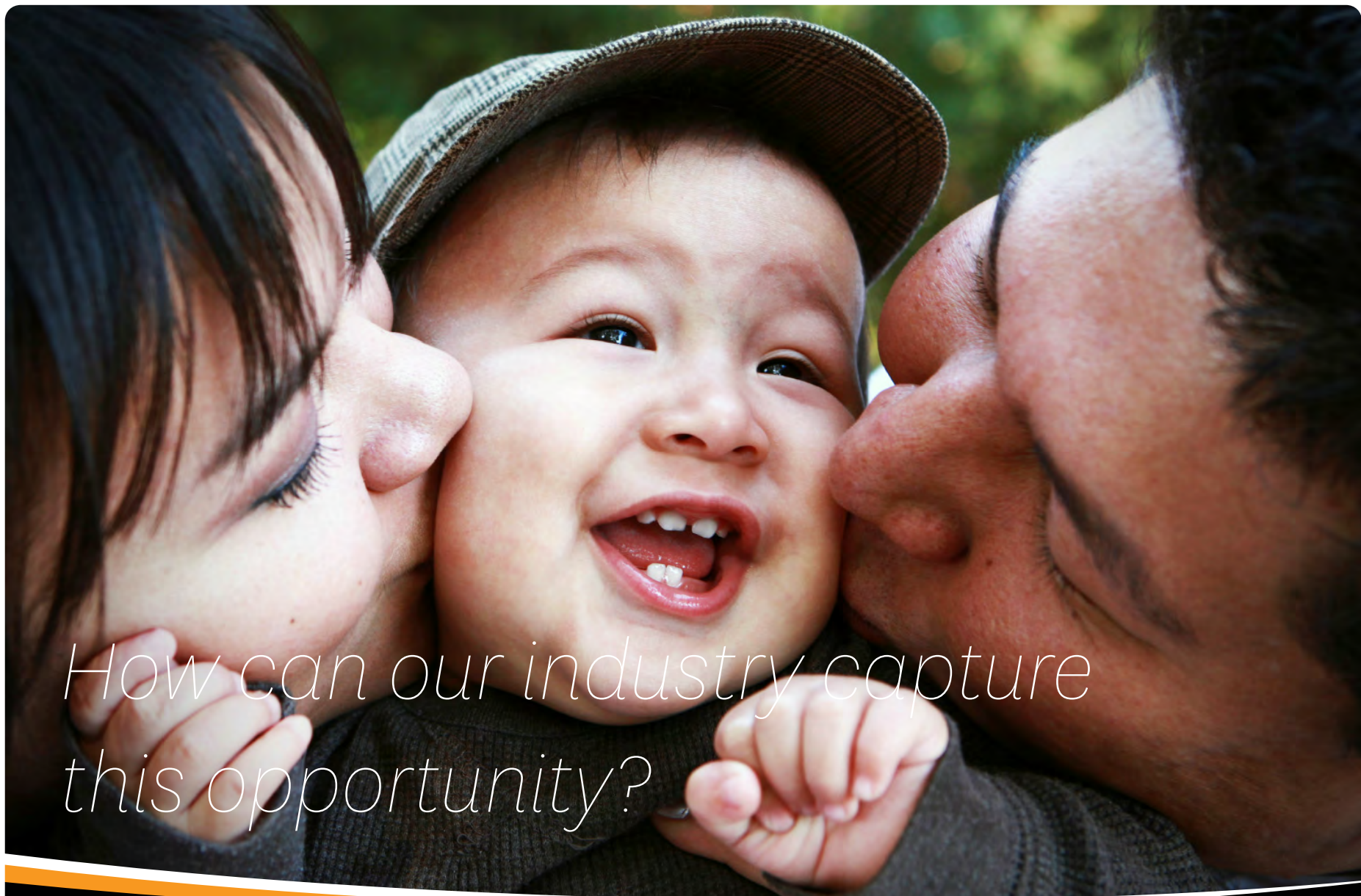
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2 niche groups



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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·cus**¹ /'fəʊkəs||
focused 1 [I,T]
person or thing in

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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Intermediate:

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2. Doing business in China: Video resources

(<http://www.nzte.govt.nz/en/news-and-media/china-video/>)

3. Food and beverage market in Indonesia

(<http://www.nzte.govt.nz/en/export/market-research/food-and-beverage/food-and-beverage-market-in-indonesia/>)

4. Food and beverage market in India

(<http://www.nzte.govt.nz/en/export/market-research/food-and-beverage/food-and-beverage-market-in-india/>)

Advanced:

1. “Consumer India: Inside the Indian Mind and Wallet” by Dheeraj Sinha (John Wiley & Sons)

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



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