

Market Builder

Industry Insights • Market Intelligence

Whether you are new to exporting or an experienced exporter looking to enter a new market, the **Market Builder Program** is a great opportunity to drive export sales. You can use both **MarketScan** and **RepFinder** or just one component.



MarketScan includes:

- **Store Check and Distribution Analysis:** Offers the brand names, packages, sizes, regular retail prices, current price specials, and shelf space allotments for similar products.
- **Competitive Product Shopping:** First-hand information and samples of similar and competing products sold in the market.
- **Importation Analysis:** Import regulations and restrictions affecting the importation of your product into a country.
- **Distributor Referrals:** Importer feedback on package size, labeling, taste, appearance, price and marketability.
- **Target Importer List:** Includes contact names/ information and a brief summary of importers' profiles, regulations, and competitor analysis on one product.

RepFinder includes:

- **Distributor Referrals:** Importer feedback on package size, labeling, taste, appearance, price and marketability.
- **Target Importer List:** Includes contact names/ information and a brief summary of importers' profiles.
- **In-Market Assistance:** A minimum of three one-on-one appointments will be arranged with participating companies and targeted importers. An International Marketing Executive will assist in communication and interpretation, if necessary, and moderate meetings.

MARKETSCAN: \$450. REPFINDER: \$550.
MARKET BUILDER PACKAGE: \$800.
(PACKAGE INCLUDES MARKETSCAN & REPFINDER)

MARKET BUILDER IS OFFERED IN

North & South America

Argentina, Brazil, Canada, Caribbean, Chile, Colombia, Costa Rica, El Salvador, Guatemala, Honduras, Mexico, Nicaragua, Panama, Paraguay, Uruguay

Europe

Austria, Belgium, Bulgaria, Czech Republic, Denmark, Finland, France, Germany, Italy, Netherlands, Norway, Poland, Portugal, Romania, Sweden, Switzerland, Turkey, United Kingdom

Middle East

Bahrain, Kuwait, Oman, Qatar, Saudi Arabia, United Arab Emirates

Asia

China, Hong Kong, India, Indonesia, Japan, Malaysia, Philippines, Singapore, South Korea, Taiwan, Thailand, Vietnam.

FIND EXPORT SUCCESS. CALL OR EMAIL US. WE'RE HERE TO HELP.

WILD • SUSTAINABLE • DELICIOUS

Food Export USA—Northeast
One Penn Center • 1617 JFK Boulevard, Suite 420 • Philadelphia, PA 19103
telephone 215.829.9111 • fax 215.829.9777 • www.foodexport.org

ABOUT US Food Export—Northeast is a non-profit organization composed of ten Northeastern state agricultural promotion agencies that use federal, state, and industry resources to promote the export of Northeastern food and agricultural products. Food Export—Northeast administers many services through Market Access Program (MAP) funding from the USDA, Foreign Agricultural Service.

Persons with disabilities who require alternate means of communication of program information should contact us. Food Export—Northeast and Midwest do not tolerate fraud and are vigilant in preventing fraud in any of our programs. Food Export does not discriminate, and we reserve the sole right to accept or deny companies into our programs. For complete participation policies and our code of ethics, visit: www.foodexport.org/termsandconditions.

