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

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ABOUT US Food Export—Northeast is a non-profit organization comprised 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.

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