

Our Experience Exporting Edible Soybeans to South-East Asia

Presented at:
12th Australian Soybean Conference – Toowoomba,
Queensland, March 4th to 5th 2003

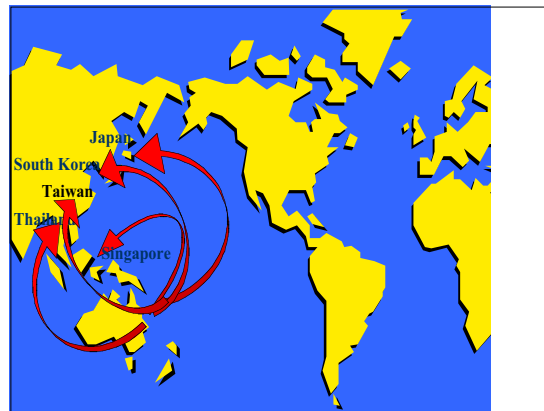
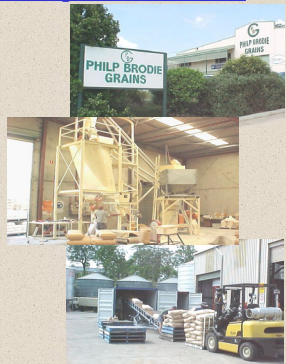
Presented by:
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Today's Presentation

- Diversification of Philp Brodie Grains
- S.E. Asian Market Characteristics
- Generic Marketing Issues in S.E. Asia
- Our Cultural Experiences & Market Barriers
- Relationships and Market Research
- Key Points & Take Home Message

Diversification of Philp Brodie Grains

- Established in 1973 as a trading & seed company
- Focused on the FOOD industry
- Strengths in:
 - Seeking profitable markets
 - Producer awareness
 - Reliable reputation





Common Marketing Issues

- Non GMO
- Aware Import Standards
- Seasonality – Fresh Product
- Spread Risk – origin of supply
- Understand quality perceptions & realities
- Reliable suppliers
- Packaging

Developing Successful Markets!

- Market Research
 - Product knowledge
 - Customers business direction
 - Shopping frequency
- Cultural awareness & Relationships
 - Business etiquette
 - Personal visits, trust, communication

Take Home Message

- In Summary:
 - Opportunities to meet with overseas visitors
 - Quality issues paramount
- Build personal relationships
 - Early dispute resolution
 - Continuous communication
 - Reciprocal visits

Take Home Message

- Barriers to expanding our markets
 - More suitable varieties
 - Water Use Efficiency - better crop yields
- Increase profitability to producers