

Food Business Opportunities in Asia



Prepared by Nordiska Partners Limited
Date: 9 Jul 2020



About us

Who we are?

Nordiska Partners Limited is formed by a group of dedicated Finnish and Hong Kong professionals with profound experience and expertise in the food industry in Asia.

We are committed to bring to our customers high quality food products from Europe.





How we work?

Nordiska Partners Limited is based in Hong Kong and works as a sales organization for its Nordic business partners in Asian market.

We work with high quality products for premium market positioning across retail, food services and distribution channels.

Our Roles

- To serve as the ambassador to promote your food brand in Asia
- To provide guidance and information for the entry of your food brand into Asian markets
- To act as the local service provider to support business operations in Asia
- To work as the marketing arm in the development and execution of brand, marketing and communication strategies
- To represent you in dealing with the local business partners and customers



Opportunity for High Quality Food in Asia

- Huge market for with growth potential in Asia:
 - Hong Kong – 95% of the food consumed is imported
 - China constitutes the largest market for imported meat in Asia-Pacific in value terms
- European foodstuffs have already been recognized as high quality, clean and secure
- European premium products meet with market demand in Asia such as:
 - No hormones
 - No growth-promoting antibiotics
 - Free from GMOs
 - Guarantee of Quality
 - Free Roaming

Our Vision

- To create a long term, sustainable and profitable business model for premium food producers in the Asian marketplace



Why Asia?



- Build profitable export business by brand and concept adaptation
- Design win-win actions to bring value to business, stakeholders and consumers
- Create competitive edge for premium products by designing and implementing Asian market entry strategy
- Commercialize the potential of the Asian marketplace by creating sustainable business
- Build on strengths and address weaknesses in a pragmatic, business-oriented fashion to make export aspirations reality as sustainable business in a commercially viable manner.
- Removing barriers to business is doable by localization for presence and knowledge through the local team
- Provide guidance for category management in Asian markets, including product selection, packaging, pack size, and USPs
- Execute mutually agreed marketing activities and campaigns in Asia, create the required material and contents locally through service providers in place

Why specially Hong Kong?

- Hong Kong is one of the world's most densely populated cities and the region's most affluent
- Large tourist visitor numbers and a wealthy population that is open to western-style foods and who can regularly afford premium imported food
- Imported food is essential in Hong Kong, with imports expected to account for at least 95% of all food consumed into the foreseeable future



Proposal for a Flying Start

- **Team ready**
 - Team with product sales and marketing experience with network in place
 - Established export business in Asia for Nordic meats, starting from scratch in 2015, five years of building work in place
- **Way of working**
 - Target to establish high quality and good margin export business for products in Asia
 - Work in cooperation and collaboration with the producers by open communications and sharing, like the producers' own team in Asia
 - Deep cooperation relationship, building the new business together, possible unlike with ordinary commercial customers
- **Business development**
 - Customer base available for Hong Kong, Macau, Taiwan, Japan, Korea, Singapore and mainland China
 - Our distribution channels - retail, food service, wholesale, industry
 - Start the brand building with wholesalers and food service, then retail

Our Strengths & Expertise

Commodity, value-added
and branded businesses

Well established customer
relationships which includes
retailers, importers,
distributors, food service
operators

Asian market coverage, i.e.
Hong Kong, Macau, China,
Singapore, Taiwan, Korea
and Japan

Experience with successful
stories in adapting a Nordic
pork brand into the super
premium market segment of
Hong Kong & Macau

Experience of creating market
entry, brand building, selling
and marketing of premium
Nordic chicken, beef, pork and
dairy products

Presence at Michelin Star
restaurants, 5-star hotels
and upmarket supermarket
chains in Hong Kong

Extensive food related
network, e.g. chefs (both local
and expat), chef associations,
food factories, media,
promotion agencies in Hong
Kong

Marketing and branding network
ready in place in HK, including
reliable service providers for
marketing , PR and specialized
social media agency, producers of
marketing material,
merchandisers

World class local logistics
and warehousing partners

Countries we exported foods to:

- Hong Kong
- Singapore
- Korea
- Japan
- Macau
- China
- Taiwan
- Malaysia
- Vietnam



Creating Additional Value Through Exporting into Asia

WHAT



To realize business expansion into Asia for sustainably profitable long-term business

WHY



Rising demand for high quality foodstuffs in Asia



Imported food represents a highly appreciated brand



Barriers in actualizing business

NORDISKA  **PARTNERS**

WHO



Producers have decided to expand into exports to Asia. The local team in Hong Kong shall provide the resources, know-how, market knowledge, contacts, language skills, and local presence to make the exports happen

HOW

Execute the project idea with team of experts who have built similar businesses successfully. Build on accumulated learned experience and network for quick results.



Nordiska Partners: our vision is to create a long term, sustainable and profitable business model for premium food producers in the Asian marketplace



- **Product Development**
 - Pre-screening of potential food products
 - Packaging and labelling information and modification
 - Product development and modification to match with local taste
 - New ideas to create value added novelties
- **Sales & Marketing**
 - Market research and focus group
 - Selection of focus customer and understanding their needs
 - Marketing communication material development and production
 - Tailoring range of products
 - Day to day sales activities
 - Order intake
 - Regular follow up meetings
- **Logistics & Warehousing**
 - Logistics, warehousing and local delivery
 - Tailored shipment methods for chilled, frozen and ambient temperature
 - Inbound logistics in focus countries through partners
 - Supervising production of shipping documents
 - Export Documentation and Customs Clearance
- **Credit Control**
 - Collection of receivables
 - Follow up of payments
 - Supervising on shipping documents and in transfer of title of goods
 - Prescreening of potential customers
- **Regulatory Advice**
 - Follow up of import regulations
 - Trademark registrations
 - Advise on litigation issues

Marketing Activities - Example of Brand Building and Promotion



Other Marketing Services



BRAND STRATEGY
DEVELOPMENT



BRAND IDENTITY
CREATION



PACKAGING DESIGN AND
PRODUCTION



TRADEMARK
REGISTRATION



WEBSITE AND ONLINE
MARKETING PLATFORM
DESIGN AND
DEVELOPMENT



MARKETING
COMMUNICATION
MATERIALS (E.G. LEAFLET,
BROCHURE, CATALOGUE,
MENU, POSM, PRINT-AD,
ETC.) DESIGN AND
PRODUCTION



Summary

- Build Asian branded business for growth and profits
- Flying start with ready team for accelerated market entry
- Team ready
- Build on accumulated experience with Nordic partners
- Localization to time zone key to higher margins and product adaptation
- Work together with team spirit, in collaboration and cooperation
- Make an exercisable business plan together





Next Steps...

Information Required for Business Assessment

- Information for assessment
 - Product specifications
 - Packing formats
 - Product photos
 - Product catalogue
 - Unique selling points
 - Marketing Materials
 - Production facilities
 - Available capacities by SKUs
- Agreement on the cooperation model
 - Mutual commitment to the project
 - Cooperation agreement - model, format and terms to be discussed

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