

# Sharing of EDP by



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# Agenda

- ◆ Our background
- ◆ What not to expect?
- ◆ Benefits of Export Developer Program (EDP)
- ◆ How did we select our coach?
- ◆ Suggestions (what we will do differently)
- ◆ Questions?



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# What we do?

- ◆ Paper Boxes
- ◆ Labels / Stickers (in roll/sheet)
- ◆ Brochures / Catalogues
- ◆ Folders
- ◆ Scratch & Win cards
- ◆ POP/POS materials: wobblers, shelf talkers, table top display, hanging mobiles
- ◆ Paper bags
- ◆ Notebooks / Notepads
- ◆ Blister Cards
- ◆ Mouse Pads / Coasters / Magnets





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# Our Background

- ◆ Established in 1965 serving local market
- ◆ Ad-hoc export to Myanmar & Cambodia
- ◆ Indirect export to Sri-Lanka, India, Korea & Taiwan.
- ◆ 1 regular customer in Hong Kong
- ◆ Attempted Australia market in 2004 without success



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# Our Background

- ◆ Received enquiries from Australia in Q4 2008 and converted to customers
- ◆ Established as a regular supplier to one New Zealand customers in Q4 2008
- ◆ Became a guinea pig for EDP in 2009





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# What not to expect?

- ◆ EDP is not a magic pill
- ◆ Do not expect leads
- ◆ Do not expect instant results



# Benefits of EDP

- ◆ Provide a good framework
- ◆ IE's presence made a difference
- ◆ Save a lot of time for gathering primary data
  - Provide linkage to various channels
  - Network with various associations
- ◆ Coach provides different perspective and contacts
- ◆ Course increased our competency and provide great insight of how we can
- ◆ Network with fellow exporters



# How did we select our coach?

- ◆ Decide on our objectives
- ◆ Experience in exporting to multiple countries
- ◆ Experience in our target industry
- ◆ Experience in our target segment
- ◆ Prior experience working with SMEs of similar background
- ◆ Complimentary working style



# Suggestions

- ◆ Be a sponge, start with an open mind
- ◆ Involve your team members in the program
  - Send more than 1 person
  - Use internal resources if possible
- ◆ Get house in order
  - Website
  - Build your team
    - ◆ Order processing
    - ◆ Production capability, etc.
  - Invest in resource for export
- ◆ Focus on 1 country to gain experience



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# Suggestions

- ◆ Network with your fellow participants
- ◆ Prepare for trip well in advance
  - 30s speech: USP, why choose us?





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# Why Choose us?

- ◆ Gold Award Winning Quality
- ◆ Simplify logistics management
- ◆ Strengthen branding by ensuring colour consistency across packaging & printed materials
- ◆ Accurate sample creation
- ◆ Unique Multi-Metallic Colour Printing to create stunning effect on ordinary paper
- ◆ Value-added services
  - Structural & Graphic Design
  - Help save cost through order analysis and efficient use of material & processes
  - Packaging enhancement to improve productivity
  - Business Connect





# Suggestions

- ◆ Network with your fellow participants
- ◆ Prepare for trip well in advance
  - 30s speech: USP, why choose us?
  - Marketing materials
  - Samples
- ◆ During Trip
  - Go with an open mind, observe & learn
  - Talk to as many people as possible
  - Be prepared to work hard
- ◆ Follow up with constant review



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# Questions?

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