

How to approach 2.2 Billion Asian Consumers



4 Times Bigger!!!
than EU Markets

Asians rarely consume these products



Syrup

Patty

Palinka

Italian grappa

Vodka

Not Popular in Asia!!

Asian drink wines, but NO Eastern European brands



*Australian/Chilean Wines are much cheaper
French/Italian Wines have higher brand images*

What Asians interested in importing

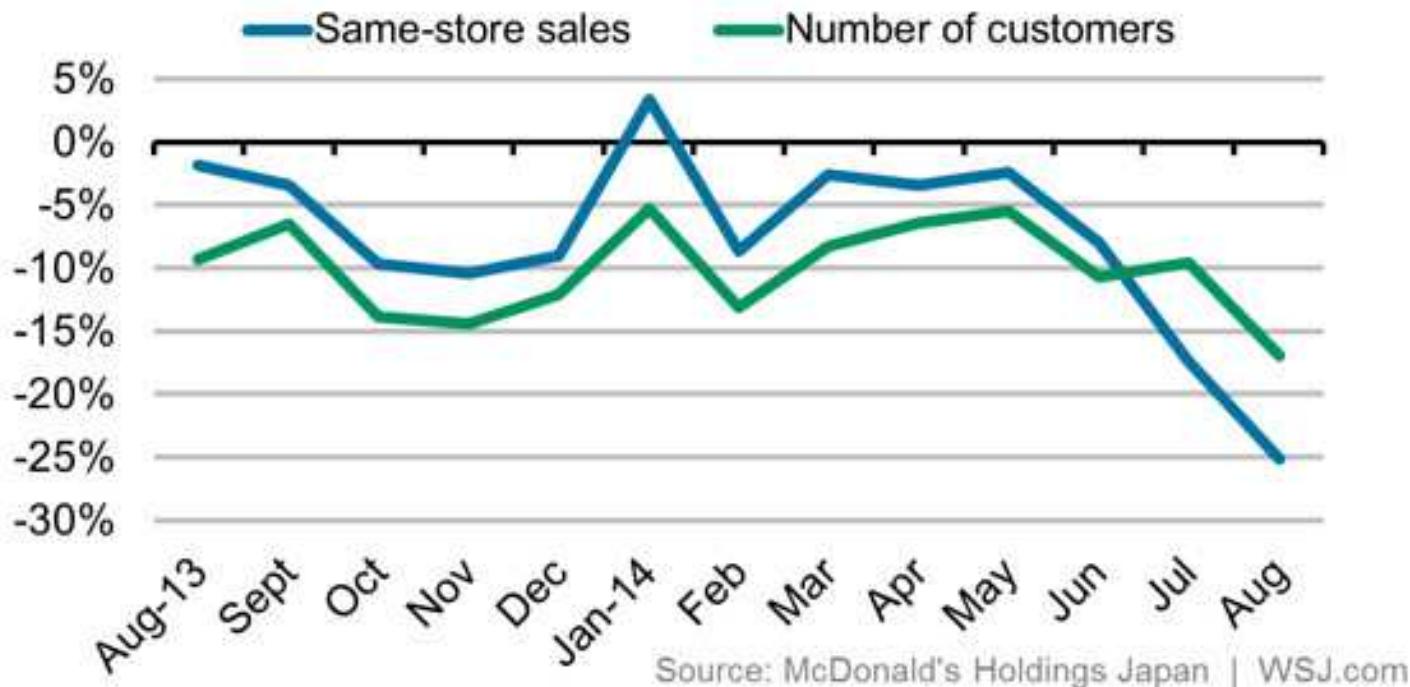


Mineral Water
Honey
Grains
Butter
Meats (Chicken, Beef, Pork, Lamb)
Salami
Fruit juice concentrate
Dried fruits
Canned fish products
Dried fish

Japanese buyers scared of foods from China

Low Appetite

McDonald's Japan logged the largest on-year sales decline in August since the company's listing in July 2001.



Chinese also scared of foods processed in China



Wealthy Chinese always buy imported foods!!!

**750 Million Muslim Asians care about Halal
(Muslim friendly processed)**



The recommended marketing strategy

- 1, Offer products to the authentic Japanese/Muslim restaurants in EU first
- 2, Expand the sales network, Sales volume in Düsseldorf, Warsaw, Amsterdam, London, Moscow
- 3, Approach Japanese Food Franchise companies.

