

# *Promoting Irish brands in China*

## Opportunities for Irish food and drink



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Key considerations,  
the options available,  
and how we can help

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# ***Promoting Irish brands in China***

Irish food and drink produce is prominent in the UK, mainland Europe and US after many years of export successes.

Penetration of fast growing emerging markets like the BRIC\* nations, however, is arguably less obvious.

While much hyperbole is written about China, it represents the most significant emerging market. It also has particularly fertile potential in the premium food and drink space, given a host of factors from domestic safety scares to the status associated with European brands.

Add to that a growing middle class of already over 100 million people, and existing familiar retail networks, from Tesco to Carrefour.

Yet despite Ireland's export success elsewhere, between Scottish whisky, German beer, Swiss cheese and Australian beef, the premium food and drink space in China is marked by a relative absence of Irish companies.

Indeed across all sectors, UK and other EU companies clearly outnumber Irish peers on a per capita basis. Despite this, there is a real opportunity for Ireland-based and Irish-owned brands.

***Yet the later the entry to emerging markets like China, the harder it will be to gain market share from those Western brands currently establishing their market leading reputation.***

\*Brazil, Russia, India, China

# The options available to enter the Chinese market



# Key considerations

## ***Go / no go decision***

- Initial 'homework' and market analysis
- High-level assessment of opportunity for profits down the supply chain
- Discussion of appropriate risk appetite

## ***Geographic approach***

- Identification of regional test market and subsequent roll-out plan, given the large distances and significant variation in development levels involved
- Analysis of logistics limitations and partnership requirements for food and drink

## ***Market positioning***

- Understanding a much broader price and positioning spectrum than traditional markets
- Balancing premium with mass market opportunities
- Customer targeting in a significantly different consumer class structure and promotional environment

## ***Understanding risks***

- Analysis of political, legal, regulatory and brand infringement risk
- Consideration of local supply and distribution chain characteristics, e.g. food safety and temperature-controlled transport

## ***How can we help?***

- Market identification and prioritisation
- Market entry strategy
- Commercial strategy
- Target / partner identification
- Integrated due diligence
- Location assessment
- Approach to talent
- Corporate finance, tax and regulatory support
- Cultural acclimatisation
- Customs and Trade Support

## Contact us

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