

EWEXPORT TRAINING

Export in General

- What is export? Export vs. selling abroad
- What does export imply?
- Are you ready to export?
- How to evaluate export markets?
- How to enter export markets?

“Product” in Export

- Is your product fit to export?
- How does your product compare?
- Ways of adding value to your product
- Cost, value and price: differences
- Selling and promotion of your product

Culture Matters

- Cultural differences
- Expectations and meanings
- Questions and answers

Sales Development

- Search for adequate local partners to distribute / import your product
- Monitor the development and activity of each international partner
- How to introduce your product in a distributor that already has competitor products?
- Do you have a CRM tool?
- Who are your competitors and what do you know about them?
- Do you know your customers?
- Sell the added value and benefits
- Understand your weaknesses and strengths

Organisational Development

- Does your sales force have the skills to develop international markets?
- Do you have the right incentives for an international sales force?
- Can you communicate effectively with your customers?
- Continuous improvement

Pre-Exhibition Training*

- How to select an exhibition?
- Understanding the objective, setting targets
- How to prepare for an exhibition?
- How to attract visitors to your booth?
- How to treat data from the exhibition?
 - Effective follow up

*This training is held along with the process of preparing for the international exhibition together with a customer. For more information, visit www.ewexport.com

EWEXPORT 



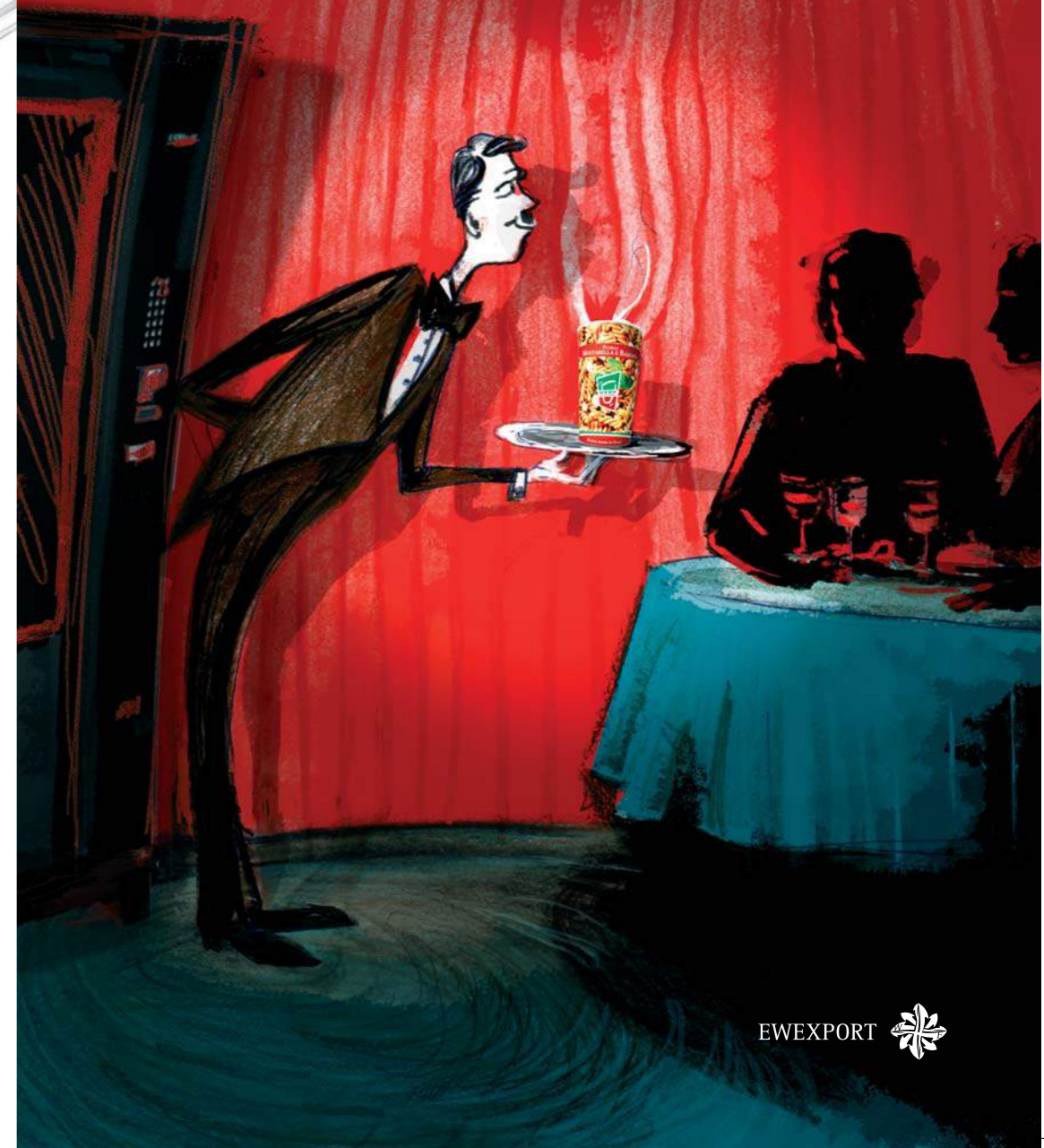
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Who said vending is not as good as a restaurant?



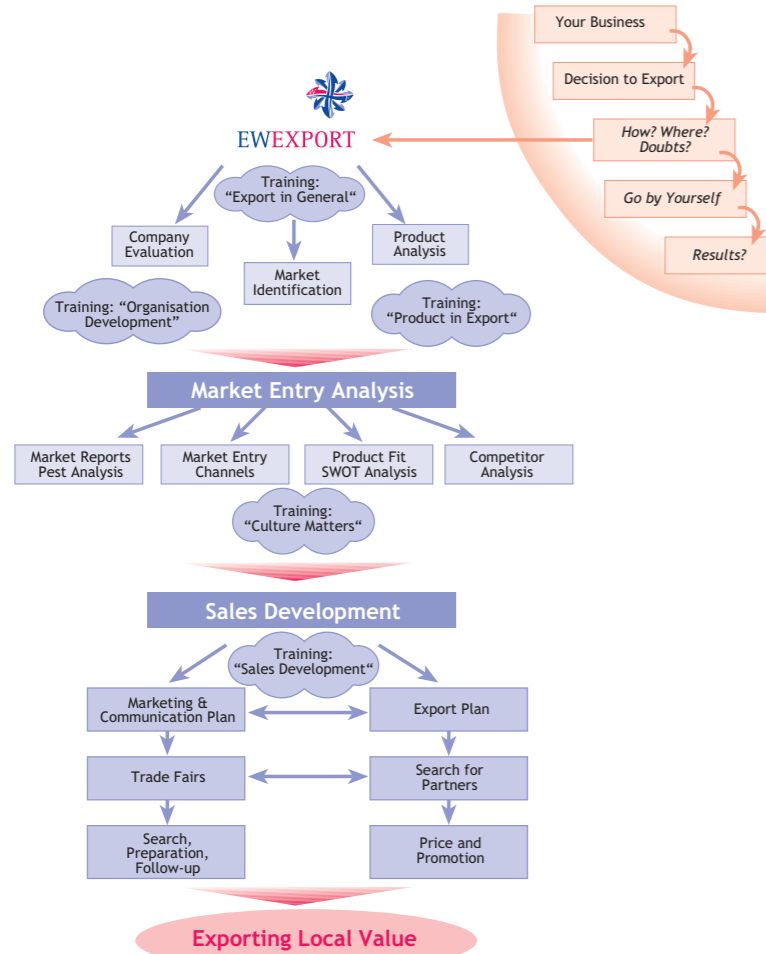
EWEXPORT 

EWExport
EXPORTING LOCAL VALUE

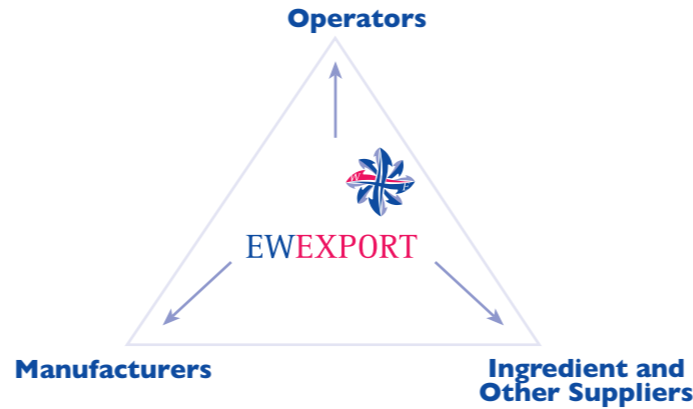
EWEXPORT is an international company specialized in export consultancy services. Export is an opportunity but also a risk. Let Our expertise, tailored to Your needs make it a long-term sustainable opportunity.

EWEXPORT provides a range of services from training, international fair preparation to the end-to-end solutions comprising the main aspects of product introduction in a new market.

We aim at being the complete solution for you to EXPORT YOUR LOCAL VALUE.



EWExport
BRINGING VENDING TOGETHER



EWEXPORT brings vending together by offering exceptionally tasty and healthy, just-made-in-Italy food of Very Italiano dispensed by the best-value-for-money front glass frozen food machine. Made by SEAGA this machine ensures accessible reliability and performance proven in worldwide markets.



SEAGA is a worldwide leader with over 20 years of experience in the design and manufacture of equipment and accessories for the vending and cold merchandiser industries. SEAGA provides you with high quality competitively priced products with emphasis on customer satisfaction.



VERY ITALIANO is part of FILENI GROUP, one of the largest poultry producers in Italy experiencing exponential growth. FILENI created the VERY ITALIANO brand to provide the true Italian pasta taste, made with totally natural ingredients and presented in the most convenient packaging. It certainly will change the way you eat pasta! It has the taste, the convenience and it is 100% healthy!

EWEXPORT MAKES THE DIFFERENCE!

INGREDIENTS

VENDING+ *Chocolate Milk Coffee*
www.VendingPlusSystems.com



MACHINES

EWEXPORT brings to you a comprehensive solution for vending of machines and ingredients that we introduce in various markets through operators and distributors.

We offer a complete vending solution that includes

- choice and advice on machinery,
- search for ingredients,
- design of 24 hour vending shops,
- design of web sites and communication material, and
- development of new and innovative vending concepts.

Hot Drinks Machines

- HoReCa
- Table-top
- Free-standing

Snacks

- Ambient
- Refrigerated
- Double zone temperature

Frozen Food

Cold Drinks

- Stack vendors
- Front glass vendors
- Front glass – spiral
- Bag-in-box

Special machines

- Pharmacy and petrol stations
- 24 hour supermarkets
- Tools
- Books and DVDs
- Packed items, e.g. mobile phones, printer cartridges