ASEAN
FOOD & DRINK
EXPORTERS FORUM

WELCOME

Inside the Minds of ASEAN F&B Importers

We will begin in 2 minutes

Welcome

Cameron Gordon
Chair of the ASEAN Food & Drink Exporters Forum
+ Partner at Incite

Housekeeping

- This event is being recorded
- This presentation will be circulated after this event
- You may submit your questions for Q&A at any time, via the chat function

Agenda

- ASEAN, The Region
- 10 minute Market Update, Challenges & Opportunities
  - The Philippines
  - Indonesia
  - Malaysia
  - Thailand
  - Singapore
  - Vietnam
- Summary & Key Takeaways
- Q&A

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An Auckland Council Organisation
AUCKLAND

ASEAN NEW ZEALAND BUSINESS COUNCIL INC

NEW ZEALAND TRADE & ENTERPRISE
Te Taurapa Tūhono

NZ Business

New Zealand food & grocery council

ExportNZ
A DIVISION OF BUSINESSNZ

New Zealand Food Innovation Network

EXPORTER Today
THE RESOURCE FOR NZ'S EXPORT DRIVE

AUSTRALIAN FOOD & GROCERY COUNCIL

GLOBAL VICTORIA Australia

GOVERNMENT OF WESTERN AUSTRALIA

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The Region

- Made up of dynamic markets exhibiting growth
- All have different characteristics
- The challenges of a 'one size fits all' mindset
- Market entry models
- The importance of participation

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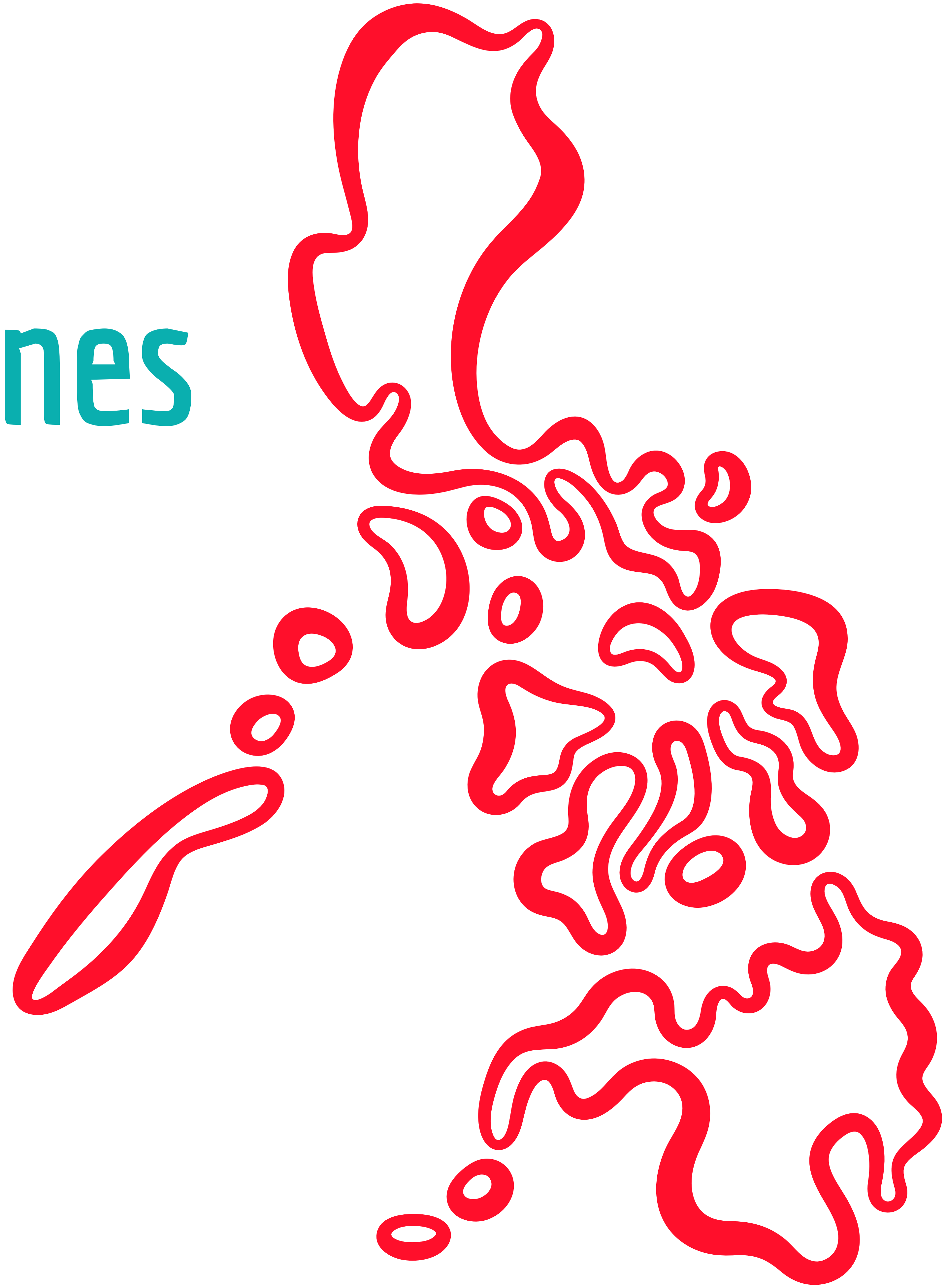
The Philippines



Silverwave corporation

THE PHILIPPINES

Hannah Co, Executive Director

Brands distributed

Farmers Union
Bulla Family Dairy
Bundaberg Brewed Drinks
Remedy
That's Amore! Cheese
meredith dairy
Arkadia
frischli
Saputo Dairy Australia
Beerenberg – From the Family Farm – Since 1839
Cobram Estate
Trisco Foods
Le Fruit
Panike
Lemnos
Nuttelex – The healthy alternative
Antoniou
Beechworth Honey

Silverwave corporation

Introduction

- Family-owned business started in 2005
- Point of difference:
  - Short shelf life dairy: Yogurt, Milk, Cream, Cheeses
  - Specialty Items: Kombucha, Craft Soda, Plant-based products
- Channels
  - Modern Trade (55%), Institutional Trade (35%), Online (10%)
- In-house marketing: online and offline activations

Silverwave corporation

Market update - The Philippines

SUPPLY SIDE	DEMAND SIDE
1. Air Freight rates are still 3-4x pre-COVID rates although IFAM support from Australian Government is helping address this.	1. Difficulty in predicting demand due to multiple prolonged lockdowns
2. Shipping delays of at least 1 week from pre-COVID	2. GDP at all time low (-9.5%) so purchasing power is down
3. Regulatory: Approval timeline has now been shortened to approx 3 weeks from 3 months	3. Demand is up up for smaller pack sizes (500g vs 1kg) and healthier products (sugar free, dairy free)
	4. Rise of Online Retail: Opportunity for newer, social media savvy brands.

Silverwave corporation

Market update - Current Oppotunities & Barriers in The Philippines

OPPORTUNITIES	BARRIERS
Free Trade Agreement between AU/NZ and Philippines	Retail distribution is increasingly becoming pay-to-play with major retail chains generally requiring listing/slotting fees
Philippines only produces <1% of overall dairy demand	High excise taxes on sugar/alt-sugar sweetened drinks (except stevia) and alcohol
Large,young, social-media savvy, English-speaking population that is open to to new food trends (health and wellness)	Flavor profile of AU/NZ products sometimes do not appeal to Filipinos (ex: Mango, Boysenberry, etc)
	Poor system-wide cold storage practices lead to product quality issues being commonplace

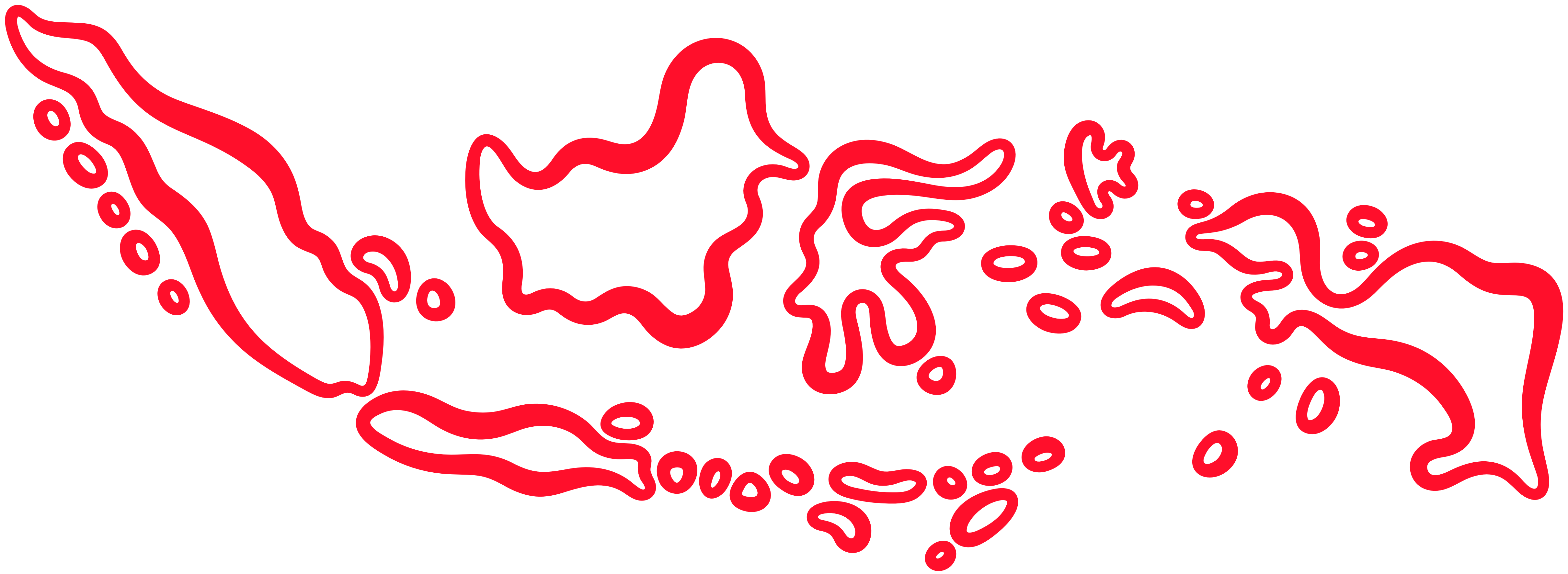
Silverwave corporation

Key criteria we use for assessing new brand distribution opportunities

More Important → Less Important

SUPPLIER-DISTRIBUTOR FIT	PRODUCT MARKET FIT
Expectations are aligned	Product USP
Mutually exclusive	Attractive packaging and branding
Direct Manufacturers	Product can hit the right price target
Family Owned Company	Product is difficult to produce or copy
	Product offerings for Retail and Foodservice
	Has potential for wide distribution

Indonesia



PRAMBANAN KENCANA
Enhancing Function & Taste

INDONESIA

Dani Solichin, Managing Director

Our Clients

AEON SUPERMARKET · Carrefour · DUNKIN' DONUTS · FamilyMart · FOUR SEASONS Hotels and Resorts · Giant
JW MARRIOTT JAKARTA · KFC · Krispy Kreme DOUGHNUTS · LOTTE Mart · LuLu · McDonald's
Nestlé · Denny's · Pizza Hut · STARBUCKS COFFEE · TACO BELL · TOUS les JOURS AUTHENTIC BAKERY

A Trusted Partner For the World's Best Brands

65+	19,000+	2,000+	60	650+	20,500
Years in business	Active accounts	Global best brands	Distribution channels	Employees	Pallet Storage Capacity

Partners

PRAMBANAN KENCANA
Enhancing Function & Taste

Introduction

HEAD OFFICE

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Fax. +6221 - 381 0340
Email. info@prb.co.id

BRANCH OFFICE

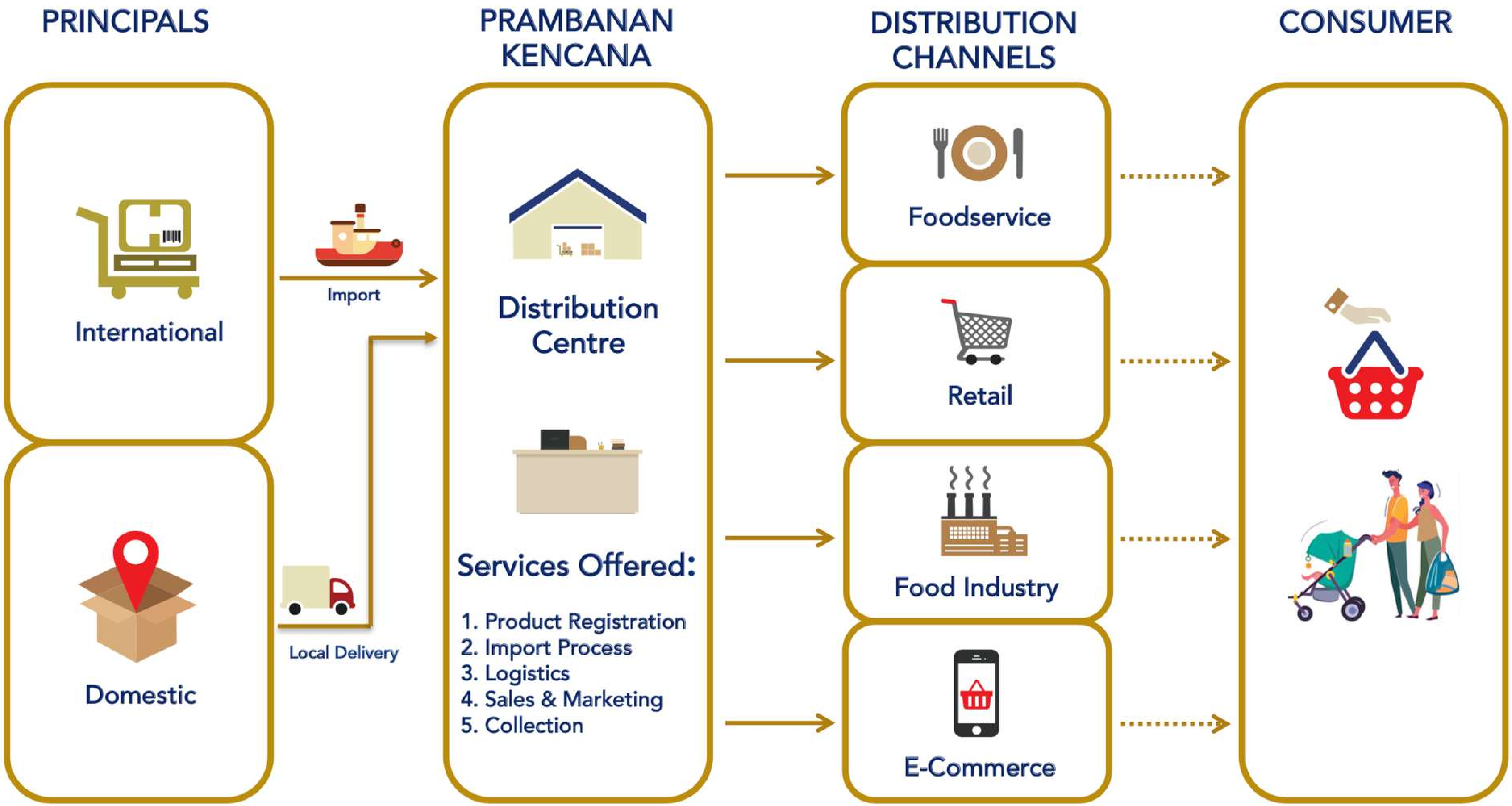
1. Jakarta
2. Bandung
3. Banjarmasin
4. Bali
5. Makassar
6. Palembang
7. Semarang
8. Surabaya
9. Yogyakarta

DISTRIBUTION PARTNER

1. Balikpapan
2. Bangka
3. Banyuwangi
4. Batam
5. Bogor
6. Cianjur
7. Cikarang
8. Cirebon
9. Gorontalo
10. Jakarta
11. Jambi
12. Jayapura
13. Kendari
14. Kupang
15. Lampung
16. Malang
17. Maluku
18. Manado
19. Medan
20. Padang
21. Palu
22. Pekanbaru
23. Pontianak
24. Samarinda
25. Tambun
26. Tarakan
27. Tasikmalaya
28. Tegal
29. Ternate

DISTRIBUTION CENTER

1. NDC Jakarta
2. DC Surabaya


PRINCIPALS
PRAMBANAN KENCANA
DISTRIBUTION CHANNELS
CONSUMER
International
Import
Domestic
Local Delivery
Distribution Centre
Services Offered:
1. Product Registration
2. Import Process
3. Logistics
4. Sales & Marketing
5. Collection
Foodservice
Retail
Food Industry
E-Commerce

Market update - Current Challenges in Indonesia

- Must be Halal certified to achieve volume sales.
- Every SKU must be registered by the Indonesian FDA (6 – 12 month registration time).
- Cold chain distribution is limited to Java-Bali.
- Minimum shelf-life of 9 months for effective distribution.

Market update - Current Opportunities in Indonesia

- Plant-based food and beverages
- Flavoured non-dairy liquid creamer (chilled)
- Liquid eggs in Tetra pack
- Egg-free “Egg-wash replacer” in Tetra pack
- Dairy desserts
- Snack dips

Key criteria we use for assessing new brand distribution opportunities

- Product is currently trending
- Brand has national or international recognition
- Willing to provide marketing support
- Compliance with local import regulations
- Be flexible enough to ship small MOQ for initial order

Malaysia

SHYAN
TRADING

MALAYSIA

Jeremy Ng, Managing Director

Brands distributed

Bellamy's Organic, Spring Sheep, UCC, Granoro, Yogood

SHYAN TRADING

Introduction

- Started out in 1986, supplying to all major retailers & some foodservice.
- Focus is mainly on mid priced to niche items
- We do not handle any meat nor alcoholic products.
- Distributes to more than 2000 outlets across the whole of Malaysia, with main focus on mid to premium retailers.
- We have our own marketing team who works closely with brands who choose to have a more focused approached in developing their branding in Malaysia.

SHYAN TRADING

Market Update - Challenges in Malaysia

- Consumers are more choosy in where and what they spend their money on.
- Shipping delays and high shipping fees have been felt for the past few months.
- New brands are finding it difficult to penetrate the marketing, as sampling activities and roadshows are not permitted. These programs are very important for new brands as Malaysia is an open market with many new brands coming in.

SHYAN TRADING

Market Update - Opportunities in Malaysia

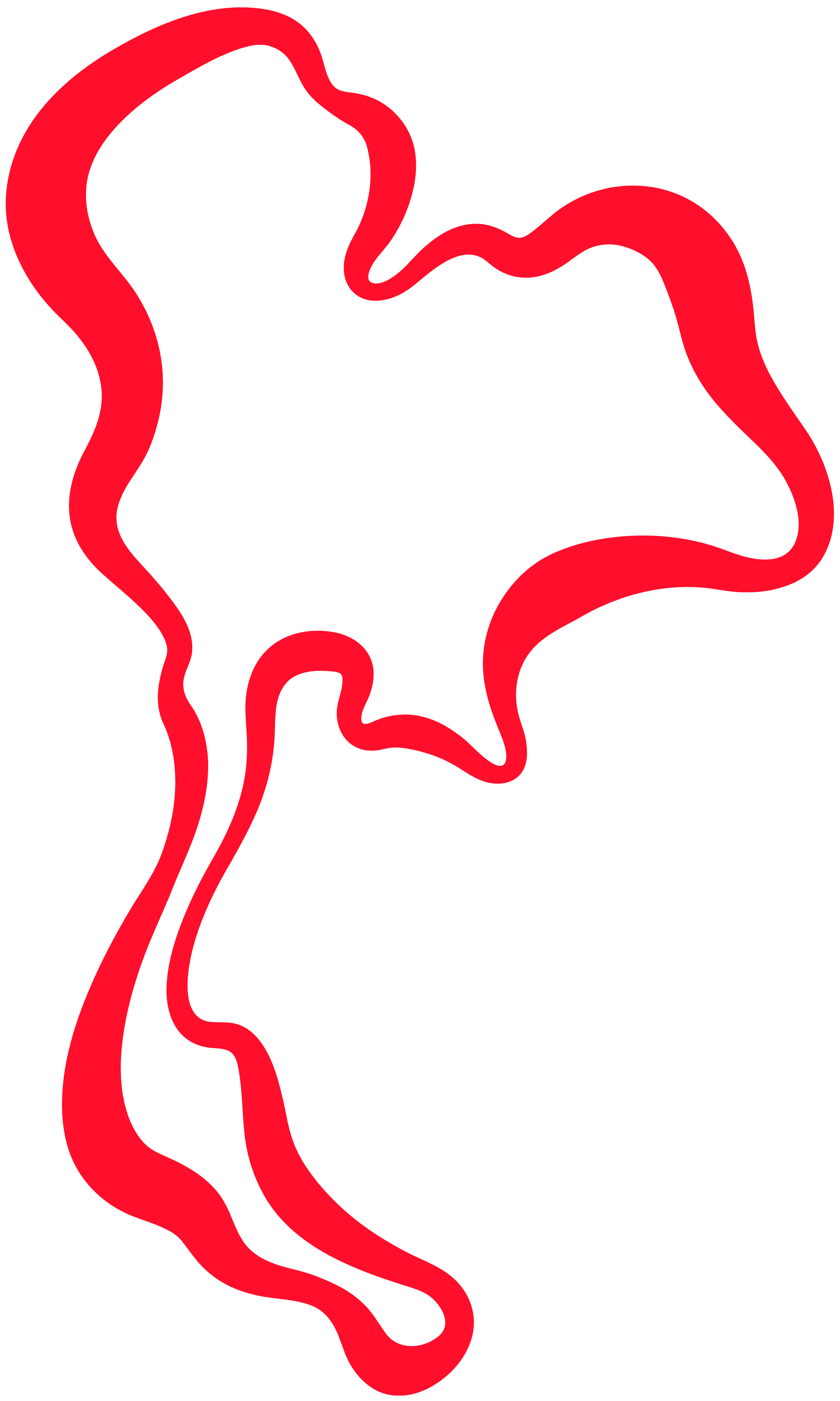
- Malaysian retailers have reported record sales for the past year.
- Due to the lockdown, consumers are spending more on groceries due to Work From Home directives & also closure of most restaurants.
- There are still opportunities if the product is unique and targets the right market segment.
- Healthy foods and baby foods are showing rapid growth.
- Snacks, baking mixes, sauces for home cooking are also growing, but foods consumed on-the-go has decreased significantly.

SHYAN TRADING

Key criteria we use for assessing new brand distribution opportunities

- We are happy to work with brands that choose to either be very involved with developing their brand in Malaysia, or also some brands that are happy to have small consistent sales, with minimal involment.
- Main criteria would be suitability of the product and if there are already too many brands offering a similar product. This affects listing fees.
- Other criteria would be:
  - Price
  - Shelf life

Thailand



THAILAND

Gopal Jagota, Business Development Director

Products Covered

Meats, Seafood, Dairy, Gourmet Products, Bakery, Icecream, Beverage, Confectionery.

Brands distributed

General Mills (Hagen Daz, Nature Valley, Betty Crocker), Evian, Creapan, Lotte, Upfield (Blue Band, Flora, Bertolli), St James Scotch Reserve

JAGOTA
FOOD SOLUTIONS FOR PROFESSIONALS

Introduction

- Founded: 1998
- Market Coverage: Thailand – nationwide, with 3 Distribution facilities
- Segments Served
  - Retail – including Supermarkets, CVS, Hypermarkets, Cash & Carry; Traditional & Regional Retailers.
  - Food Service – Hotels, Restaurants, Cafe, Bakery.
- Chain – restaurants, bakery, café.

Market Update - Current Challenges in Thailand

- Tourism big contributor – still closed. Expected to open Q3 2021.
- Local consumption strong in Bangkok, but weak in touristic cities.
- Retail sales recovering, but sales of premium products still weak.
- E-commerce surged during pandemic; but regressed since recovery.

JAGOTA
FOOD SOLUTIONS FOR PROFESSIONALS

Market Update - Current Opportunities in Thailand

- Long term positive trend for imported quality products. Good time to "plant seeds".
- Increased consumption of high quality bakery, proteins since pandemic by consumers.
- Growth of alternative channels and E-commerce good opportunity for niche and specialty products, premium brands.
- Resilient tourism and food service sector – recovers very fast.

JAGOTA
FOOD SOLUTIONS FOR PROFESSIONALS

Key criteria we use for assessing new brand distribution opportunities

- Thai FDA regulation compliance;
- Caters to significant market / customer-base, with good future growth outlook.
- Clear positioning in terms of quality, price and products features & advantages over competitors. A winning proposition!
- Supplier's ambition for the market and commitments. Working chemistry

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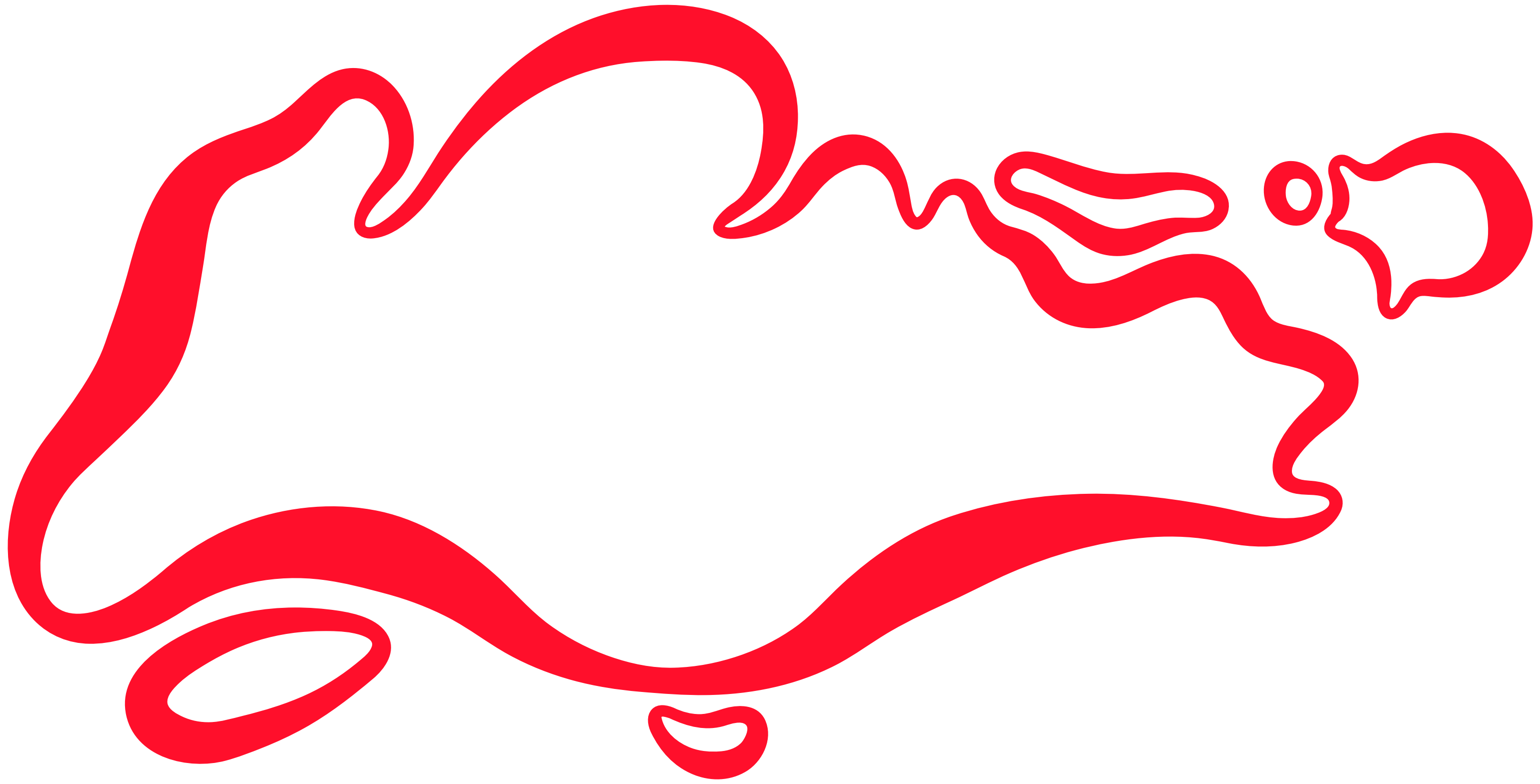
Singapore



foodXervices
FoodXervices Inc Pte Ltd

SINGAPORE

Jive Ng - Managing Director

Brands distributed

Introduction

- More than 80 years in the Business
- Covering in excess of more than 4000 HORECA clients & Retailers
- Carrying a basket of more than 5000 products

Company of Generations (1900s to 2000s)

1930s to 1980s

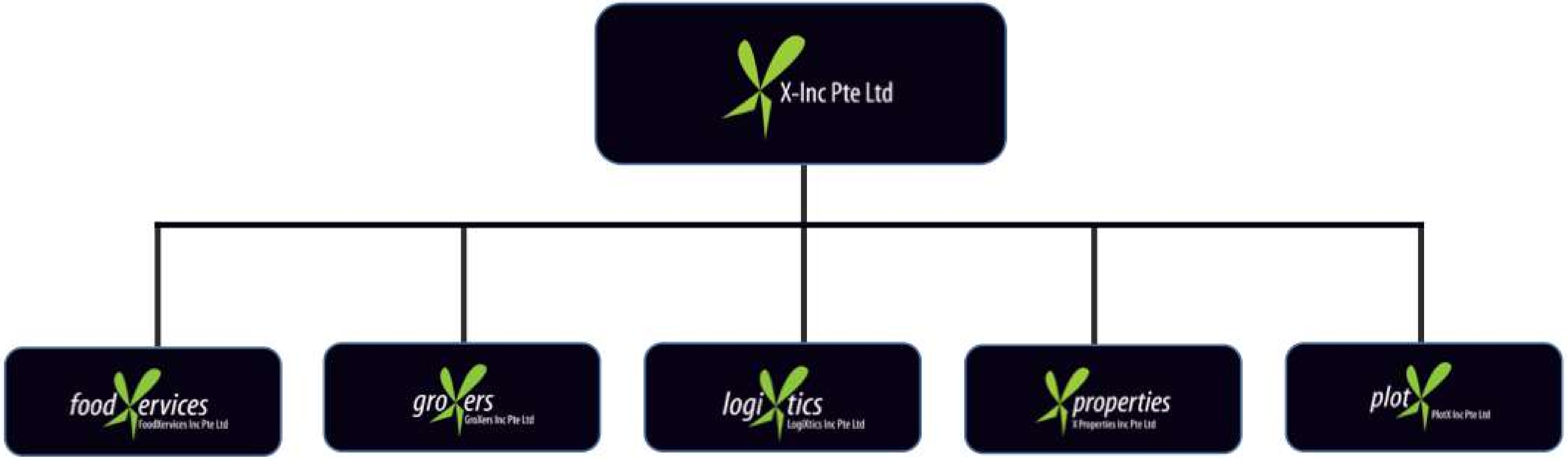
2002 onwards

PIONEER GENERATION
Ng Chye Mong,
a provision shop was founded by
Mr *Ng Lim Song*.

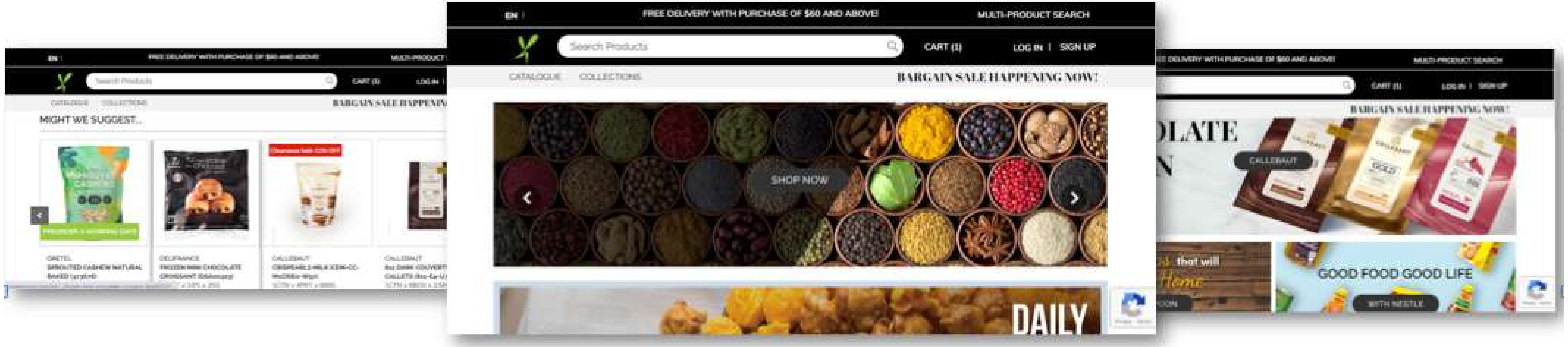
2ND GENERATION
Family inherits and expands NCM towards western food products.

3RD GENERATION
Nichol Ng enters NCM, where modernization & upgrading for business sustainability takes place. FoodXervices Inc was established in 2007, together with PlotX Inc and LogiXtics Inc Pte Ltd. In the following year, *Nicholas Ng* officially joins his sister and GroXers Inc was set up.

X-Inc - Company Structure



E-commerce – www.foodxervices.com



Combination that works!

New & innovative products for your menu creations

Not just any online ordering platform. It's the one-stop e-commerce for your business AND home.

First time at FoodXervices? | How does the product looks like?
Not sure who to call? Register to purchase online now & check out our services!
Full range of products at your convenience! | Re-think the b2b space

Market update - Current Challenges in Singapore

- Too many products
- Saturated market
- Emerging trends
- Halal

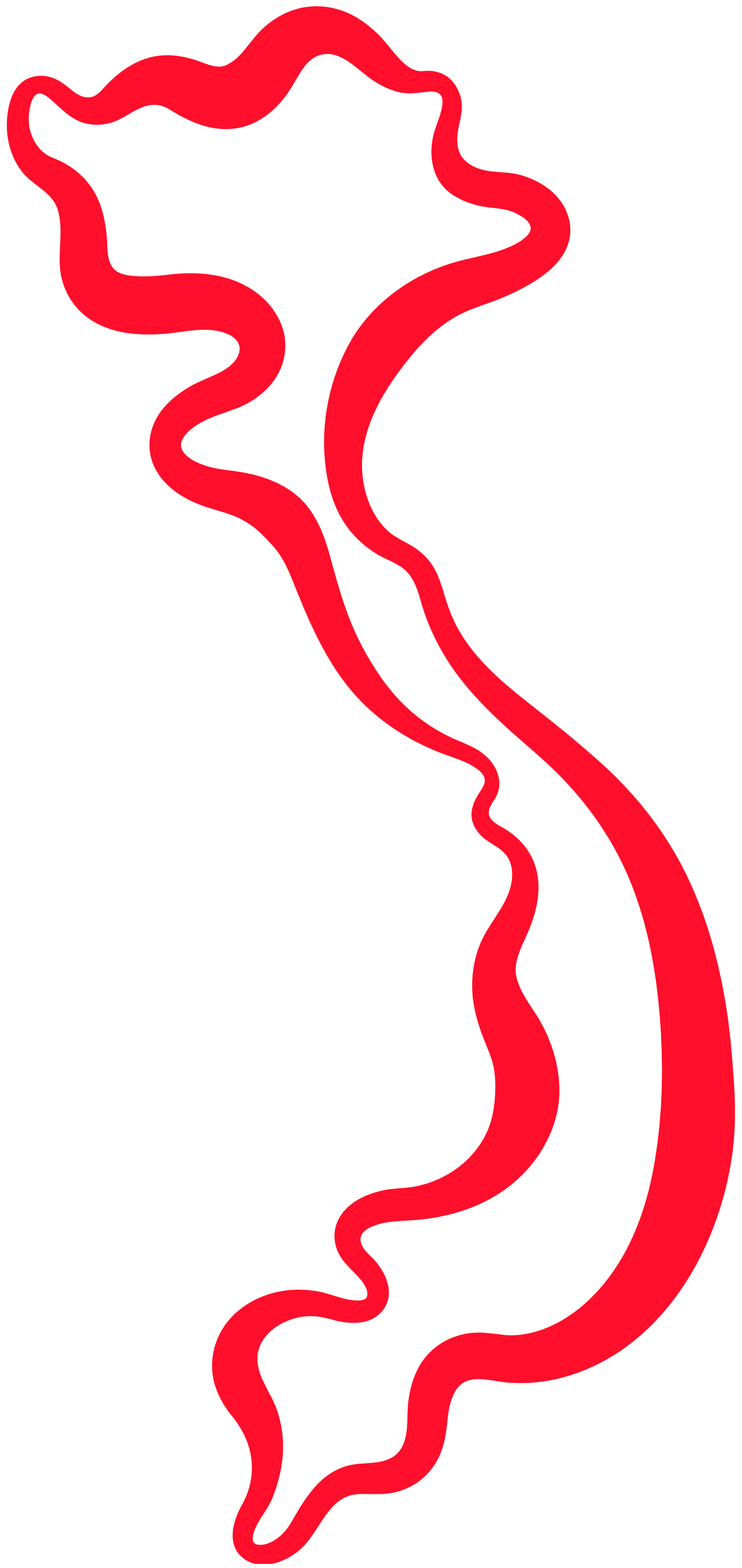
Market update - Current Opportunities in Singapore

- High spending income
- Great appetite for new brands
- Likely to trial new products
- Skewed towards health, natural, alternative
- Great spring board to other neighbouring markets

Key criteria we use for assessing new brand distribution opportunities

- Professionalism
- Knowledge
- Quality products
- Non trading partner

Vietnam



GOODFOOD

VIETNAM

Cong Ong - Co-Founder

Brands distributed

- ADEKA
- Clear River Farms
- Dairy Farmers
- Farmers Union
- Jimba
- Milkana
- Avonmore
- Unilac
- Pilot
- Animex
- Coles
- Di Martino
- GBP Australia
- King Island Dairy
- Nebraska Star Beef
- Santa Lucia
- Swift
- Perdue
- ANZCO Foods
- Conte
- Elle & Vire
- IQF Cheese
- Mazza
- Norbest
- Silver Fern Farms
- Swiss Bear
- Western Beef
- Blue Ribbon Beef
- Costa d'Oro
- Excel
- Kilcoy
- McCain
- Peerless Foods
- Sunquick
- Tara Meats
- Yoplait
- Chef's Quality
- Déli+Porc
- Four Star Beef
- JBS
- The Midfield Group
- Supergel
- Tasmanian Heritage
- King's

Introduction

- Founded in 2004
- Ho Chi Minh City (208+ employees). Hanoi (108+ employees)
- Currently representing over 30+ international brands in Vietnam
- Meats, dairy, bakery ingredients, wellness products
- Leading player in Foodservices (HORECA & Bakery) segment
- Almost full coverage of modern trade

Market Update - Current Challenges in Vietnam

- Rising logistic costs
- Lack of cold chain in Vietnam
- Shortage of talents

Market Update - Current Opportunities in Vietnam

- ~100 million young population
- Rising middle class
- One of the fastest growing economies in the world
- Frequently ranked in top countries for investment
- Still lots of opportunities & relatively easy & inexpensive to enter
- Less competition in refrigerated products
- Wellness products is still at infant stage

Key criteria we use for assessing new brand distribution opportunities

- Products (suitable for mass middle class > Volume potential)
- Packaging
- Pack-size
- Price competitiveness

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Summary & Key Takeaways

- Opportunities in all markets, however you need to understand the requirements of each
- Clearly articulate your USP
- Getting your pricing strategy right is critical
- 'Localise' your strategy
- Collaborate on strategy
- Prepare to support your in-market partners

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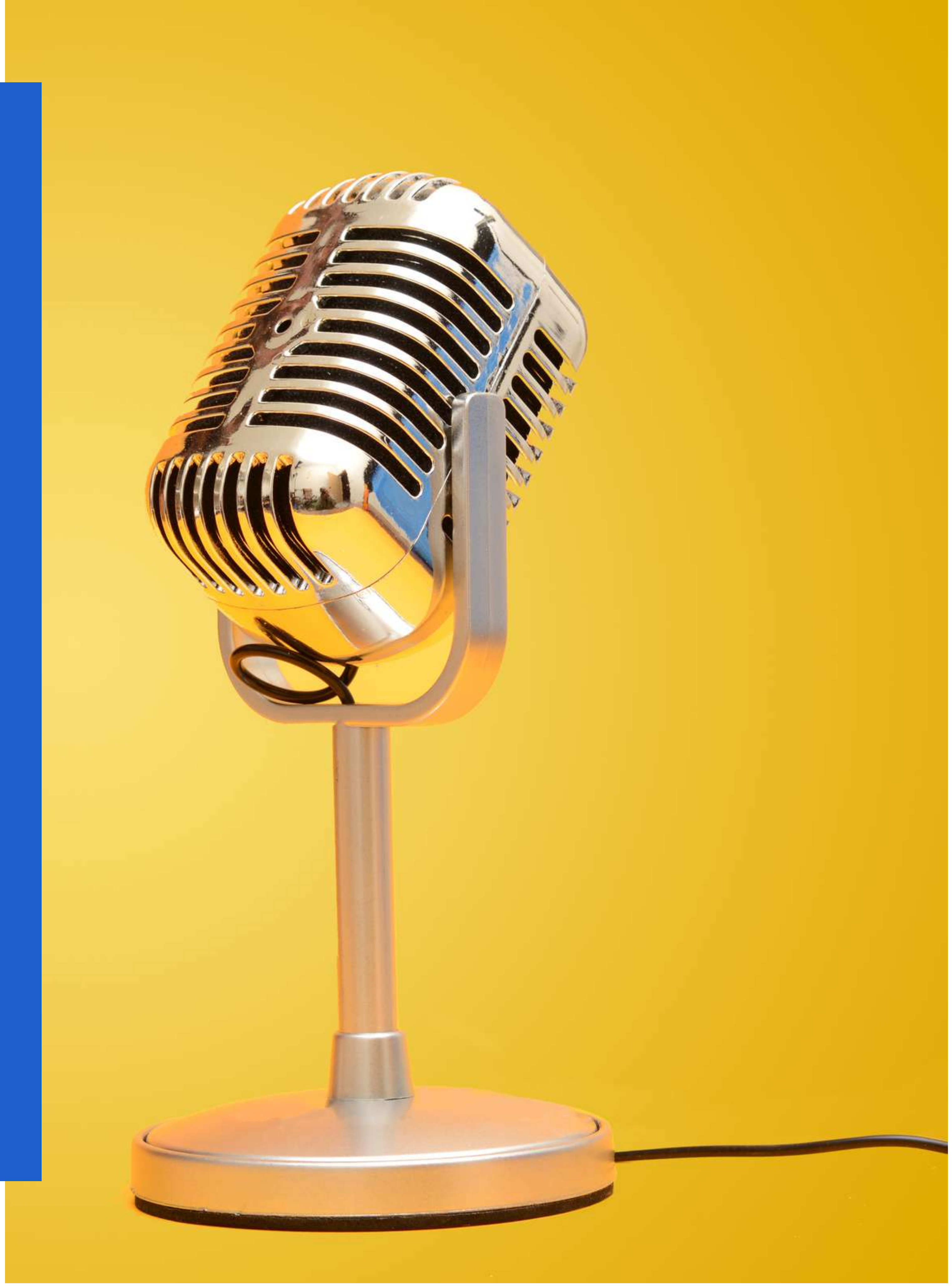
Questions



Thank You

- We will share the presentation slides & video with you in the next 24 hours
- If you'd like to discuss ASEAN markets further, please contact
  - aseanforum@exportincite.com (NZ-ASEAN)
  - camerongordon@exportincite.com