



Fast track your F&B export sales into new markets

A WINNING EXPORT STRATEGY

We will help you to quickly determine the right markets and entry model for your products, understand the local regulations and develop the perfect pitch to take your products to market. Then, we will partner you with the right distribution partners and get sales moving.

You'll benefit from our commercial experience and insights gained over a decade of successful food and drink product launches in Asia.

OUR REACH

We have boots on the ground in high growth Southeast and North Asian markets.

We operate in Singapore, Malaysia, Indonesia, Thailand, Vietnam, the Philippines, Hong Kong, Taiwan, South Korea, Australia & New Zealand.

Leverage our networks of over 1,650 distribution partners across the region and let us fast track your export sales, saving you time and money.

We welcome leading food and drink brands to take advantage of this exciting export opportunity.

WHY INCITE

We align your commercial objectives with market realities to formulate a winning export strategy to give your business the best chance of success.

We use some very specific market fundamentals in a method that we have crystallised over a decade of successfully developing export markets for our clients.

We can support growth in grocery, food service and manufacturing/ingredients sectors.

CONTACT

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Your brand in the right channels, at the right price with the right distribution partners.



YOUR PATHWAY

Our services are designed to support you at all stages of your food and beverage export journey; whether you are entering a new market, or if you are already exporting and want to optimise sales, need support with managing distributors or implementing digital marketing to further drive sales.



HOW WE DO IT

1 - Market Analysis

- Sales channels & investment
- Competitor analysis
- Your pricing strategy

2 - Market Validation

- Identify distribution partners
- Deliver a winning sales pitch
- Sample review & market feedback

3 - Distribution Partnerships

- Appoint distribution partners
- Confirm market entry strategy
- Facilitate compliance
- Obtain the first PO

4 - Market Activation

Targeted social media campaigns to raise brand awareness and support sales.

5 - Account Management

Support distributors and optimise export sales with a dedicated in-market support team.

6 - Market Insight

Access to the ASEAN Food & Drink Exporters Forum and Incite events.