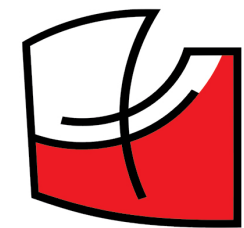




www.greenseedgroup.com

EXPORT MARKETS
1-1 Consulting Series
October 2023



POLSKA FEDERACJA
PRODUCENTÓW ŻYWNOCI
ZWIĄZEK PRACODAWCÓW

PFPZ



EXPORT MARKETS

SPEAK TO INTERNATIONAL
FOOD AND DRINK EXPERTS
DURING 1-1 CONSULTANCY

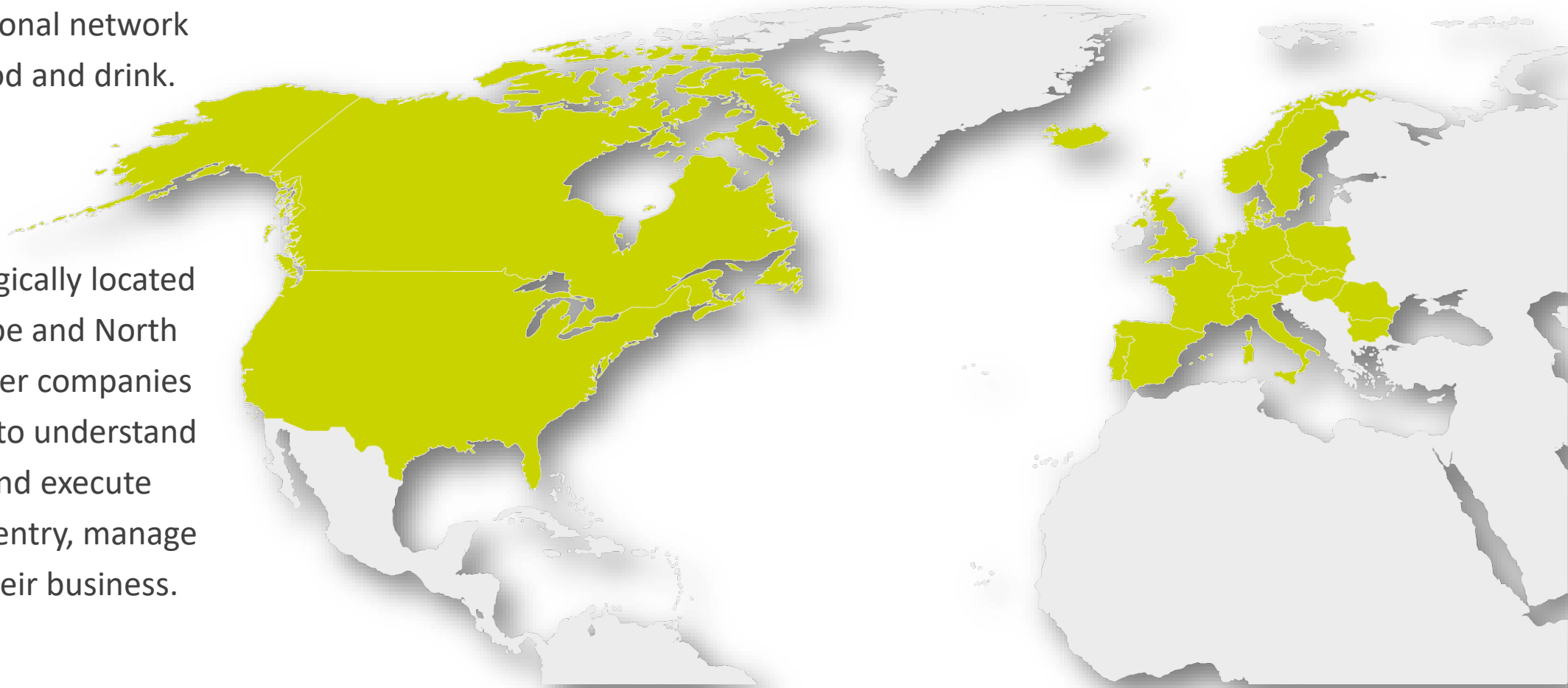
Reserve your time slot between:
2nd and 4th October 2023

Green Seed Group



A unique international network specialising in food and drink.

With offices strategically located throughout Europe and North America, we partner companies through a process to understand markets, plan and execute successful market entry, manage sales and grow their business.



Belgium/Lux • France • Germany/Austria/Switzerland • Italy • The Netherlands • Nordic • Poland (+ CEE) • Portugal • Spain • United Kingdom • USA/Canada

Green Seed Group – How we work



SEED

1. Market research

Defining your market opportunity and tailoring your proposition to meet customers' needs.

- Industry/category monitoring
- Market opportunity analysis
- Evaluation of product potential
- Consumer research



INCUBATE

2. Strategic planning

Developing winning strategies and route to market plans to achieve market objectives.

- Review of market entry options
- Recommendations on route to market
- Product proposition development
- Business plan development



GROW

3. Sales Execution

Making it happen. Delivering business with customers for your products.

- Customer prioritisation and presentations
- Setting up meetings with buyers
- Managing the listing process
- Key account management



HARVEST

4. Marketing support

We act as an essential extension of staff resource of your home office team in markets around the world.

- Marketing plan development and execution
- Packaging developments
- Trade promotions and exhibitions
- Consumer promotion and PR

Green Seed Group – Client examples including producers and trade organisations



Green Seed 1-1 Consultations

Discuss your export plans and/or industry sector and agree next steps during an initial 30-minute video consultation with an in-market expert.

Market	2 nd to 4 th October
Belgium, Luxembourg	
Germany, Austria, Switzerland	
Italy	
Netherlands	
France	
Denmark, Norway, Sweden	
Portugal	
Spain	
United Kingdom	
USA, Canada	

- There is a one-off organisational cost of €200 per **company** or **trade organisation**.
- Charged by Green Seed Poland – 2WAY Ventures Sp. z o.o.
- This allows **2 video consultations** of 30 minutes - each with a different market.
- PLUS up to **2 bonus consultations** (i.e. up to total of 4 consultations) for companies or trade organisations with most potential, according to GS consultants and their availability.
- If you wish to proceed, please email office@2wayventures.eu.
- We will send a short questionnaire to complete about your company or trade organisation and export plans.
- You will be required to select markets and dates/times for consultations.
- And provide details for invoicing.
- Once we receive payment a meeting schedule and instructions will be provided.
- We require confirmation of your interest latest **by 12th September**.



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