

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
 - Indonesia
 - Malaysia
 - The Philippines
 - Singapore
 - Thailand
 - Vietnam
- Summary & Key Takeaways
- Q&A



Thanks to our supporters

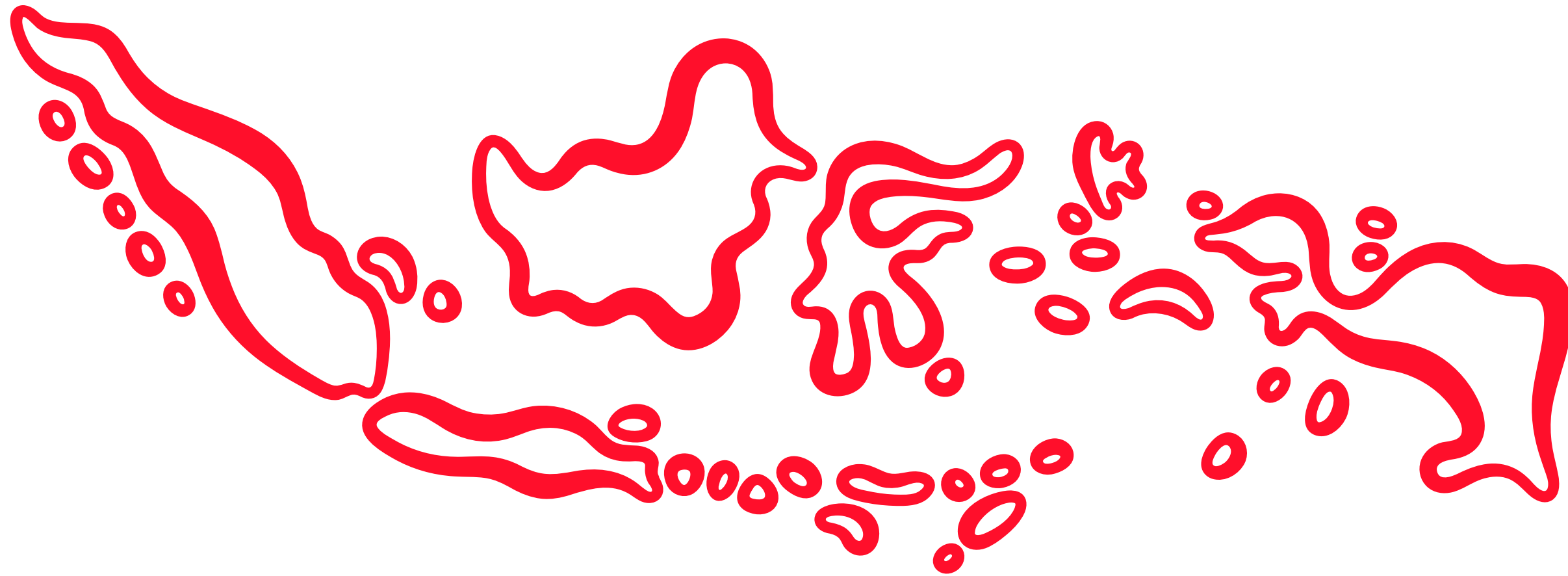


The Region

- 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



Indonesia



INDONESIA

Dani Solichin, Managing Director

Our Clients



A Trusted Partner For the World's Best Brands

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



Introduction



HEAD OFFICE

Jl. Tanah Abang II No.36,
Jakarta 10160 - Indonesia

Tel. +6221 - 381 0380
Fax. +6221 - 381 0340
Email. info@prb.co.id

BRANCH OFFICE

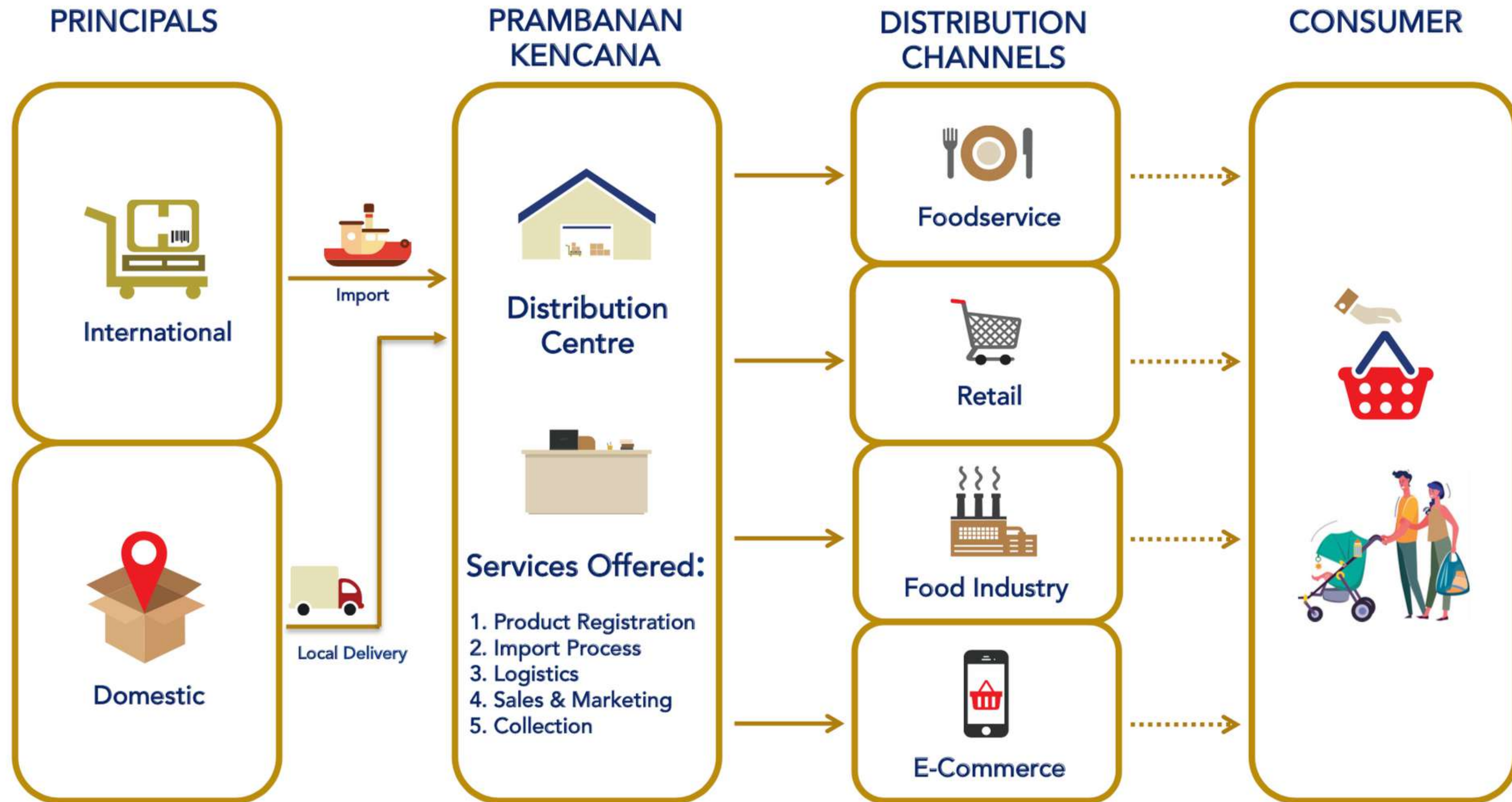
1. Jakarta
2. Bandung
3. Banjarmasin
4. Bali
5. Makassar
6. Palembang
7. Semarang
8. Surabaya
9. Yogyakarta

DISTRIBUTION PARTNER

- | | |
|---------------|-----------------|
| 1. Balikpapan | 11. Jambi |
| 2. Bangka | 12. Jayapura |
| 3. Banyuwangi | 13. Kendari |
| 4. Batam | 14. Kupang |
| 5. Bogor | 15. Lampung |
| 6. Cianjur | 16. Malang |
| 7. Cikarang | 17. Maluku |
| 8. Cirebon | 18. Manado |
| 9. Gorontalo | 19. Medan |
| 10. Jakarta | 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



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.

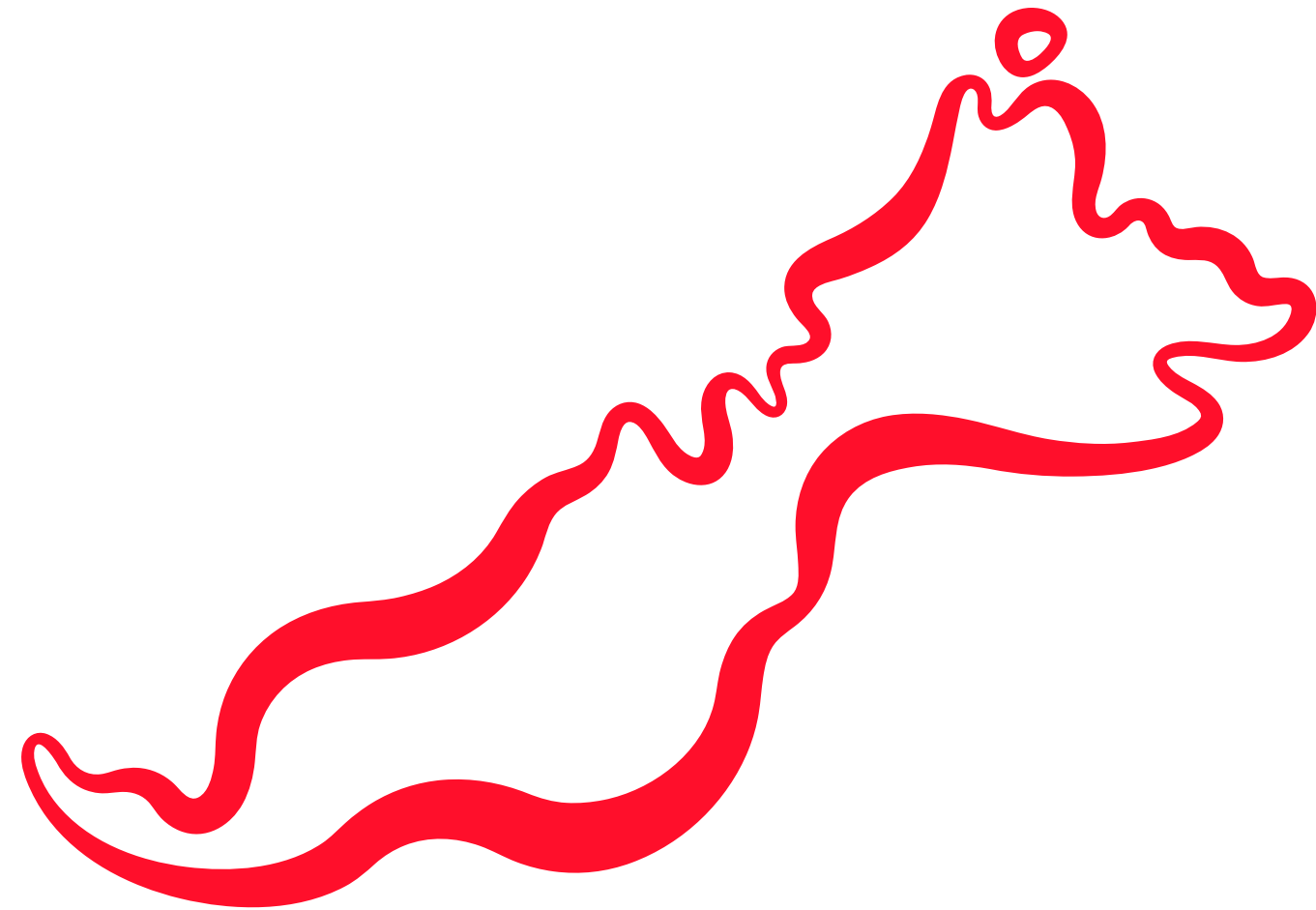
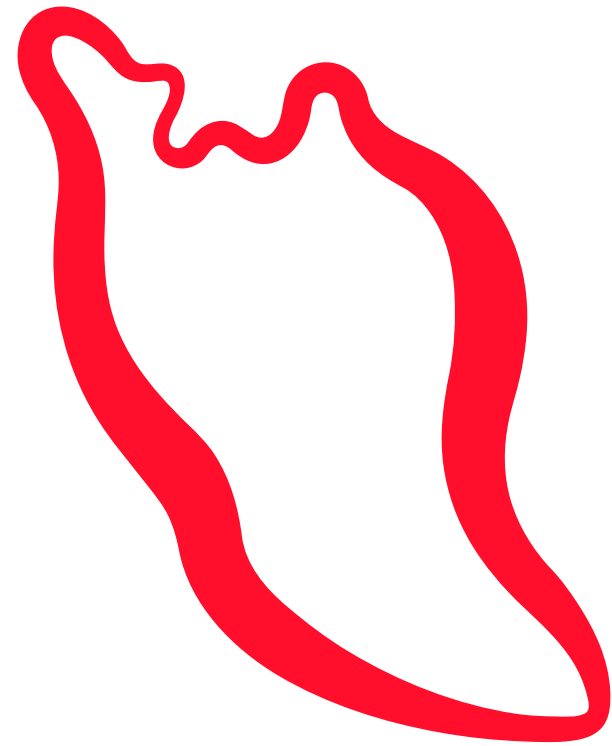
Market update - Current Opportunities in Indonesia

- 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
- Will be flexible to ship small MOQ for initial order

Malaysia



MALAYSIA

Jeremy Ng, Managing Director

Brands distributed

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

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 approach in developing their branding in Malaysia.

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.

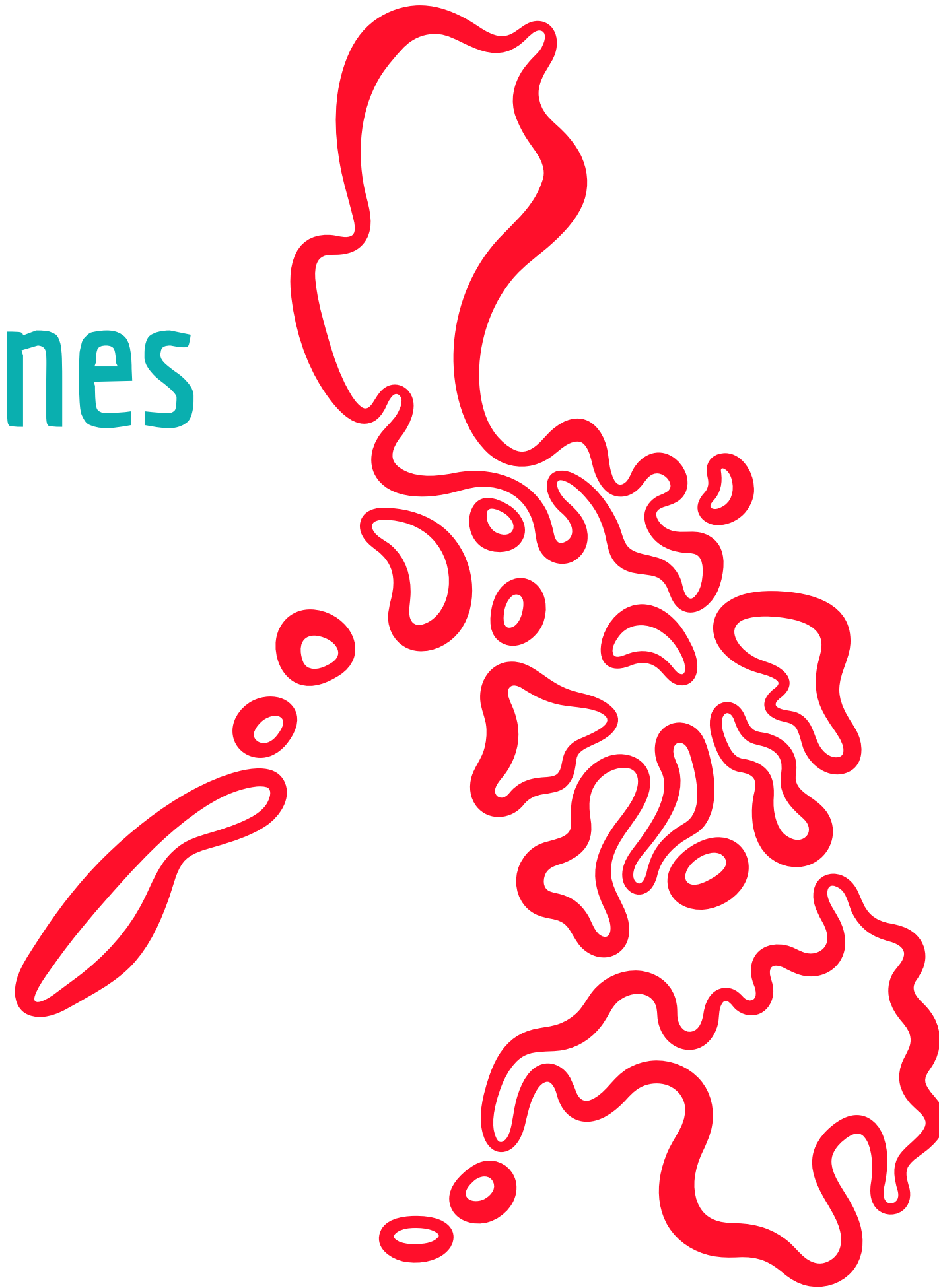
Market Update - Opportunities in Malaysia

- 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.

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 involvement.
- 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

The Philippines



THE PHILIPPINES

Hannah Co, Executive Director

Brands distributed

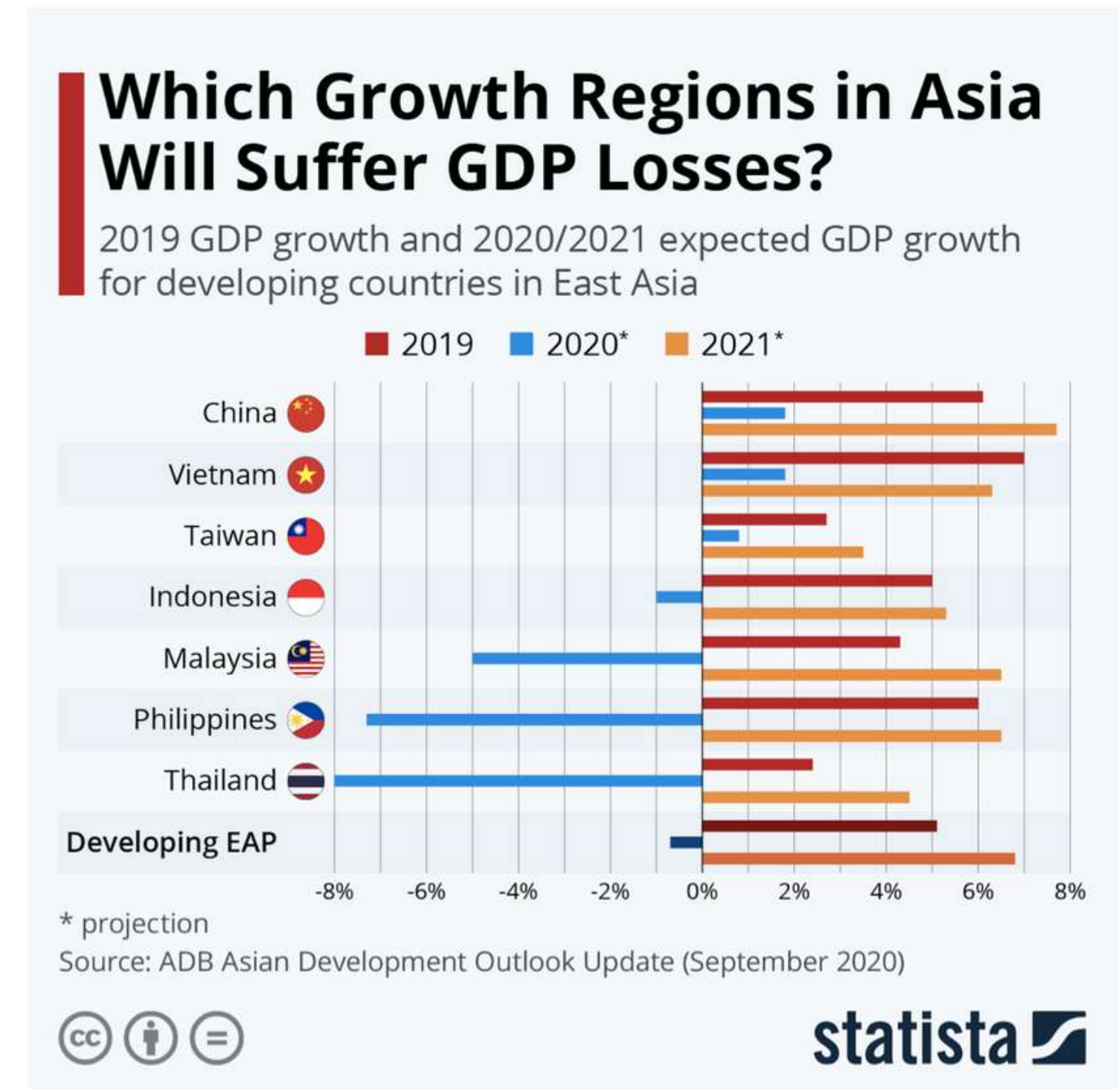
Farmers Union, Bulla Dairy, Bundaberg Brewed Drinks, Remedy Drinks, Cobram Estate Olive Oil, Lemnos Cheese, Nuttelex, Beerenberg Farms, Frischli

Introduction

- We are an Importer/Distributor with 15 years of experience
- Area of expertise: Chilled Dairy: Yogurt, Milk, Cream, Cheeses
- Specialty Items: Kombucha, Craft Soda, Plant-based products
- Retail and Foodservice Distribution (50-50)

Market update - Current Challenges in The Philippines

- Highest number of daily cases in ASEAN region
- GDP down: prolonged lockdowns, high number of cases
- Expected recovery by Q1 2022 depending on vaccine rollout



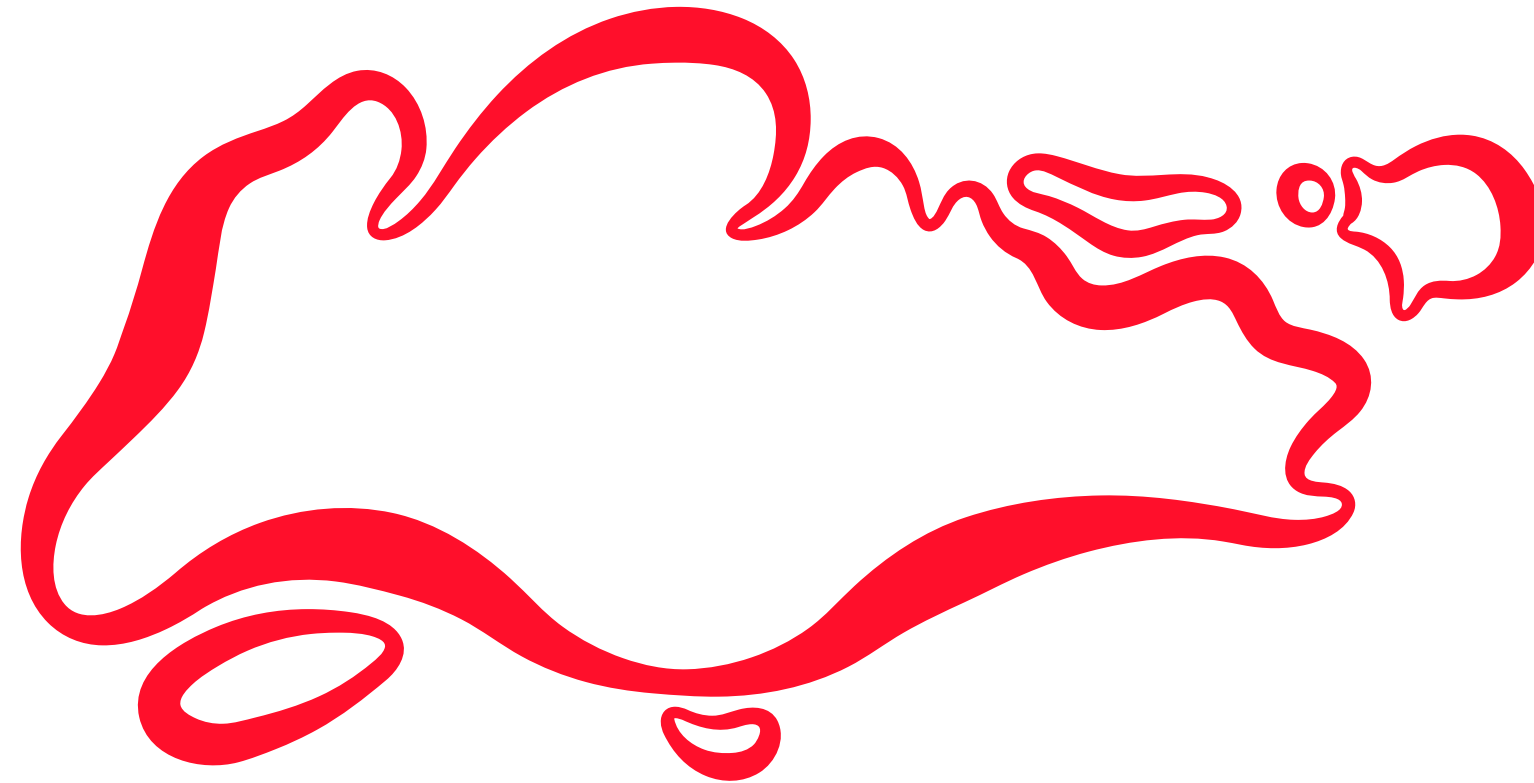
Market update - Current Opportunities in The Philippines

- 108M with a large diaspora (11%) and majority are English-speaking
- 200,000 Filipinos in the UK
- Potential of acceptance of UK products high
- Young, social media savvy population
- Rapidly growing middle class fuelling demand for imported specialty and “better for you” products
- Barrier: No existing FTA with the Philippines

Key criteria we use for assessing new brand distribution opportunities

- Do we have first mover advantage? Or is there a compelling point of difference?
- Does the brand manufacture their own products?
- Does the brand have both retail and foodservice offerings?
- How active is the brand online?
- Other usual considerations: cost structure to support distribution, listing and marketing support, quotas/duty rates, exclusivity etc.

Singapore



SINGAPORE

Nichol 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



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.



2002 onwards



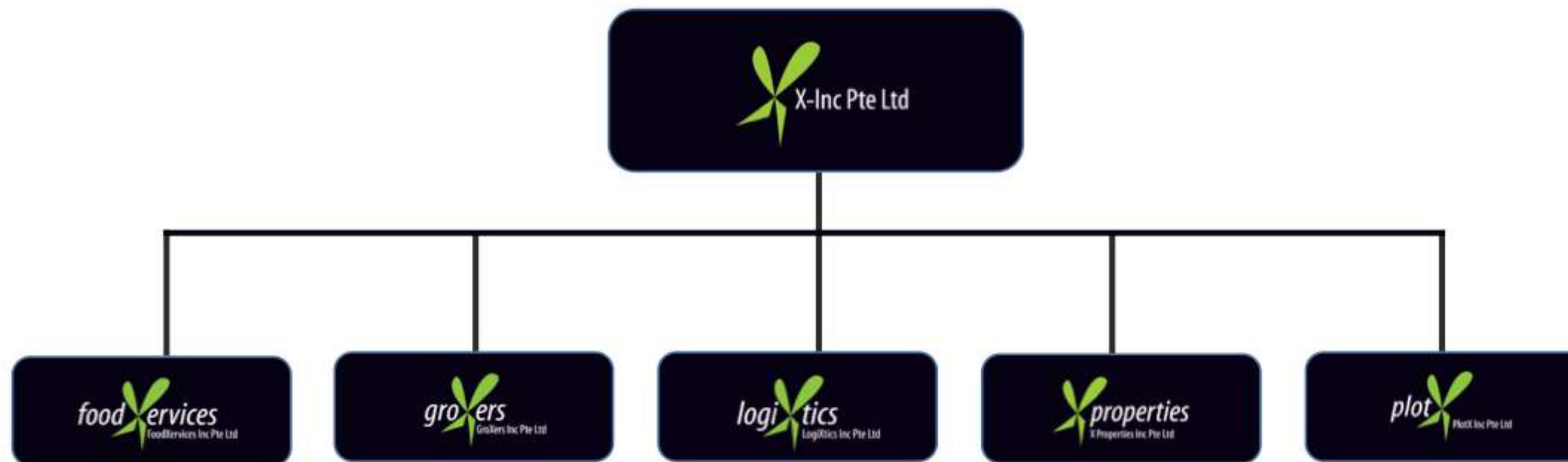
3RD GENERATION

Nichol Ng enters NCM, where modernization & upgrading for business sustainability takes place. FoodServices 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.



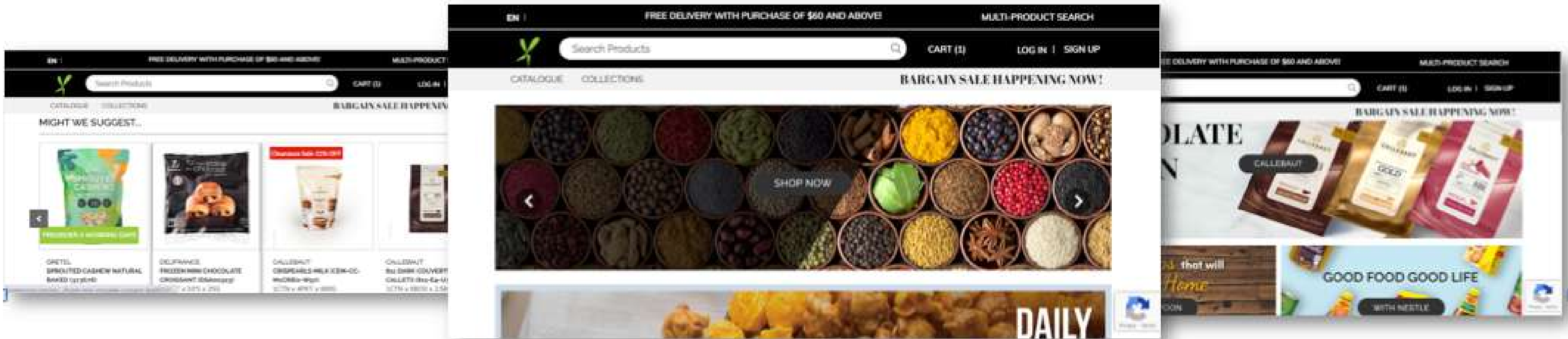
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X-Inc - Company Structure



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E-commerce – www.foodxervices.com



Combination that works!

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 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

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Market update - Current Challenges in Singapore

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

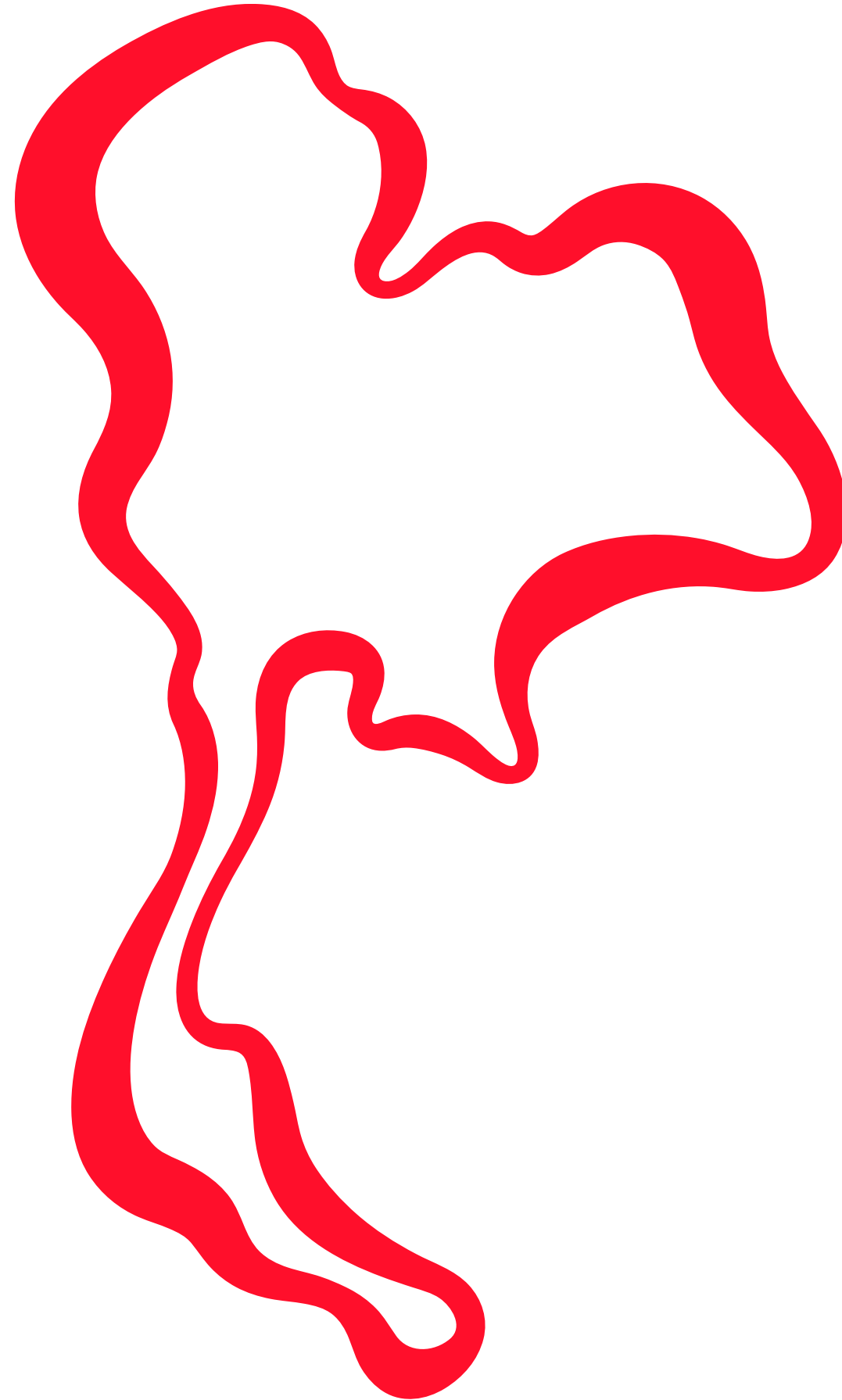
Market update - Current Opportunities in Singapore

- 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

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

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.

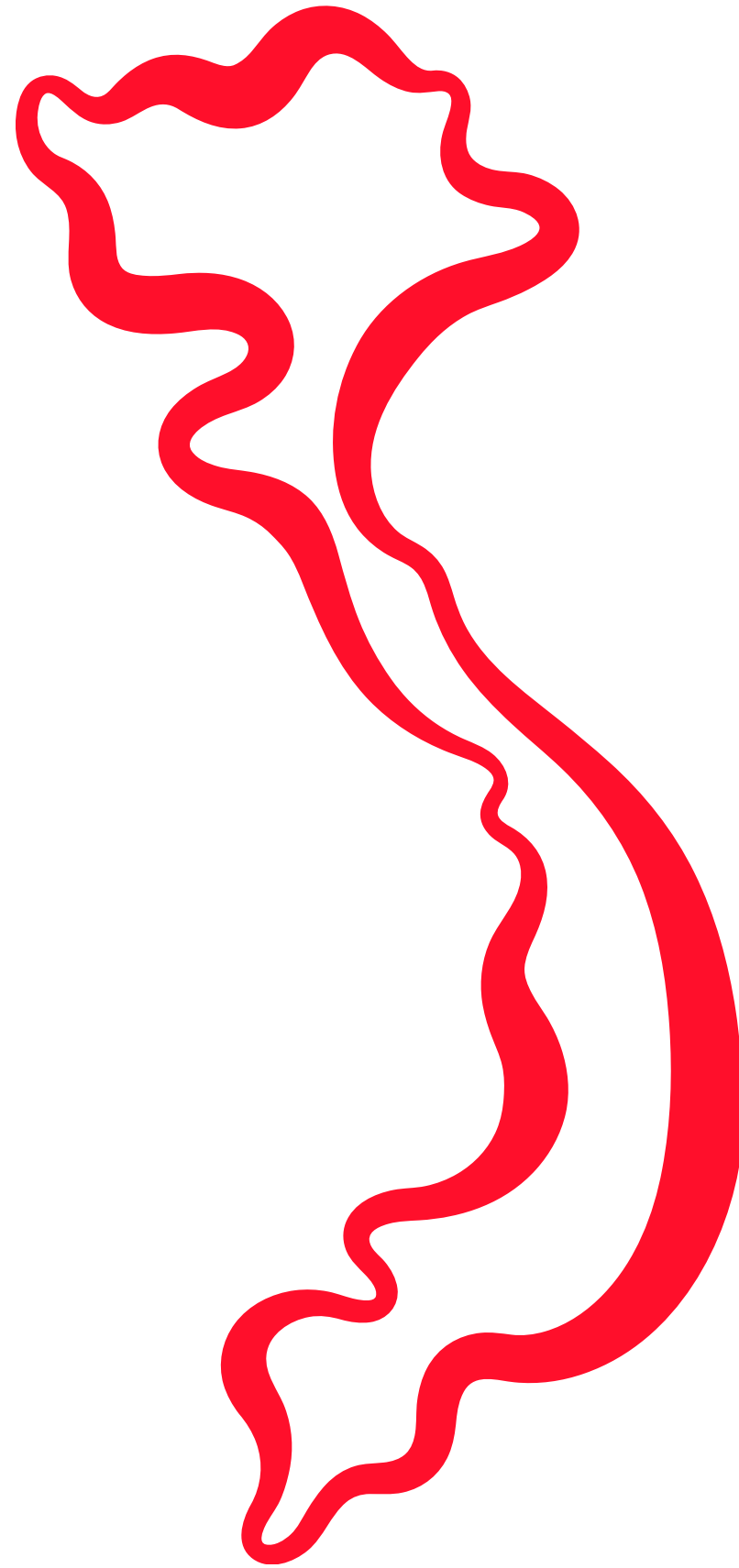
Market Update - Current Opportunities in Thailand

- 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.

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

Vietnam





VIETNAM

Cong Ong - Co-Founder

Brands distributed





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

- Refrigerated products
- Wellness products



Key criteria we use for assessing new brand distribution opportunities

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

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



Questions



Thank You

- We will share the presentation slides with you in the next 24 hours
- Early next week, you will receive an eGoodie-bag
- If you'd like to discuss ASEAN markets further, please contact
 - aseanforum@exportincite.com
 - camerongordon@exportincite.com

