

The title 'Market Expansion EXPERTS' in a large, bold, dark blue font. A thick green vertical line is positioned to the left of the text. The word 'EXPERTS' is significantly larger than 'Market Expansion'.

Market Expansion EXPERTS



About **CODADA**



- ✓ **Extensive Industry Experience**
Over 20 years in the FMCG, food and beverage and retail sector.
- ✓ **Strategic, Hands-On Approach**
Builds partnerships and provides actionable support for successful market entry.
- ✓ **Regional Specialization**
Focused on market entry support and representation in Asia, the Middle East and Europe.



Service Coverage in Asia

- **Southeast Asia**
Cambodia, Indonesia, Laos, Malaysia, Myanmar, Philippines, Singapore, Thailand, Vietnam.
- **East Asia**
China, Hong Kong & Macau, Japan, Korea, Taiwan.
- **Key Service Highlights in Asia**
 - Regulatory Expertise
 - Market Entry Strategy
 - Strong Partner Network
 - Market Representation

Service Coverage in the Middle East

- **The Middle East**

Bahrain, Iraq (North), Jordan, Kuwait, Lebanon, Oman,
Qatar, Saudi Arabia, United Arab Emirates (UAE)

- **Key Service Highlights in the Middle East**

- Regulatory Navigation
- Market Entry Facilitation
- Strategic Partnerships
- Persistent Market Presence



Service Coverage Europe (EU27 + UK)

- **Europe (EU27 + UK)**

Austria, Belgium, Bulgaria, Croatia, Cyprus, Czechia, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, Netherlands, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Sweden, United Kingdom

- **Key Service Highlights in Europe**

- Regulatory Navigation
- Market Entry Facilitation
- Strategic Partnerships
- Persistent Market Presence



How We Work **TOGETHER**

Market Entry And Representation Services

1. Strategic Alignment & Planning
2. Regulatory Advisory & Coordination
3. Partner Identification & Outreach
4. Product Adaptation & Market Fit
5. In-Country Representation & Reporting
6. Additional Service Options



Strategic Alignment & Planning

- **What We Do**
Align with your export strategy, contributing our regional expertise to refine and implement your market entry plan together.
- **Key Activities**
Set realistic milestones, advise on local market nuances, and provide a step-by-step roadmap for market entry.
- **Key Deliverables**
Market entry plan with tailored milestones and regular progress reviews.
- **Timeline**
Initial results within 4 weeks.
Ongoing adjustments as needed.





Regulatory Advisory & Coordination

- **What We Do**
Identify and address regulatory and compliance requirements for each target market.
- **Key Activities**
Advise on necessary certifications and coordinate with local partners for documentation and compliance.
- **Key Deliverables**
Compliance checklist and documentation coordination for each market.
- **Timeline**
Initial overview within the first month.
Ongoing support as required.

Partner Identification & Initial Outreach

- **What We Do**

Locate and initiate contact with potential importers, distributors, or key accounts that align with your products and brands.

- **Key Activities**

Screen and shortlist potential partners, conduct initial outreach, and gather insights on partner suitability.

- **Key Deliverables**

Market entry plan with tailored milestones and regular progress reviews.

- **Timeline**

Initial partner list within the first month; feedback provided after 6-8 weeks.





Product Adaption & Market Fit

- **What We Do**
Guide necessary adjustments to your product's packaging, labelling, and presentation to meet local standards and partner feedback.
- **Key Activities**
Provide initial guidance on adaptation requirements and adjust post-partner selection.
- **Key Deliverables**
Overview and guidance on country-specific packaging, labelling, and local regulatory standards, with updates informed by partner input.
- **Timeline**
General guidance at the start;
Ongoing updates based on partner needs.

In-Country Representation & Reporting

- **What We Do**

Act as your in-country representative to maintain relationships, build brand visibility, and provide regular market insights.

- **Key Activities**

- ✓ Conduct regular partner visits, averaging two in-market visits per country per quarter.
- ✓ Discuss budgets, troubleshoot issues, and align on strategic objectives during visits.
- ✓ Ensure seamless communication and coordination between your team and local partners.
- ✓ Enable consistent engagement and effective problem prevention and resolution.

- **Key Deliverables**

Monthly reports covering partner engagement, market progress, and brand representation updates and alignment on strategic goals.

- **Timeline**

Ongoing support; first monthly report delivered after the initial month.

Additional Service-Options

- **Trade Show Representation**
Full representation at key exhibitions under your brand identity, ensuring visibility and consistent engagement.
- **Modular Collaboration Model**
Flexible options for single or multimarket entry, adaptable to your business objectives and regional demands.





Why Choose **CODADA** For Market Entry Representation?

- ✓ **Regional Expertise & Strong Network:**
Extensive connections and deep market insights across Asia, the Middle East and Europe.
- ✓ **Enhanced Market Representation:**
Regular in-person market visits and meetings strengthen relationships, boosts brand visibility, and ensure constant alignment with local partners and standards.
- ✓ **Cost-Effective Representation:**
Save on high travel costs, extra full-time employees, and office setup. We represent your brand in person, bringing the expertise needed to drive success across key regions.
- ✓ **Strategic Support:**
Our strategic guidance enhances brand visibility and control in target markets, focusing on effective market entry and representation.



5 Key Solutions to **MARKET SUCCESS**

Strategic Market Research

We provide deep insights into local markets, identifying key opportunities for your products.



Frequent Market Presence

With regular in-market visits, we ensure your brand stays top-of-mind with distributors.



Local Network Access

Leverage our established relationships with local distributors to accelerate your market entry.



Tailored Distributor Selection

We match you with the right distributors based on your specific needs and market goals.



Cost-Effective Representation

Save costs on travel and in-house teams by letting CODADA handle the relationship building on your behalf.





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