

# Discover Your Products' Sales Potential in International Markets

What are the opportunities for your products?

Who are your competitors?

What are the trends?

Who are the best potential importers?

What are the import tariff rates?

## Broaden Your Perspectives on International Sales Opportunities for Food and Agricultural Products with the Market Builder Program

Finding the right market for your product is the key to exporting success! Exporters who are looking to secure their product in an international market, find new distributors or importers, and receive valuable feedback about their product, can now use the assistance of Market Builder—the service designed to meet an exporter's market development needs and wants.

### Select one or both of these components:

#### Market Scan includes:

- **Store Check & Distribution Analysis** A store check report lists the brand names, packages, sizes, regular retail prices, current price specials, and shelf space allotments.
- **Competitive Product Shopping** Offers the company first-hand information and samples of similar and competing products sold in the market.
- **Importation Analysis** Provides companies with import regulations and restrictions affecting the importation of their product into a country.
- **Distributor Referrals** Importers provide feedback on package size, labeling, taste, appearance, price and marketability.
- **Target Importer List** Companies are provided a list of potential importers, with contact name, information and brief summary of importer's profile.

#### Rep Finder includes:

- **Distributor Referrals** Importers provide feedback on package size, labeling, taste, appearance, price and marketability.
- **Target Importer List** Companies are provided a list of potential importers, with contact name, information and brief summary of importer's profile.
- **In-Market Assistance** Three one-on-one appointments will be arranged with participating companies and targeted importers. In-market representative will assist in communication and interpretation and moderate sessions.

Whether you are new to the Market Builder Program or an existing user looking to enter a new market, this is a great opportunity to realize cost savings and drive export sales.

Participants will receive a 25% discount on their first purchase of a Market Builder component and 50% on any subsequent purchases.

### For Additional Information

Market Scan: \$400. Now only \$300. Rep Finder: \$500. Now only \$375.

Market Builder Package: \$750. Now only \$563. Save 50% on any subsequent purchases!

Discounts available August 15-September 30, 2006

Fax this back to 312.334.9230. (Note: This is not a registration form)

COMPANY			
CONTACT NAME		TITLE	
STREET ADDRESS			
CITY	STATE	ZIP	
PHONE	FAX		
E-MAIL			
PRODUCTS			

Check this box if you no longer want to receive faxes from MIATCO and Food Export USA—Northeast. Please provide your company name and fax number and fax this form back to 800.671.7111. If you would like to hear about future MIATCO and Food Export USA—Northeast promotions via e-mail, please provide your e-mail address.

MIATCO and Food Export USA—Northeast prohibit discrimination in employment and services. Persons with disabilities who require alternative means of communication for program information or to request our full non-discrimination policy, please contact us.

Please indicate which country/countries you would like to participate in:

- |  |  |
|--|--|
| <input type="radio"/> Argentina        | <input type="radio"/> Korea                |
| <input type="radio"/> Bahrain          | <input type="radio"/> Kuwait               |
| <input type="radio"/> Brazil           | <input type="radio"/> Malaysia             |
| <input type="radio"/> Canada           | <input type="radio"/> Mexico               |
| <input type="radio"/> Caribbean Region | <input type="radio"/> Nicaragua            |
| <input type="radio"/> China (mainland) | <input type="radio"/> Panama               |
| <input type="radio"/> Costa Rica       | <input type="radio"/> Paraguay             |
| <input type="radio"/> El Salvador      | <input type="radio"/> Philippines          |
| <input type="radio"/> France           | <input type="radio"/> Qatar                |
| <input type="radio"/> Germany          | <input type="radio"/> Singapore            |
| <input type="radio"/> Guatemala        | <input type="radio"/> Taiwan               |
| <input type="radio"/> Honduras         | <input type="radio"/> Thailand             |
| <input type="radio"/> Hong Kong        | <input type="radio"/> United Arab Emirates |
| <input type="radio"/> India            | <input type="radio"/> United Kingdom       |
| <input type="radio"/> Indonesia        | <input type="radio"/> Uruguay              |
| <input type="radio"/> Japan            |  |

#### About MIATCO and Food Export

**USA—Northeast**—The Mid-America International Agri-Trade Council (MIATCO) and Food Export USA—Northeast are private, non-profit associations that offer services to help U.S. food and agricultural companies promote their products in foreign markets.



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