



**We are your trade  
bridge to Asia**

*“COIN is not the largest export development company.*

*Also, we do not claim to do a better job than your company's Export Division.*

*But we are probably the best specialists in Eastern Europe to find Asian importers and get your business started in the region”*

Victor Bobko  
COIN partner



# HOW WE DEVELOP EXPORTS TO JAPAN AND ASIA

## 1. Pave your individual route to market

- **Distribution & pricing model design**
- **Search for and communication with potential buyers**
- **Setup of B2B meetings, follow-through to 1<sup>st</sup> shipment**
- **Export expansion**

## 2. Organize joint activities to promote export

- **Regular Online B2B meetings with importers**
- **Participation in Asian partner fairs:**
  - Foodex Japan
  - Food Ingredients (10 exhibitions)
  - Private Label and OEM Japan
  - Supermarket Trade Show Japan
  - IndusFood



# CATEGORIES WHERE WE GOT SOLID RESULTS



# 7 export success stories

# Case # 1. "BISCUITS-CHOCOLATE" - CONFECTIONERY



## November 2020. Start of cooperation

- Cooperation conditions: 5 guaranteed meetings with Japanese importers to be organised by COIN
- 3 meetings held during Online B2B Meetings with Japan event



## April 2021. Results

- 9 meetings with interested importers organized during February-March
- Producer has received 12 potential customers along COIN recommendations for work in the Japanese market

# Case # 1. "BISCUITS-CHOCOLATE" – CONFECTIONERY (cont.)



*«We started working with COIN in November 2020 (participation in online B2B meetings with Japanese importers). To be honest, we decided to try, and our expectations were quite moderate. The results exceeded expectations. Importers from Japan are interested in our products. We are "moving" to sign export contracts. I recommend everyone to work with COIN, they work for the result.»*

**Olena Kostenko**

*Head of the Department of Foreign Economic Activity  
Biscuit-Chocolate Corporation*



# Case №2. HONEY BEE TRADE SP Z O O, POLAND - HONEY



## MAY 2020. Start of cooperation

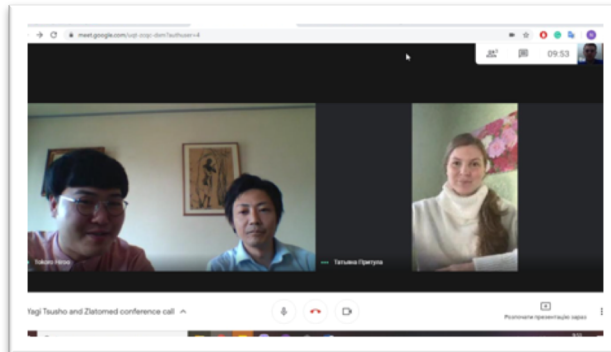
Cooperation conditions: 5 guaranteed meetings with Japanese importers to be organised by COIN

As online was left the only opportunity to develop export, 100% of meetings were held via skype



## NOVEMBER 2020. Results

Contract with importer signed. Regular shipments started immediately and continue in 2021

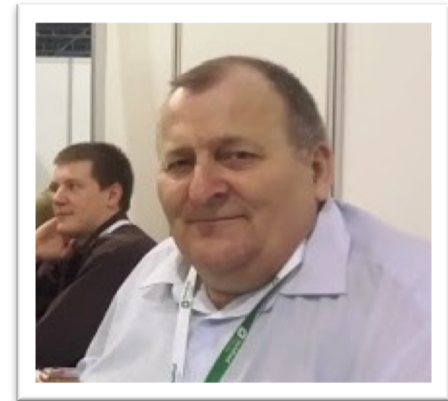


## Case №2. HONEY BEE TRADE SP Z O O, POLAND – HONEY (cont.)



*"Guys from COIN are great at persistent communication and deal-making with Japanese importers. Be that classical settings like exhibitions or the new type of business - online, they always try hard to achieve results. We like to work with them and are happy about the results."*

**Yaroslav Kashlatyj**  
owner of HONEY BEE TRADE SP Z O O



# Case # 3. **AGROLEADER** - LEGUMES



## JANUARY 2019. Start of project

Cooperation conditions: each quality meeting at FOODEX JPAN 2019 will earn COIN a fee

COIN was provided producer`s database to organise meetings



## MARCH 2019. Results

3 meetings were organised for producer, all of them taken as quality ones

Contract signed end of 2019  
Regular shipments organised as of 2020

# Case # 4. SHABO - WINES

SINCE  1822  
**SHABO**



Stage 1  
Q3 2017

Preparation of contact database for email campaign in Japan

Focus on both general and French wine-focused importers



Selected 390 general wine distributors and 124 French wine importers

Stage 2  
Q4 2017

Communication with importers to schedule meetings in Tokyo



20 companies have been met for tasting in Tokyo

Stage 4  
Q1 2018

Company participation in FOOD EX JAPAN 2018



47 meetings were held at SHABO stand, including:  
- 8 pre-planned meetings  
- 7 follow-up meetings after Trade tour in Q4 2017

Final stage  
Q3 2018

Follow up negotiations with Japanese importers



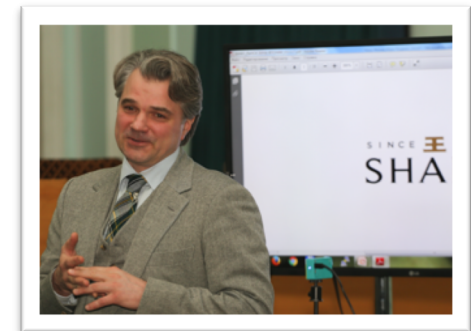
2 importers agreed to buy red wine SKUs  
COIN passed the importers to producers for final price negotiations

## Case # 4. SHABO – WINES (cont.)

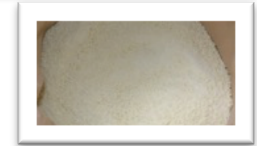
SINCE  1822  
SHABO

*“As a result of the work done, at the moment, SHABO is negotiating with two importers in Japan who know the value of wines and the capabilities of SHABO. I recommend all companies wishing to start exporting products to Japan or to increase their exports to request support from COIN. The company has a unique expertise confirmed by successful examples.”*

**Dmytro Myronenko**  
SHABO Export Director (2017-2019)



# Case # 5. A-ONE – DAIRY



Stage 1  
Q3 2018

Research on product category potential on Japan market  
Distribution analysis and price formation



Casein defined as the focus  
Butter - second priority

Stage 2  
Q4 2018  
Q1 2019

Communication with importers to schedule meetings in Tokyo



13 companies ready to meet in Tokyo

Stage 4  
Q1 2019

Company participation in FOODEX JAPAN 2019



11 meetings held, 5 importers showed interest in dealing with Company including Nippon Paper, LactoJapan

Final stage  
Q4 2019

Follow up negotiations with Japanese importers



1 importer agreed to buy casein SKU  
COIN passed the importer to producer for further pricing negotiations



# Case # 6. "Svoya Pasika" - HONEY



## Stage 1. May 2020

- Svoya Pasika began moving towards Japan
- Package design, website and catalogue development
- Adaptation to Japanese requirements



## ON-LINE TRADE MISSION TO JAPAN

FOR FOOD&AGRO PRODUCERS

12 NOVEMBER 8:00 -11:00  
2020 KYIV TIME



## Stage 2. November 2020.

- First meetings with importers as part of Online B2B meetings with Japan
- Cargill Japan and 4 other importers



## Case # 6. "Svoya Pasika" – HONEY (cont.)



### Stage 3. February 2021

Samples dispatch to importer



### Stage 4. April 2021

Positive feedback on quality from importer`s customers, test order placed

*«... Indeed, the COIN team have reached new heights in the organization of B2B meetings, and the covid challenges that have become inevitable for society have moved you to new achievements and victories.»*



**Mikhail Grebennik**  
Owner of "Svoya Pasika"



# Case # 7. LIQBERRY - ORGANIC BERRY PURÉE

The logo for Liqberry, featuring the word "Liqberry" in a stylized, handwritten font. The "i" and "Q" are blue, while the rest of the letters are black.

## Regulatory requirements research

The possibilities and barriers for several types of positioning have been studied.

Result: Tactical, medium-term and long-term positioning

## Marketing & distribution research

Consumers' tastes, competitors, sales channels have been studied based on positioning. Result: tastes / SKUs, packaging and pricing have been chosen to launch the Product

## Meetings organization

250 companies (representatives of the target sales channels) were contacted; 22 companies agreed to meet with the Client's representatives at the sectorial exhibitions

## Participation in FOODEX and HFE

The format of participation in FOODEX - the Client's company stand, product testing and sampling. Participation in the HFE was organized with the help of a local representative who had all the necessary materials for meetings. Result - 17 meetings

## Results

Contract was signed with one importer  
2 deliveries done in 2016.  
Shipments became regular in 2017.



## Case # 7. LIQBERRY - ORGANIC BERRY PURÉE (cont.)



*“We are satisfied with the result of our work and can recommend consulting integrated. to producers with export ambitions. Working with a team led by Yuri and Viktor, we are always pleased to receive quality advice, new ideas and action plans from them. The guys perceived our project as their own!”*

**Iryna Lukashuk**

Commercial Director of Liqberry



Feel inspired? Then join upcoming Online B2Bs!



**ONLINE B2B**  
**MEETINGS WITH**  
**ASIAN IMPORTERS**

FOCUS ON  
FOOD & AGRI PRODUCTS  
VIETNAM, HONG KONG,  
KOREA, SINGAPORE,  
THAILAND, JAPAN

26-28  
MAY

Participation  
Conditions

Register  
here

Got a questions? Call +386 41 536 574