



Exporting to The Orient

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We Will Discuss



What South Asian countries import from India



Language and Cultural Nuances



Next Steps / How To Go About It



Exporting Grapes to China, Taiwan and Japan - Sahyadri Agro Experience



Probable Clients in the Orient



How one can approach (Language and Cultural Barrier)

What India Exports

List of some of the commodities India Exports to the Orient

Country	COLUMN HEADING	COLUMN HEADING	COLUMN HEADING	COLUMN HEADING
Japan	Cashew	Spices	Grapes	Mangoes
Indonesia	Rice	Grapes	Banana	Soybean
China and Taiwan	Grapes	Cashew	Tomato	Mango
Vietnam	Mangoes	Cotton	Oranges	Pomegranates

Japan (401 Million USD)

Major commodities that India exports to Japan-

- 1.Spices
- 2.Castor Oil
- 3.Melons
- 4.Organic Chemicals
- 5.Fish
- 6.Cotton
- 7.Honey
- 8.Gums
- 9.Fertilizers
- 10.Onions

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Taiwan (80 Million USD)

Major commodities that India exports to Taiwan and Japan -

1. Mango
2. Banana
3. Grapes
4. Almonds
5. Cashew nuts
6. Edible oils
7. Rice
8. Potato
9. Tomato

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Indonesia (891 Million USD)

Major commodities that India exports to Indonesia-

1. Palm Oil
2. Natural rubber
3. Coffee
4. Cassava
5. Tea
6. Cocoa beans

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Vietnam (630 Million USD)

Major commodities that India exports to Vietnam-

1. Pomegranates
2. Oranges
3. Mango
4. Brown rice
5. Edible oils
6. Cotton
7. Spices

South Korea (237 Million USD)

Major commodities that India exports to South Korea-

1. Coton
2. Grains
3. Tea
4. Coffee
5. Oilseeds
6. Sugar

Country Specific Regulations and Laws

- ▶ 2024 Chinese Food Law

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Always Stay Updated About Regulatory News





Stay Updated

Liquorice
and Soybean Case Study

Cultural Understanding and Pricing

- ▶ Just like India, every Oriental country celebrates the new year and has specific requirements for commodities for specific festivals.
- ▶ For example, China celebrates the new year roughly around the last week of February, and grapes are an absolute must for any family.
- ▶ This translates to grape import sours in this period, and one can drum up the prices.



Sahyadri Agro - Grapes Export

400 Tonnes of Grapes
Export, Span of one month!

Fengxuan Company Limited

Subject: Expression of Interest in Importing Indian Grapes

I trust this letter finds you in good health. On behalf of Feng Xuan Enterprise co., Ltd. Taiwan, I am pleased to convey our sincere interest in establishing a partnership with Ewan for the import of high-quality grapes from Indian farmers.

After careful consideration and market analysis, we have identified Ewan as a reliable and capable communication partner to facilitate the procurement of grapes, specifically the Black Jumbo and Sharad varieties, from Indian farmers. We believe that Ewan's commitment to excellence aligns seamlessly with our goals, and we are confident that this collaboration will be mutually beneficial.

Feng xuan Company recognizes the exceptional quality of Indian grapes and their appeal to the Taiwanese market. The partnership with Ewan will enable us to streamline the import process and ensure a smooth and efficient supply chain from Indian farmers to our consumers.

We hereby confirm our genuine interest in purchasing Black Jumbo and Sharad grapes through the established collaboration with Ewan. We look forward to the commencement of this venture and are optimistic about the positive impact it will have on our market presence and customer satisfaction.

Please consider this letter as our formal expression of interest, and we await the next steps in initiating this partnership. We believe that this collaboration will not only contribute to the

Use Language as a Bridge

- ▶ Some basic rule you need to follow :
- ▶ Always write email in their language
- ▶ Do not use Google Translate
- ▶ Please get your translations from language expert
- ▶ Always use bi- lingual email subject
- ▶ Language sequence is important.
- ▶ Use Oriental language followed by English
- ▶ Red is considered auspicious color



Who are Your Probable Clients

- ▶ Large Super Market Chains
- ▶ Commodity Specific Importers
- ▶ Food Processing Units
- ▶ Food and Beverage MNCs
- ▶ Tinned and Canned Food Producers
- ▶ Government and Governmental Organizations

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From Web to Global Trade Compliance

For exporting your products to the Oriental market, you need to follow these key steps before approaching potential buyers

- Conduct Market Research
- Develop a Professional Website
- Digital Profile (Updated)
- Establish Trust
- Packaging and Labeling
- Legality and Regulation
- Pricing



Conduct a market Research

- ▶ Identify demand for your specific products in countries like China, Japan, and South Korea.
- ▶ Analyze local consumer preferences and competitor products.
- ▶ Understand regulatory requirements such as import restrictions and food safety standards that may impact your export process.

Develop a Professional Website

- ▶ Build a website to showcase your products with high-quality images and detailed descriptions.
- ▶ Ensure the site is available in multiple languages, like Mandarin or Japanese.
- ▶ Optimize the site for search engines (SEO) to increase visibility for potential buyers

Establish Trust

- ▶ Maintain open lines of communication and respond promptly to inquiries.
- ▶ Provide clear information regarding product specifications.
- ▶ Provide free product samples to potential buyers to allow them to test the quality firsthand.
- ▶ In short, provide transparent and clear communication.

Packaging and Labeling

- ▶ Follow packaging standards for each market to ensure your products stay fresh during transportation.
- ▶ Label your products according to local regulations, including product origin, expiration date, and packaging details in the local language.

Legality and Regulation

- ▶ Always check the certifications required for import/export
- ▶ Packaging norms
- ▶ Invoicing details
- ▶ Documentation

Pricing

- ▶ The method used should be competitive pricing.
- ▶ The pricing should include all the costs.
- ▶ Awareness of the product pricing in the target country is crucial.



Ewan

Thank You.



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