

# HEALTHY OF INDIA

- ❖ *Think global - Act local*
- ❖ *Opportunities for food trade with Australia and tips for export*





## EXPORT – PART OF PUZZLE

Exchange rates

Supply & demand

Quarantine

Technical standards & regulations

Ease of doing business





# INDIA WELL POSITIONED

Competition is a threat

Opportunity is branding

What customer wants

What is your value

Who you are targeting





# *LINK INDIA CAPABILITY TO MARKET OPPORTUNITY*

Provide practical advise & market intelligent

Assist with market entry

We connect buyers & sellers

Time & effort

Distribution criteria

Promote brand India with global network

Understanding the customer

Finding the right partners

