



# How SMEs from developing economies can prepare their export business for (post)corona trends in Europe

## *Infographic*

CBI (Centre for the Promotion of Imports from developing countries)

# HOW SME'S FROM DEVELOPING ECONOMIES CAN PREPARE THEIR EXPORT BUSINESS FOR (POST)CORONA TRENDS IN EUROPE

## PROFESSIONALIZE BY COLLABORATION

### SPECIALIZED SKILLS & EXPERIENCE IN A SPECIFIC BUSINESS FIELD ARE VALUABLE

Search for partners with complementary expertise to form a mini ecosystem and strengthen each other's businesses.

### INCREASING IMPORTANCE OF HAVING AND UNDERSTANDING DATA: BEING DATA-DRIVEN IS KEY

Consistently collect data about your business. Preferably do this in a digital app or cloud. For cultural reasons, many SMEs hesitate to be transparent. Be aware that this will be a basic future requirement by European importers.

### ECOSYSTEMS ARE GROWING: COOPERATION INSTEAD OF COMPETITION

Food industry: find cooperatives & start partnerships.

Non-food: Niche players need partners with specialized expertise to increase visibility and attractiveness for European importers. Collaborate with similar regional companies.

### THIRD PARTY PLATFORMS

Great direct-to-consumer (D2C) opportunity for exporters. But: you need to know European consumer preferences & you need to have an (in)direct connection to a 3P marketplace.

### SUSTAINABLE PROCESSES & MATERIALS

Make sure that you know exactly how your products are made and with which materials.

### FROM PHYSICAL EXPERIENCE TOWARDS DIGITAL ENGAGEMENT

Digital engagement makes knowledge of e.g. economic developments and customer preferences transparent and offers opportunities for digital training.

### SHIFT TOWARDS DIGITAL FAIRS, VR EXPERIENCES & AI SOLUTIONS

Invest in digital product presentation. You can do this by using good lighting, using a plain background and indicating the size of a product in a correct way.

### STORYTELLING & PURPOSE-DRIVEN MARKETING STRATEGIES

Communicate any positive changes about sustainable practices or improved working conditions.

Share your personal story or the story of your community (with photo's and video content).



### SOCIAL RESPONSIBILITY: FAIR WORKING CONDITIONS & LIVING WAGE

Increase fair working conditions and offer a living wage. Bookkeeping about your workers, labor hours and payment is the first step.

### TRANSPARENT SUPPLY CHAINS & TRACEABILITY OF PRODUCTS

The winning player is an exporter that can offer traceability of the products and big volume orders at the same time. Join forces and collaborate to achieve this.

### 5G, BLOCK CHAIN AND AUTOMATION TECHNOLOGIES

Take advantage of technologies that help increase the transparency of your accounting. You don't have to be a technology expert, an app on your phone can often be enough.

Food industry: Technologies like IoT or blockchain can measure soil, reduce fertilizers and increase a healthy cultivation of the end product. Try to look for tech companies to help you with this.

### MORE NEED FOR AGILE & FLEXIBLE SUPPLY CHAINS

For niche players who sell to smaller European retailers: sufficient stock is important to deliver fast. For mass market players who sell to larger European importers: arrange long-term contracts.

For mass market players who sell to larger European importers: arrange long-term contracts. Semi-finished products increase flexibility and fast delivery.

### PHYSICAL & MENTAL HEALTH

Food industry: Investigate certified product options (Rainforest Alliance, Fairtrade, Organic EU...) Non-food: invest in wellness products.

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