

# EXPORT CONNECT PORTAL

## Your ticket to global market insights.

Access actionable data,  
valuable market insights,  
practical resources and  
tools - at your fingertips.



The Export Connect Portal is a revolutionary platform which provides users with the latest global market intelligence, summarised in an easy-to-navigate format.

Whether you are a new or experienced exporter, the Export Connect Portal will assist you to:

- ✓ **Improve your decision-making, and ultimately save time and money.**  
Select the best market for your products through analysing relevant market insights and comprehensive trade data trends.
- ✓ **Develop a product that your customers will love.**  
Review your in-market competitors to identify your best opportunities and build a compelling unique selling proposition.
- ✓ **Develop your capability and grow as a smart exporter.**  
A subscription provides you with front-seat access to our online workshops, masterclasses and toolkit. Learn from insights shared by in-market trade commissioners, buyers, distributors and major retailers.

No matter the stage of your journey, the Export Connect Portal will help you go further. Discover how today.

# EXPORT CONNECT PORTAL

A subscription to the Export Connect Portal provides you with access to:



## Insights for 35+ Markets

Address the fundamental questions of market selection, by analysing economic indicators, demographic factors, consumer behaviour and societal trends, channel developments across retail, food service and e-commerce and market access requirements.



## Competitor Reviews

Delve deeper into your research by purchasing a competitor review. Understand your competitive landscape by reviewing competitors' brands, packaging, product claims, pricing and country of manufacture.



## Trade & Category Data

Available with every competitor review. Know the top 10 countries that a selected market imports your category from. Plus the top 10 markets that your home country exports to. Learn your category's retail value sales and compound annual growth prospects.



## Export Video Library

Strengthen your export market capability and knowledge with content designed exclusively for food & agribusinesses. Our library covers the most relevant topics and buyer interviews for new and experienced exporters alike.



## Masterclasses & Resources

We have prepared guides to help you with everything from market selection, through to engaging with buyers, and mapping out essential strategies for pricing, logistics, finance and risk mitigation. Download handy checklists and utilise our online templates.



## Advisory Service

Should you ever need tailored advice, the Export Connect Portal is a direct channel to our market development advisory service. Feel confident, knowing that you're supported by over 60 years of collective export experience.



**Enquire about the Export Connect Portal and learn how it can transform your export journey.**

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