

Trends in Trade

“Vision for growth”

Trade Facilitation and After Sales Support

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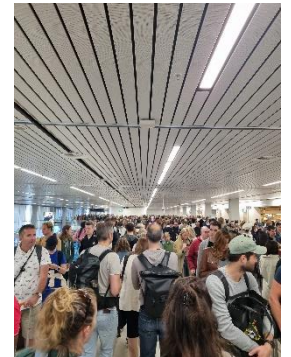
Agenda:

- 1 Introduction
- 2 Trend 1 -> Europe to Russia
- 3 Trend 2 -> Asia to Russia
- 4 Trend 3 -> Europe to Asia



1 Introduction

- 12+ years in International Trade
- Bringing business from 'West to East'
- Understanding challenges, opportunities, cultural differences
- Intimacy, relationships, long term



2 Trend 1 -> Europe to Russia

- ✓ Availability materials in Russia
- ✓ Western businesses continue
- ✓ Obligations
- ✓ When others leave.....



3 Trend 2 -> Asia to Russia

✓ Replacement

✓ BRICS

✓ Chinese / Russian investors

✓ Most countries no sanctions



4 Trend 3 -> Europe to Asia

- ✓ Demand Western Brands
- ✓ A-Brands - Luxury goods
- ✓ Asian markets are growing
- ✓ Big population



Outlook

- ✓ Trade impacted by Sanctions/Geo situation
- ✓ Uncertainty
- ✓ Economy in the West
- ✓ Short- and Long term planning – Just in case
- ✓ Customer intimacy







Your Route-to-Market – The Master Importer Model

Supply Chain Function

 International Logistics	 Data Matrix Labelling
 Customs Formalities & Certification	 (Bonded) Warehouse & Distribution



Shared Services function

 Order-2-Cash	 ERP & EDI Management
 Legal Support Contract Fulfillment	 Trade Finance & Accounting



Commercial strategy

 Strategic Marketing
 Customer Relationship Management

Master importer focus – Ahlers

Client focus

Ahlers

Thank you!



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