



# Collaborative export

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# 1- Why create an export group?



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## Sharing experience and expertise

- Increased competence in international practice, marketing, markets, prospects, etc.
- More structured and strategic approach in a medium/long term
- An export specialist in charge of the animation

# 1- Why create an export group?



## Cost reduction and optimization

- Cost sharing for the setting up and running of the group
- Sharing of the costs of the commercial action
- Sharing of marketing costs

# 1- Why create an export group?



## Increasing visibility

- A group identity
- A more complete and visible offer
- An attractive sales pitch for buyers

# 1- Why create an export group?



## Strengthen its local commercial presence

- Rely on a local team representing the group's commercial interests
- Find the right partners and distributors
- Understand the real needs, expectations and requirements of customers
- Follow the network of customers/distributors on a daily basis

# 1- Why create an export group?



## Sustaining the commercial action

- Develop a long-term strategy
- Supporting sales through mutualized communication actions to build brands
- Operational support: logistics, after sales service
- Creation/Production of common goods or services

## 2- The creation of an export group

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### **1ST STEP - PROJECT ENGINEERING**

- ✓ **Definition of the project and synergies**
- ✓ **Recruitment of member companies**
- ✓ **Design of the group's economic model**
- ✓ **Signature of the contract binding the member companies**
- ✓ **Search for financing**

**Implementation time: 3 to 12 months**

## 2- The creation of an export group

### 2ND STEP - THE PREPARATION

- ✓ Definition of the marketing strategy and sales action plans
- ✓ Creation of the common identity of the group
- ✓ Upgrading of members' sales and marketing tools
- ✓ Creation of the legal entity if necessary

**Duration of implementation: 6 to 9 months**

## 2- The creation of an export group

### **3RD STEP - PROSPECTING**

- ✓ **Setting up of the operational team in France and in the target countries**
- ✓ **Launch of the commercial prospection**
- ✓ **Travel and interaction with the market**

**Duration of implementation: 1 to 2 years**

## 2- The creation of an export group

### **4TH STEP - THE ANIMATION**

- ✓ **Continuous prospecting**
- ✓ **Animation of the customer network**
- ✓ **Organization of promotional actions**
- ✓ **Market watch**

**Duration of implementation: 1 to 2 years  
minimum**

# 3- Key success factors

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*In general:*

- Focus on complementarity
- Give yourself time
- Multiply the interactions
- Identify and select reliable partners
- Encourage the building of trust
- Play the game / be flexible and play fair
- Accept instability
- Accept that ROI is difficult to evaluate

## 3- Key success factors

*For a group of exporters:*

- Identify a leader/federator
- Use a leader
- Caution: guarantee his/her independence / neutrality, and risk when the leader leaves
- Cap the number of members (5 to 8)
- Establish clear rules of governance
- Create rituals

# 4- Case studies

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## ANIA Groups USA & China

DRIZZLE & SPREAD  
FRENCH SAVOIR-FAIRE



OLIVIERS & CO  
MAINE-FRANCE



L'ÉPICURIEN  
artisan du goût

DRIZZLE & SPREAD  
FRENCH SAVOIR-FAIRE



MARTIN-POURET  
MAÎTRE VINAIGRIER DEPUIS 1797



Terre Exotique  
CIVILISATIONS & GASTRONOMIE



# For more information...

## L'EXPORTATION COLLABORATIVE

Se regrouper pour exporter



Available on Amazon

# Thank you for your attention



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