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DOING BUSINESS IN SOUTH-EAST ASIA

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SilvExpo

Nature Driven Technologies



EUROPEAN
REGIONAL
DEVELOPMENT
FUND

EUROPEAN UNION

NovelBaltic

Webinar «Exporting Nordic natural
products to Asian markets»



About «Silv EXPO»

- We are a «green» phytopharmacy company
- Our product basis are smart technologies and unique natural ingredients
- We manufacture biologically active substances from conifer tree foliage and other plant biomass for food, pharmacy, cosmetics and plant protection industries
- Our know-how is age reversal and extension of human health span





NovelBaltic project objectives

- We follow the current world trend of replacing synthetic products with natural, non-toxic ones on the basis of plant raw materials
- We aim to maximize the use of renewable forest resources by applying waste-free technology solutions
- We are dedicated to producing high-quality, authenticated plant extracts from local ingredients such as forest berries, conifer needles, tree bark etc.

Our partners in Asia



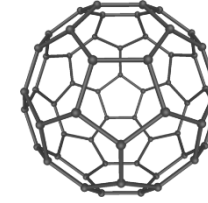
- Singapore-based pharmaceutical company founded in 1997
- Started as SRS Chemicals with products such as Cephalosporin (antibiotic)
- Today it's a multinational company with multiple entities spanning Singapore, India, Vietnam, Philippines, US, Latin America and Africa
- **Food supplements (anti-aging and senolytic products)**



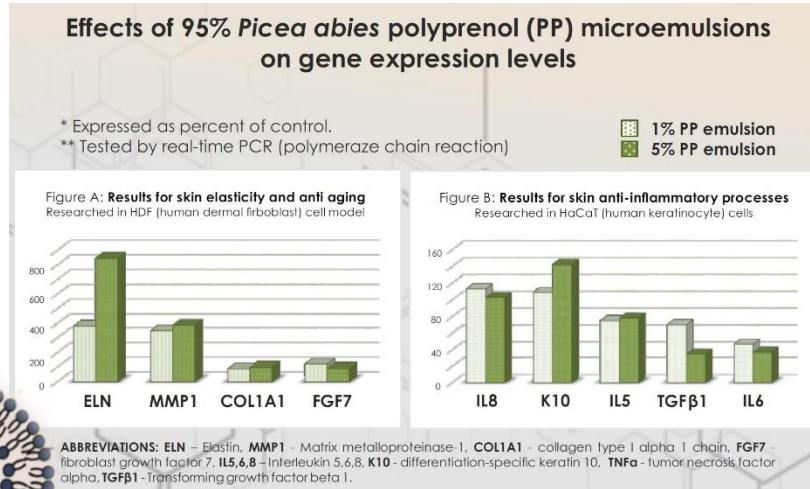
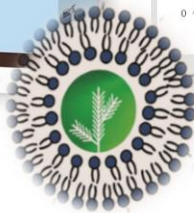
Our partners in Asia

- Hyowon HM is Korean company that specializes in skin safety products
- Silv EXPO's conifer active substances and liposomes based cosmetics

 **Rimac**
COSMETIC
www.rimaccosmetics.com



Rimac Essential Cleansing Cream - Natural Facial Cleanser and Makeup Remover with Rice Bran, Aloe Vera, Lemon Balm and **Fullerene** – for All Skin Types



Our partners in Asia

- Food supplements (vitamins, health boosters)



www.aswatson.com

2004

- Enters Eastern Europe through acquisition of Droga's health & beauty retail chain in the Baltics.



- Purchases a 40 percent stake in Rossmann Germany, adding 786 stores to the Group's retail portfolio.

1828

The Canton Dispensary, the forerunner of A.S. Watson, opened in Guangzhou, China.

1832

Established the first soda-water factory in China (one of the very first companies in the world to manufacture soda-water).

2018



- A.S. Watson continues to expand and reaches 14,500 stores, operating 12 international retail brands in 24 markets across Asia and Europe
- Watsons China exceeds 3,400 stores
- A.S. Watson global loyalty member reaches 130 million



Product export requirements for Asian region

- Multiple meetings in international arena (CPhI Worldwide, Vitafoods Asia etc.)
- Product registration issues: food supplements, herbal medicine or something else?
- Existing EU (especially France) product registration – a bonus
- Product sample preparation and testing
- Product authenticity, certification and distribution agreement
- Branding questions (local brand vs. global brand)



National specificities

- Working with just one partner in Asia is not really enough (exclusivity agreements, payment delays, special discounts)
- Many long meetings before any business
- Big difference between E-mail/skype correspondance and personal meetings
- Business over loyalty
- You need local agent's aid
- Quality > Price



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Interreg
Baltic Sea Region



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Thank you for your attention!

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