

MLA – International Markets

David Beatty



International market strategy

Market Knowledge 		Market Access 		Marketing and Promotion 	
<p>Provide industry with up to date market intelligence, consumer insights and analysis to support strategic decision making</p>		<p>Defend existing favorable access conditions, position Australia favorably in trade negotiations and alleviate technical trade barriers</p>		<p>Build customer and consumer awareness of Australia's positive attributes through supporting strategic partners and delivery of promotional activities</p>	
Market intelligence	Consumer Insights	Economic Access	Technical Access	Business Development	Brand Building
					

How we communicate



Ideal Home



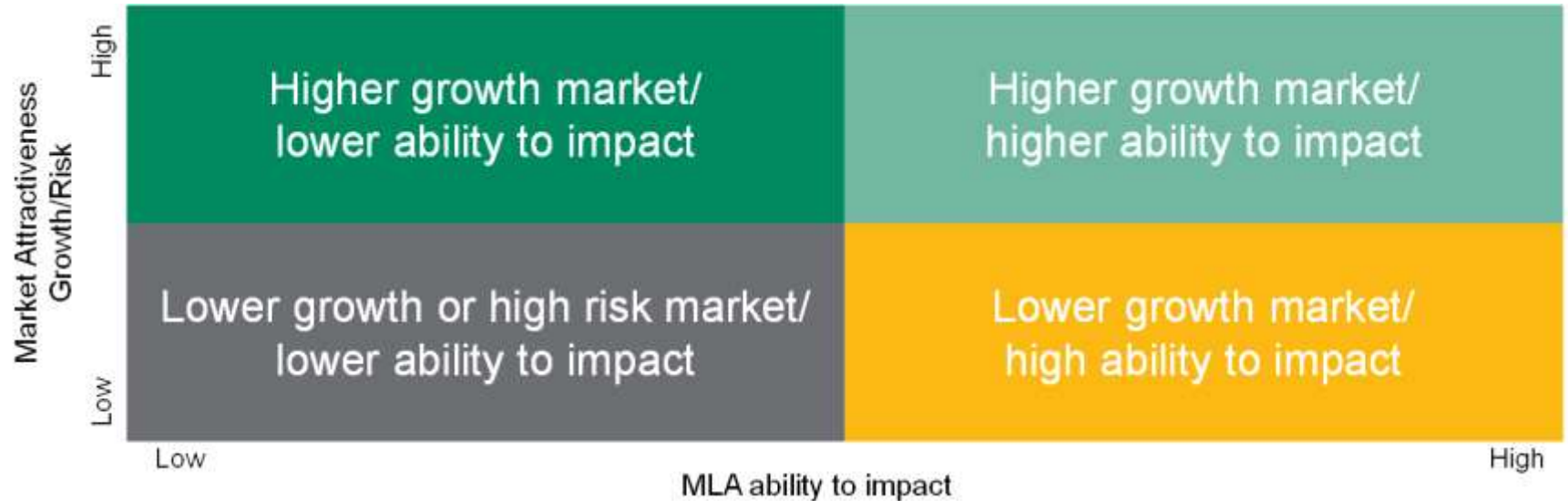
Peace of mind



Pure enjoyment



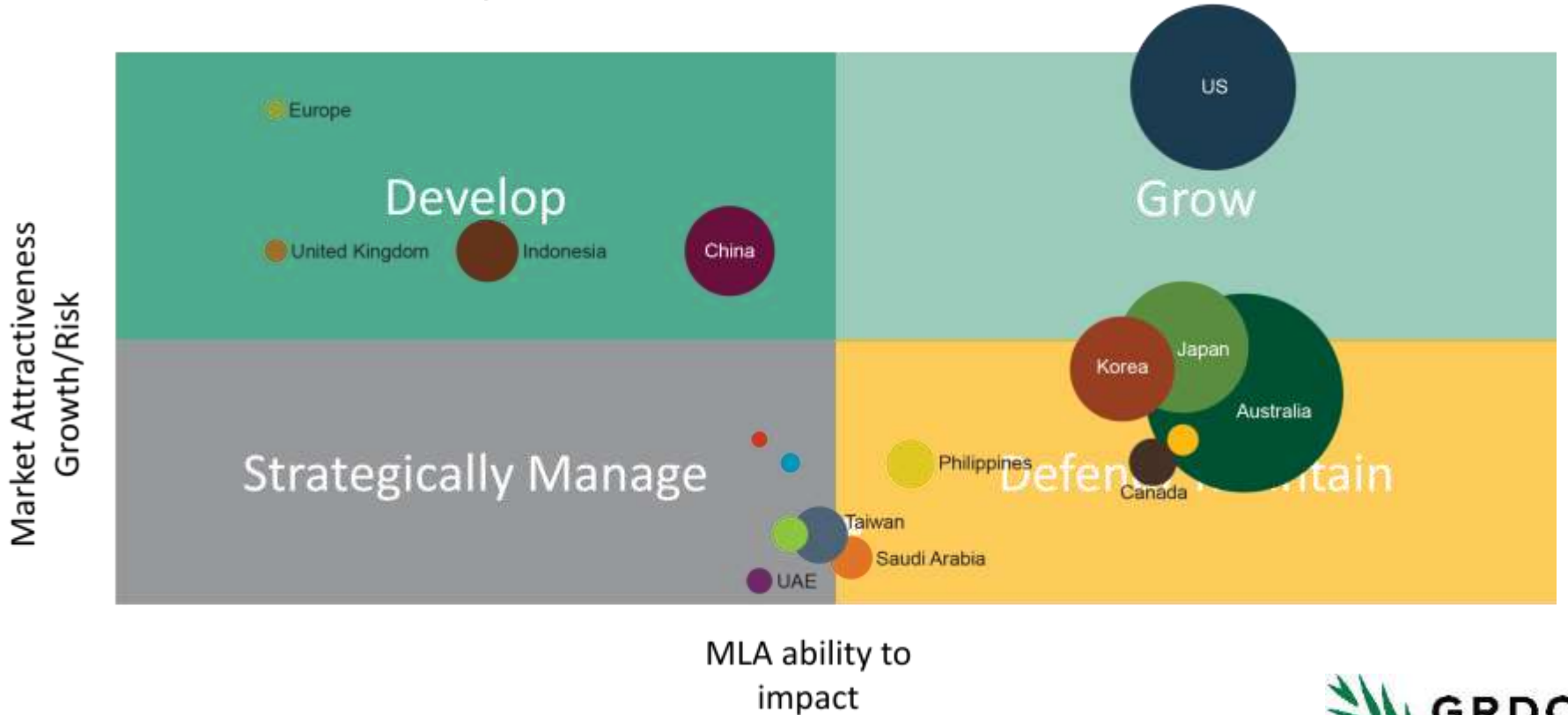
Portfolio Strategy



Portfolio strategy

	Grow	Develop	Defend/Maintain	Manage Strategically
Objective	Focus on maximising long term growth opportunities	Focus on unlocking barriers to capture market opportunities	Stabilise market position & seek opportunities to unlock new areas of growth	Minimise risk, maintain 'watching brief' to identify future opportunities to shift market into a new segment
Strategy	<ul style="list-style-type: none"> Integrate Australian red meat into local consumption & trade. Promote brand value & benefits Exclusive resourcing, bespoke insight to develop solutions to meet specific needs of country 	<ul style="list-style-type: none"> Continuous assessment of any changes in market opportunities Resourcing specifically against market barriers specific to the country 	<ul style="list-style-type: none"> Strengthen our role with consumers and trade Reinforce brand value and benefits Resourcing to capture higher value benefits 	<ul style="list-style-type: none"> Maintain existing role with consumers & trade Understand barriers to impact and growth Develop future strategy if either of above can be unlocked
Investment Focus	Marketing & Promotion: Primary focus: business development/ brand building	Primary focus: Market Access Secondary focus: Business Development	Marketing & Promotion Primary Focus: Brand building	Market Access & Targeted Opportunities

Portfolio strategy – Grass fed beef



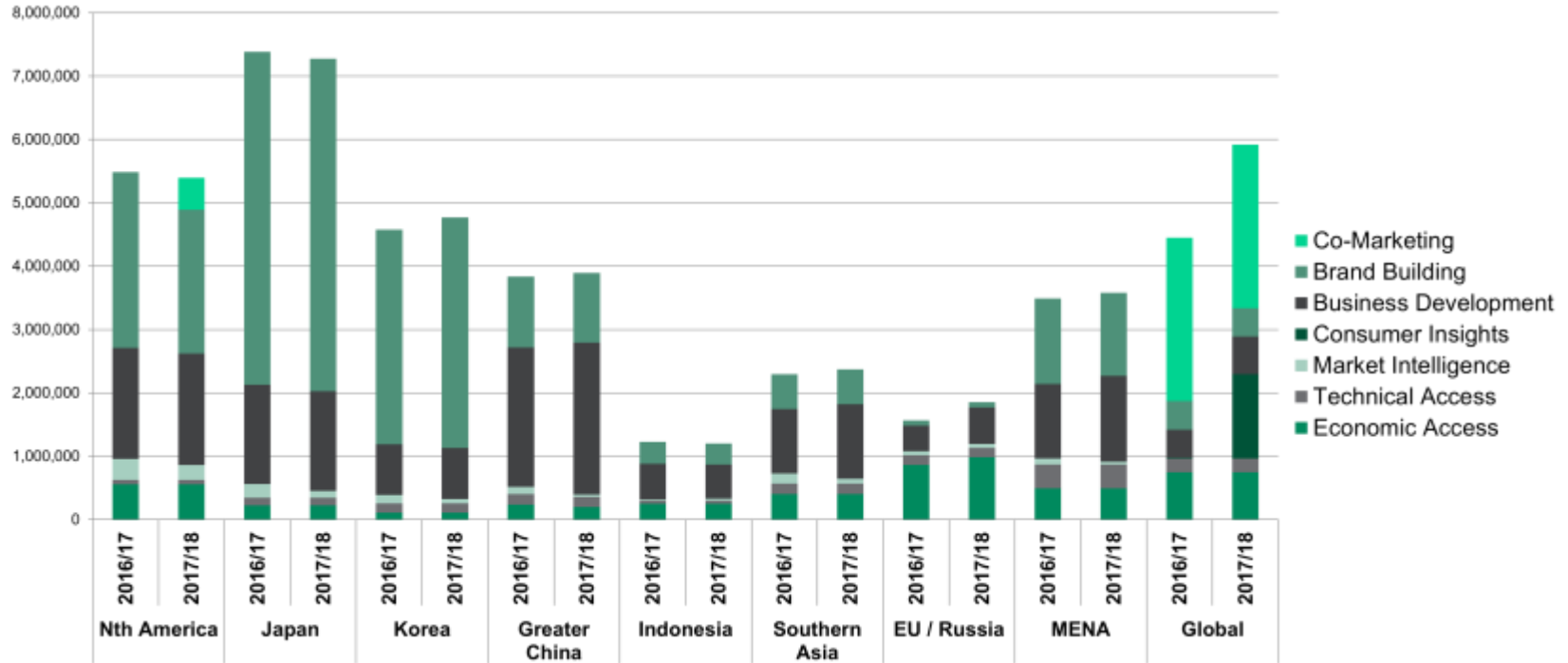


Portfolio Strategy – Lamb

The classification is the basis for developing market strategies.

	Grow	Develop	Defend/Maintain	Manage Strategically
Objective	Focus on maximising long term growth opportunities	Focus on unlocking barriers to capture market opportunities	Maximise return from current market position & seek opportunities to unlock new areas of growth	Minimise risk and maintain a 'watching brief' to identify future opportunities to shift market into a new segment
Strategy	<ul style="list-style-type: none"> Integrate Australian red meat into local consumption & trade Promote our brand value & benefits Exclusive resourcing & bespoke insight to develop solutions to meet specific needs of country 	<ul style="list-style-type: none"> Continuous assessment of any changes in market opportunities Resourcing specifically against market barriers 	<ul style="list-style-type: none"> Maintain our role with consumers and trade Reinforce brand value and benefits Resourcing to capture higher value benefits 	<ul style="list-style-type: none"> Maintain our existing role with consumers and trade Assess markets to understand barriers to impact and growth Develop future strategy to understand potential if either of above can be unlocked
Investment Focus	Marketing & Promotion	Market Access	Marketing & Promotion Targeted New Opportunities	Market Access & Targeted Opportunities
Markets	US	China, UAE	Australia, Japan, Korea, Honk Kong, Singapore, Taiwan, Vietnam, Thailand, Canada	EU, UK, Indonesia, Malaysia, PNG, Saudi Arabia, Qatar, Kuwait, Oman, Jordan, Bahrain, Mexico

Portfolio budget allocation



MLA – International Markets

Grains Research and Development Corporation (GRDC)

A Level 4, East Building, 4 National Circuit, Barton, ACT 2600 Australia

P PO Box 5367 Kingston, ACT 2604 Australia

T +61 2 6166 4500

F +61 2 6166 4599

www.grdc.com.au

 @thegrdc @GRDCWest #GRDCUpdates

