



# FOOD EXPORT TO CHINA TIPS AND TRICKS

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Agent for several food producers from the Baltic States (beer, fish, sweets)

# What works

- Price matters, taste and style not really;
- Shelf life more than 12 month;
- People are eager to try new stuff if they understand what that is made of;
- Marketing or financial support to distributors;
- Advance payments.

# What doesn't

- Made in Latvia or even made in Europe;
- Mercedes of ...
- Natural and organic;
- Too sweet or too salty;
- Exclusivity;
- Communication in English.



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