



A NEW OPPORTUNITY FOR CONSUMER PRODUCT MANUFACTURERS IN TRINIDAD AND TOBAGO

BY EXPORTT LIMITED

Manufacturers and product/brand entrepreneurs the world over are looking with more and more interest at developing global opportunities for their products. With the growth internationally of supermarket, discount, warehouse/membership and on-line sales, retailers are increasingly seeking artisanal, local, regional and specialty products in both food and non-food. Many of these manufacturing companies develop and market their own brands and seek to grow export sales of these brands in markets far and wide. This however, requires significant investment in countries far away from home and often is cost prohibitive, especially for new and emerging businesses.

Global growth in "Private Label" or "Store Brands" provides new channels for many of these manufacturers. These brands belong to the retailers who on a worldwide basis are expanding their offerings. Private Label brands do not incur traditional marketing costs as these are largely

borne by the retailers themselves as it is their brand names that the products are sold under and they bear the responsibility of the marketing.

This trend is everywhere - from North to South America, the UK and Europe to Asia and Australia. Sales of private label products are expanding as retailers increase the number of products they carry under their own brand names. This gives smaller and growing manufacturers many new opportunities to sell their products.

Understanding how this trend works and what our local manufacturers need to know to enter this new channel of distribution has led exportTT to develop some exciting training and educational programmes for our local manufacturers.

WORKSHOP

MAY 3 & 4

Recently, a very successful Webinar was conducted with over 50 local manufacturers, where the complete business model for private label products was discussed. Internationally recognised experts, Tom Stephens of Brand Strategy Consultants in Toronto and Jim Wisner of Wisner Marketing in Chicago teamed up to facilitate the webinar.

The process continues even further with Tom Stephens and Jim Wisner coming to Trinidad and Tobago to conduct a detailed workshop on May 3rd & 4th for local manufacturers to further understand the world of "Private Label". Topics to be covered will include the target consumer of such products, types of products sold as well as where in the world these products are fast developing.

The economics of producing privately labelled products are different from conventionally branded products and understanding the differences will be key for our local producers as they seek to understand these new channels. Therefore, the routes to market, the internal structure for businesses here to develop to control these initiatives are all part of this two day workshop.

Tom and Jim have vast experience throughout the world and between them they have been working with manufacturers and retailers in more than 15 countries from the Caribbean, to Central and South America and from Europe to India, China, South Korea and Australia and New Zealand.



Facilitator: Tom Stephens
Founder of Brand Strategy Consultants, Inc (Canada)
Leading expert on increasing brand dominance in the marketplace via Private Labelling Strategies



Facilitator: Jim Wisner
President of Wisner Marketing Group Inc, (USA)
Recognized industry expert in retail strategy, category dynamics and store brands

Understanding how to approach retailers through trade shows and direct contacts are also key topics for this workshop and exporTT is excited to bring this new world to our island. This is a key export growth strategy for our manufacturers and attendees for the two day workshop will discover new ways of penetrating international markets while maintaining control of production, pricing, profit margins and more! Face to face discussions with international experts in the field will be also be an opportunity for our business leaders.

Attendees are set to take away a significant understanding of new ideas for expanding their export business. While here, our two visitors will also be visiting some supermarkets and a few of our manufacturers for them to see some of the exciting products we produce here in Trinidad and Tobago.

For further information on this programme contact exporTT's Training Unit at 612-EXTT (3988) Ext. 1011 or 483-8311.

Register Online