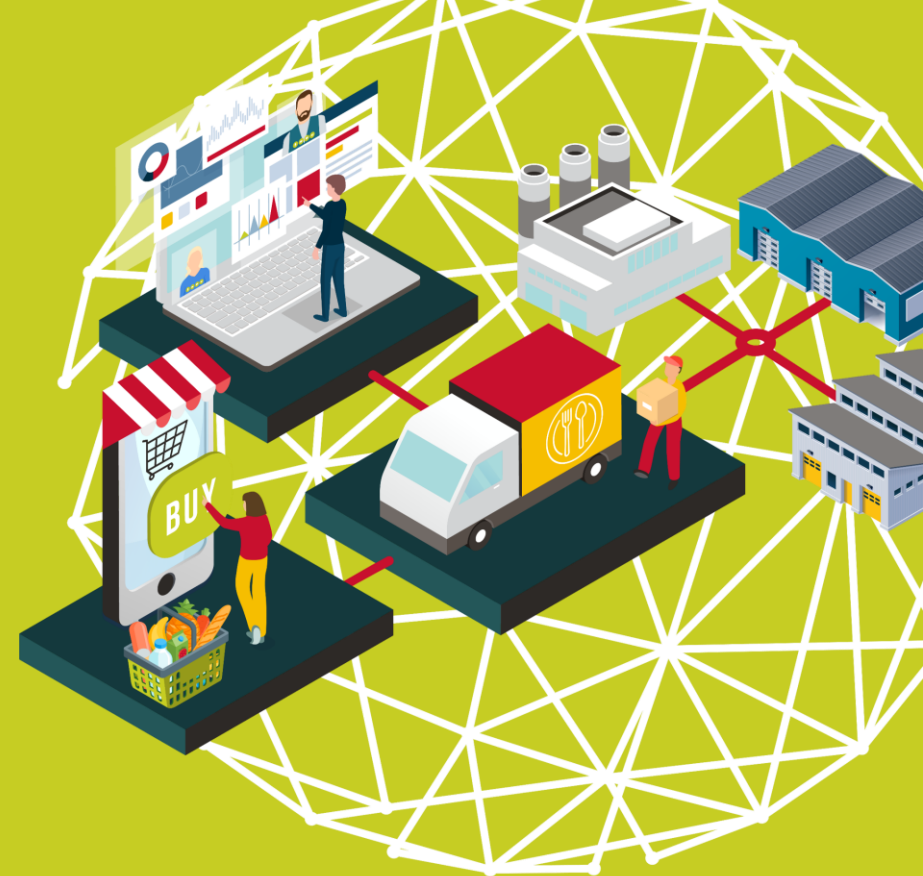


E-business in de voedingsindustrie

FIT Exportbeurs
21 juni, 15u-15u45



STRUCTURELE PARTNER

Belgian country page op Ocado, de Britse webshop voor levensmiddelen

Simon Waring, Green Seed UK

Belgian Flagship Store op Alibaba's Tmall Global

Bart Horsten, Horsten International

Belgian pavilion op RangeMe, een internationaal buyer-seller matchmaking platform

Tine Vandervelden, Fevia Vlaanderen



Belgian country page op Ocado, de Britse webshop voor levensmiddelen

Simon Waring
Green Seed UK



E-Commerce Position in UK Grocery

UK Online Growth Trend Pre 2020



- UK Online grocery *pre pandemic* one of the most developed globally
- 7% market share (similar to France, where click and collect more prevalent)
- Significantly higher than other European markets
- But past growth trend unspectacular - ca 0.3% in share of total grocery per annum over last few years
- Balancing recognizing and responding to consumer demand vs profitability issues

E-Commerce Landscape Changing



- Big basket online shops will continue, but also surge in small basket providers – overhyped?
- Subscription services and home meal kits boomed
- Social media allowing DTC e-commerce bypassing retailers for brands large and small



E-Commerce Status Today



- February 2021 online sales = 15.4% share of total grocery (=peak)
- March 2022 Online Sales 12.6% total grocery (Kantar)
- Mintel research May 2021:
 - 59% of British consumers are online grocery shoppers
 - Also increased usage of online shopping among existing users (53% increasing amount of shopping occasions/spend online)
- Today 18% of 65+ demographic now shopping for grocery online = x2 level pre pandemic
- **Online plays a greater part in UK grocery shopping... but era of crazy growth is over**

oocardo

Some Context



- Ocado is an online retailer, a digital native, not an established grocery retailer trying to adapt its familiar operations to meet a growing consumer need
- All their learning has been in perfecting a model started 20 years ago
- Ocado has no stores
- Strategy – to remain a pureplay online grocery retailer and growing share of UK grocery as online assumes greater importance +offering groundbreaking technology to other retailers



- Ocado tie up with Marks & Spencer Sept 2020
- M&S becomes 50:50 partner in Ocado Retail Ltd
- M&S brings...
 - 12m customers
 - £5.9bn food revenue
- 5,000 M&S products available (rising to 6,000)



Ocado Shopper



- Fastest growing UK grocery retailer over pandemic
- 90% of customers loyal after 5 shops
- But Ocado shoppers look first to product quality and variety – price a secondary consideration – stock 56,000 skus – **much wider range than traditional supermarket**
- Ocado shoppers:
 - Buy more organic products – now have 4,000 lines
 - **Overtrade in free from and vegan products products**
 - **On the lookout for new and different products not at Tesco**
 - Experimental, foodie, often home cooks
 - High service expectations
- **Country pages – a further way to differentiate for Ocado, focused on key on trend markets/strong food reputation**

Building a case for Belgium!

The Belgian Brand vs UK market

The trend...

- In the latest Future Brand Country Index (a guide to a country's Brand Value), brand 'Belgium' is one of the strongest countries globally, and increasing...



Top 10 biggest gains in Quality Products

| Point Change from 2014 | Score* 2019 | Country | FCI Ranking 2019 | World Bank Ranking 2019 |
|------------------------|-------------|--------------|------------------|-------------------------|
| +13 | 41% | Israel | 22 | 31 |
| +13 | 27% | Slovakia | 35 | 64 |
| +11 | 40% | Belgium | 21 | 26 |
| +10 | 24% | Turkey | 40 | 17 |
| +10 | 28% | Saudi Arabia | 30 | 19 |
| +10 | 23% | Hungary | 38 | 56 |
| +9 | 16% | Vietnam | 61 | 45 |
| +9 | 19% | Iran | 72 | 26 |
| +9 | 41% | Italy | 14 | 9 |
| +9 | 19% | Pakistan | 73 | 40 |

Where's the demand?

- Customers are actively searching for 'Belgian' specifically.
- Sales can be gained if products are in one place, but easily missed if products are not optimized*.
 - **20%** of all searches for 'Beer' include the word 'Belgian' or 'Belgium'
 - **10%** of all searches for 'Chocolate' include the word 'Belgian' - twice the number of searches that include the words: 'Best', 'Luxury', or 'M&S'.
 - **20%** of all searches for 'Waffles' included the word 'Belgian'.

* A search for 'Belgian Beer' on Ocado yields 10 results. A search for 'Belgian Chocolate' yields 64 – mostly M&S

How does Belgium compare?

- **Belgium is a ‘Core’ country, synonymous with certain foods – along with countries such as:**
 - Italy: Pastas & Sauces, Oils & Vinegars
 - France: Wine & Bakery
 - Spain: Chorizo

Note: searches for Belgian Beer and Belgian Chocolate are higher than searches for any of the above country’s terms such as Italian Pasta, French Cheese, French Mustard, etc., strongly suggesting that customers can’t find what they’re looking for.

Belgian Food and Drink



- ✓ Punches above its weight in food and drink
 - ✓ Small Country, Great Food, Deep Food Culture
 - ✓ Food as Craft - Artisan Excellence
 - ✓ 'Belgian' synonymous with quality
 - ✓ Industry Passionate about Innovation
- ✓ Close Neighbours... Big Opportunities!

 ocado +



green
seed
International Food Expertise

- Investment agreed behind suppliers and Ocado Belgium page
- 14 companies in final discussions on pricing/forecasts pre listing
- Likely launch range of 40-50 Belgian product lines in phase 1
- Chocolate, Beer, Confectionery, Bakery key categories
- Provisional launch of Belgian page September 2022
- Aim to grow Belgian presence through 2023 and beyond
- Great platform for Belgian exporters to establish and grow more widely in UK market



Thank you

Simon Waring, swaring@greenseedgroup.co.uk, +44 7771 611764

Belgian Flagship Store op Alibaba's Tmall Global

Bart Horsten

Horsten International




The Belgian Store
比利时官方进口商店

 Welcome to Belgium
比利时国家馆

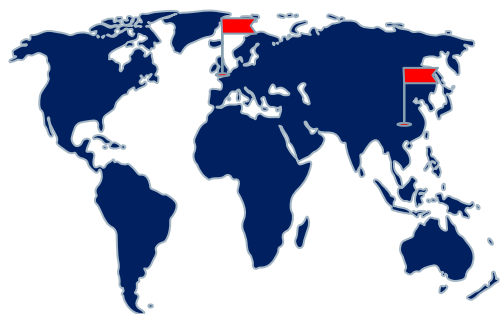
发现比利时惊喜好物

即刻探索>

Bart Horsten
21 June 2022



40 years of China experience



Competent and diverse team



HORSTEN
International
豪斯顿国际有限公司

Extensive network



关系

Guaranteed continuity



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Rationale behind the project

- If you plan to sell in China, e-commerce should be part of your strategy
- Many Belgian food brands dream about developing the Chinese market and sign a contract with a big distributor in China without really knowing the market and their Chinese partner.
- If you are lucky, you can sell well and work together for a long time.
- However, in most cases you give away control and you don't really know what is happening with your brand and where your products are sold; no access to data, consumers' feedback and sales channels.
- Too often things go wrong and you lose the market.



The Belgian Store

比利时官方进口商店

- Exclusive multi-brand store on Tmall Global, focusing on Belgian Food & Beverages
- Owned by Horsten International
- Partnership model with the brands
- Live since January 2021
- Direct channel to Chinese consumers
- Full control over storytelling and branding
- Access to all sales and marketing data
- Limited regulatory restrictions
- Perfect steppingstone to a long-term sustainable business in China

天猫618 省钱大动作

¥10 满289使用

领券

¥30 满469使用

领券

¥50 满300元使用

商品满减 上不封顶

天猫618

天猫618 必抢爆款专区



香醇柔滑 每一口都充满诱惑

Lemaitre乐美卓松露巧克力

天猫618 限时领券 立减30元

券后价: ¥49



清香浓郁 酥脆可口

Jules茉莉斯黄油薄脆饼干礼盒

天猫618 限时领券 立减30元

券后价: ¥39



榛仁酱夹心 醇香丝滑

Guylian吉利莲金贝壳巧克力

筛选618进口日商品

综合 销量 新品 价格

天猫618 比利时国家馆

比利时皇室御用饼干



39元

限时领券 立减30元

天猫618 Jules茉莉斯黄油 本店薄脆饼干热销第1名

¥33 首单价 ¥69 98人付款 (已加购) (每300减50) 首单4直降6元

综合 销量 新品 价格

天猫618 比利时国家馆

2019年IWSC国际葡萄酒大赛金奖得主



289元

天猫618 比利时进口Blind 口感醇美爽适

¥219 首单价 10人付款 (每300减50) 首单4直降20元

综合 销量 新品 价格

天猫618 比利时国家馆

比利时松露巧克力



48元

限时拍下 1件7折

天猫618 Lemaitre乐美卓 本店松露巧克力热销第1名

¥48.3 折后价 300+人付款

综合 销量 新品 价格

天猫618 比利时国家馆

比利时干邑型贵妇香槟啤酒



129元

天猫618 Dame Jeann 干邑型精酿啤酒

¥120 首单价 15人付款

618
全部宝贝
店铺动态
宝贝分类
联系客服



比利时国家馆是比利时授权的
唯一一家国家级食品店

比利时品质 · 官方认证



比利时原装进口



国家品质认证



比利时北京大使馆

Confirmation Letter for Store on Tmall Global

To Tmall Global

Via Federal Public Service Foreign Affairs, Foreign Trade and Development Cooperation of the Kingdom of Belgium, have the full rights and title to confirm that Horsten International BV (the "Merchant"), a company with its registered address at Parklaan 40, 2300 Turnhout, Belgium, is setting up an online store titled Belgium F&B Flagship Store on Tmall Global that is open for participation of Belgium F&B companies.

The valid period of this confirmation is from 1 June 2020 until further written notice of revocation.

We reserve the right to revoke this confirmation throughout the period of validity, however written notice of such revocation will be given to Tmall Global at least thirty (30) days in advance.

For and on behalf of



(Signed) Federal Public Service Foreign Affairs, Foreign Trade and Development Cooperation Kingdom of Belgium

Livestreams



Social Media Marketing



Challenges

- Management of the TP:
 - Very expensive
 - Only focused on volume and gross revenue
 - Constant follow-up required
- Management of prices & profitability
- Big investment required in marketing, especially for new brands
- It takes time to build a brand!
- There are no miracles
- When is the right time to take the next step?





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Startup Wonderland community
710065 Xi'an, Shaanxi Province
PR of China www.horsten.cn



WeChat Account Belgian Store



WeChat Account Horsten International

Belgian pavilion op RangeMe, een internationaal buyer-seller matchmaking platform

Tine Vandervelden
Fevia Vlaanderen



e-business
in the food
industry

RangeMe

The screenshot displays the RangeMe website interface. At the top, a dark blue navigation bar contains the 'RANGE me' logo, 'Home', 'Browse', and 'Interested' links, along with user profile icons for 'JL'. Below the navigation bar is a search bar with the placeholder text 'Search by brand or product name, keyword or barcode number' and a magnifying glass icon. A row of filter buttons follows, including 'Submissions', 'Collections', 'Category', 'Distribution', 'Certification', 'Origin', 'Private label', 'Shared with me', 'More Filters', 'Clear', and 'Save search'. The main content area shows '121282 Brands' and '650381 Products' with a 'Sort by Relevance' dropdown. A grid of product cards is displayed, each featuring a brand name, a 'PRODUCTS' label, a green checkmark, and a 'Margin' indicator. The visible products include Stellar Snacks, Tiesta Tea, WoodForChef, SaniSnooze™, SISOLE, Nirlanc Rejuvenation Serum, WOSIN COSMETICS, and ROSMAR.



Brands from Belgium page on RangeMe

- **What?** A special “Brands from Belgium” collection will be created for participating Belgian brands and featured on all relevant buyers’ dashboards
- **Why?** Stimulate international sales of Belgian F&B through online buyer-seller matchmaking
- **By who?** Fevia, the 3 regional trade promotion agencies and RangeMe
- **For who?** Belgian food & beverage companies – min. 30
- **When?** July 2022 – June 2023



Brands from Belgium page on RangeMe

How?

Step by step approach

- ✓ Research on RangeMe business model & opportunities for Belgian F&B companies
- ✓ Outreach to regional trade promotion agencies on partnership
- ✓ Check interest of Belgian F&B companies already active on RangeMe
- ✓ RangeMe proposal for the Belgian pavilion
- ✓ Introduction of proposal to Belgian F&B companies



Brands from Belgium page on RangeMe

How?

Step by step approach

- Check interest of Belgian F&B companies via mailing – confirmation of min 30 companies needed
- Set-up of the page in collaboration of Premium Success Manager from RangeMe
 - Brands from Belgium page by Fevia and 3 regional trade promotion agencies
 - Brand pages by companies



Brands from Belgium page on RangeMe

Conditions?

- Subscription format: RangeMe Premium
- Duration: valid for 1 year
- Premium membership support:
 - Dedicated Premium Success Manager to help throughout (12-month) subscription
 - Includes an onboarding call and regular support when needed
 - 2x weekly webinars with refreshers on how best to use Premium benefits



Brands from Belgium page on RangeMe

Conditions?

- Communication and promotion of the Belgian pavilion insured by Fevia and the 3 trade Agencies
- Minimum 30 companies to setup the Belgian Pavilion
- Pricing:
 - \$450/brand/year in case of 30+ companies
 - To be paid by each Belgian F&B company on the page
- Fevia and the three regional trade promotion agencies take care of branding, communication and promotion of the page



More info: rewatch webinar



Webinar 3rd May 2022

A Belgian pavilion on RangeMe as a means to attract more USA
& global buyers' attention



Fevia



<https://youtu.be/HkTK5oEMSzU>

Interested? Send e-mail to
tvdv@fevia.be





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Small country. Great food.

'Food.be – Small country. Great food.' is the promotional brand created by Fevia, the Belgian food and drink federation. Discover the quality, diversity and innovation of more than 1.200 Belgian food and drink companies on **food.be**