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# EXPORT GUIDE FOR CENTRAL ASIAN HORTICULTURE EXPORTERS



**MADE IN  
CENTRAL  
ASIA**

USAID COMPETITIVENESS, TRADE,  
AND JOBS ACTIVITY IN CENTRAL ASIA

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# EXECUTIVE SUMMARY

Every country has something that they produce where they have a competitive or comparative advantage over other countries or is unique to their country. This simple mindset can be the premise of a complex value chain which goes beyond frontiers. Exporting entails the sale and transfer of resources to a foreign country and involves the relationship between a seller (exporter) and a buyer (importer). Export is a way for businesses to improve their profits and financial performance and for countries to grow their economies. Export is also a key factor in the development of international relations through the negotiation and implementation of trade agreements.

Over the years, the export process has been democratized. It is no longer limited to large companies or multinationals as small and medium enterprises (SME's) are increasingly benefiting from exports of goods and services. However, irrespective of the size of the company, exporting involves a process which complies to global standards and practices which enables trade between countries with different currencies, languages, laws, consumer preferences and expectations.

This document is a guide to exporters of horticultural products from Kazakhstan, Kyrgyzstan, Tajikistan, Turkmenistan and Uzbekistan on the steps that need to be followed to enter export markets. It also provides recommendations, following analysis of current trends, on markets to be targeted and events to be attended to increase chances of successful exports.

**This guide adopts a stepped approach and is organized as follows:**



The guide was developed by international trade experts Jim Krigbaum and Ashween Bunwaree of 20/20 Development Company LLC under contract with the USAID funded CTJ project.

This guide is made possible by the support of the American People through the United States Agency for International Development (USAID) Competitiveness, Trade, and Jobs Activity in Central Asia. The contents of this publication are the sole responsibility of the author and do not necessarily reflect the views of USAID or the United States Government.

# STEP 1: PREPARING FOR EXPORT

## I. WHY EXPORT?

Any entrepreneur will aspire to growing their business. There are several ways to achieve business growth, export being one of them. However, before making any decisions, a business should reflect on its market, its own capabilities and define its growth strategy.

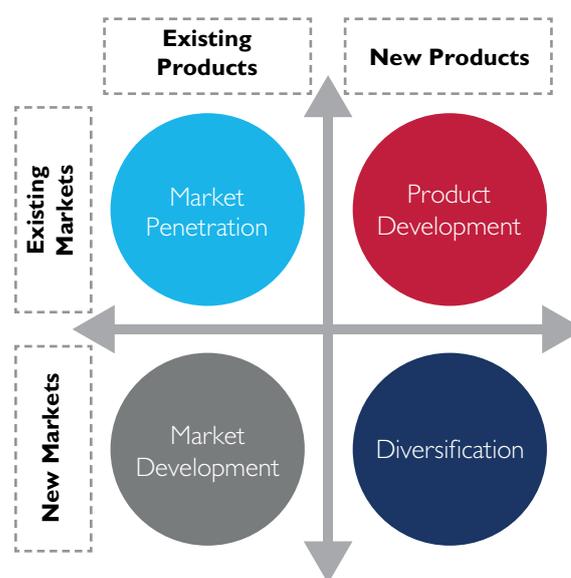
The Ansoff Matrix is a strategic planning tool that was developed by Igor Ansoff in 1957. The matrix provides a framework to help businesses devise their strategy for future growth. The Ansoff Matrix caters for four growth alternatives in new or existing markets with new or existing products. The level of risk differs from one alternative to another.

### Market Penetration

In the market penetration strategy, the company aims to increase its market share in its existing market, with its existing products. This can be achieved by identifying new customers in the market or by increasing sales to existing customers. This is the growth option that present the least risk.

#### Market penetration can be achieved by:

- Price reductions
- More aggressive promotion and distribution
- Acquisition of competitors
- Minor adjustments to products



An example of the Market Penetration application to Central Asian companies is the promotion of dried fruit in Japan. Japan has imported a small amount of dried fruit from Central Asia, mainly raisins and apricots. Expansion of market penetration efforts can be done either through increasing customers or expanding volumes with existing customers. To increase volume with existing customers, the company needs to strengthen their relationship with the company or strengthen their appeal to the company. This can be done through personal contacts (strengthening personal relationships and learning and meeting their needs) or through modifying the product to meet the customers' needs (packaging, specifications for example).

### Market Development

In the market development strategy, the company will try to expand in new markets or countries with existing products. Given the level of uncertainty pertaining to entry in new markets, this strategy is riskier than Market Penetration.

#### Market development can be achieved by:

- Targeting new customer segments or distribution channels;
- Selling in new regions within the country of operation;
- Franchising in new markets;
- Exporting to foreign markets.

An example of the Market Development application to Central Asian companies is illustrated through the dried fruit company that targets new customers by diversifying their market from importers to food processors that utilize their dried fruit for energy bars and cereals. This works with the same product but a different channel for import and distribution.

## Product Development

In the product development strategy, the company aims to introduce new products into existing markets. This can be achieved by modifying existing products by changing their presentation, performance or quality to be more appealing in the existing market. This growth option presents uncertainty in terms of acceptability of the new products – this option is therefore riskier than Market Penetration, but it can be considered to present as much risk as Market Development.

### Product Development can be achieved by:

- Investment in R&D;
- Acquisition of rights to produce a third party's' products;
- Acquisition of rights to produce a third party's' products;
- Co-development with ownership of a third party who needs the company's distribution network or goodwill to enter the market.



Figure 1 Premium packaged dried fruit and nuts

An example of the Market Development application to Central Asian companies is illustrated through the dried fruit company that adjusts their packaging to provide a value-added gift package to their customers. This would take advantage of their low labor rates and the high labor required to make and pack the specialty package.

## Diversification

In the Diversification strategy, the company aims to introduce new products into new markets, including exports. Before venturing in a Diversification strategy, the company should be clear about its expectations from the strategy and the risks involved as this is the riskiest option considering that it involves uncertainty in 2 dimensions.

## There are two types of Diversification:

- **Related Diversification:** the company stays in the same industry in which it is presently operating.
- **Unrelated Diversification:** the company moves into a completely new set up – this can be achieved by the acquisition of a business which operates outside the company's current scope.

An example of the Market Development application to Central Asian companies is illustrated through the dried fruit company that adds a production line to produce fruit puree and in bulk or retail packages. It takes advantage of their supply channel and finds a home for products of different specifications and qualities.

## Adopting an Export Orientation

Based on the Ansoff Matrix, a company that is willing to move into export markets will either adopt a Market Development Strategy or a Diversification Strategy.

Export is an activity that refers to the sale of commercial goods or services to another country. It is subject to factors such as production costs, domestic markets, and competitive and comparative advantages of production, distance, socioeconomic conditions, logistics and government regulations. The biggest challenge for the exporter is to overcome these factors through having an actual or perceived comparative or competitive advantage over products produced in that country or competing supplying countries. It is not enough to have the “best product” and price it must be the best product and price for the new market and consumer preference, or buyer needs differ, and the seller must address those needs not from their perspective but from the perspective of the buyer.

The decision to move towards exports of goods must be taken after careful assessment of opportunities and challenges that arise from the development of exports. Exporting, however, can prove to be a highly rewarding and profitable operation which can provide greater returns in profit, the domestic market and diversifying your risk and exposure, if it is well thought and executed.



1

### To increase company's turnover:

Selling internationally may entail higher costs but it offers the possibility to achieve higher sales overall and higher sales price per unit.

2

### To maximize under-utilized capacity and reduce production cost:

Operating at higher capacity than local demands and closer to full capacity enables exporters to lower marginal costs per unit by spreading fixed costs over more units thereby minimizing idle capacity and improving efficiency on units produced.

3

### To sell surplus production:

May be necessary when a company produces over the capacity that can be absorbed in the domestic market. Selling product outside the local market helps prevent a surplus which depresses prices on that market.

**4****To reduce the risk of over-reliance on the domestic market:**

Imported products can disrupt your products on the domestic market. Exports can open new opportunities when demand is low or reduce seasonal variations. Exports can minimize the risk of local market turmoil resulting from economic, political or other forces beyond the control or influence of the exporter.

**5****To extend the life cycle of products:**

Existing products will have an extended sales life since there are newer markets for them to be sold in. Products which are no longer in season in one country, may still be “in season” in another. Crop maturity differs from one climate zone to another and selling “in season” products from your climate zone to an “out of season” zone can provide a broader active time frame of marketability of a product.

**6****To mitigate the effects of currency fluctuations, political or economic crisis:**

For example, Russia is a large market for Turkish fruits as they take advantage of Turkey’s geographic location and climate zone with sooner harvests than countries to their north. In 2016 Russia banned imports of Turkish produce as a result of the shooting down a Russian plane and other political issues. Had Turkey been dependent on the Russian market, the impact would have been devastating.

**7****To increase product quality:**

As competition increases, companies have no choice other than to improve the quality of their products.

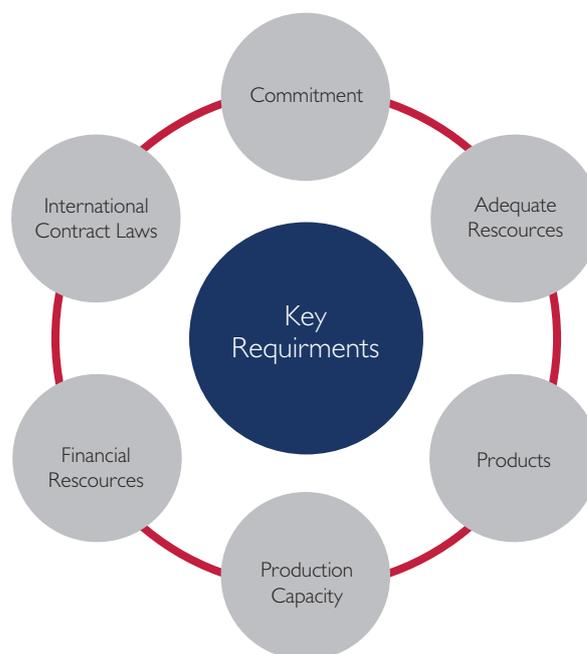
**8****To be exposed to new opportunities:**

Products demanded in each market may vary slightly from historical demand in the local market. This diversification of demand can stimulate production of new product and different varieties. E.g. Peru was not a producer or consumer of blueberries; however, entrepreneurs developed a Peruvian production for blueberries, almost exclusively for export, and in 2018 Peru exported 110,000 to 125,000 tons of fresh Blueberries.

## 2. KEY REQUIREMENTS TO ENGAGE IN EXPORTS

The decision for a company to embrace exports rests on the opportunities and product readiness for the targeted market. Several factors must be considered to conduct this analysis, namely:

- Commitment of management which should have a clearly defined export plan;
- Appropriate manpower to handle production, proper export packaging, export marketing, added costs, documentation, logistics, etc.;
- Products that have an export potential which comply with target market requirements for quality, price and sanitation;
- Enough production capacity in terms of equipment and machinery, warehousing facilities, access to raw materials, etc.;
- Sound financial resources to sustain production requirements;
- An understanding of international contract laws and an ability to honor contracts signed with a buyer.



Challenges for exports are commonly referred to as invisible barriers to trade. They relate to trade policy measures such as import quotas, licensing and rules of origin but also to product-specific requirements such as product quality, labelling, testing and certifications and consumer driven requirements.

## 3. CHALLENGES FOR EXPORTS

1. **Export Regulations, Legislations, Policies and Standards** represent one of, if not the main stumbling block for any company willing to venture into exports as they must comply with regulations in their domestic and target markets. For most markets it is important that a phytosanitary certification is issued which meets the specific requirements for the destination country.
2. **Health and Safety Regulations** are a very important factor to consider when exporting foodstuff. For most countries that have strong retail markets the requirement of Hazard Analysis and Critical Control Points (HACCP) is a minimum requirement, with many markets requiring GlobalGAP for non-processed products (fresh), and many retailers globally are requiring Global Food Safety Initiative (GFSI) compliant certifications including British Retail Consortium (BRC), SQF, BRC, IFS, and Food Safety System Certification 22000 (FSSC 22000) certification, or their own standards which exceed governmental requirements.

3. **Language and Cultural barriers:** while businesses need to be in constant contact with their partners, language and cultural barriers can be a major hinderance to smooth communication.
4. **Proper planning** as Exporting companies sometimes need to adjust their processes to be able to make it on export markets. For example, produce that is harvested for the export market is harvested sooner in the ripening process than products harvested for local consumption. Furthermore, the seasonality of produce creates both opportunities and challenges. When in the Northern Hemisphere countries that are south produce sooner than countries that are in the north. Therefore, understanding the windows of opportunities for key markets versus production from other countries is critical. It is also important to stay in touch with weather conditions in competing and customer countries as weather can change the window of opportunity, and a harvest a few days early or a few days late can provide a big opportunity for those who are in a position to take advantage of the change in weather conditions.
5. **Currency fluctuations** can be a major hinderance to the export process and can result in losses if not properly monitored. Companies planning to exports must plan their sale period and shipments carefully.
6. **International Payment methods** create a different set of requirements than selling a product on the domestic market. Understanding these methods is critical to remain competitive and minimize risk.
7. **Intellectual Property Protection:** Globally tradenames, trade secrets and many genetic profiles are protected by national and international IP laws. Understanding these and ensuring that you are not violating the rights of others is paramount to success. For example, in Egypt many varieties of grapes were produced and protected by IP laws - when a grape is produced from a variety that is not licensed to the producer, they cannot sell it with the registered trademark or tradename of the variety utilized.
8. **Accessible and Efficient Logistics:** Cost and efficiencies in production do not determine if your product can sell in the market. The factor which determines if your product can sell in the market is its competitive advantage over everything else available on the market. Cost of freight and how it impacts the landed price and efficiency in logistics are critical factors in achieving sales. The ex-farm or ex-factory price is of no concern to the buyers, what they are interested in is the cost delivered to their distribution center or store. Therefore, it is critical that the exporter work to minimize freight per unit shipped. The thought process for this situation includes the analysis of packaging to maximize weight and/or cube in the shipment to minimize per unit price. For example, a standard truck can fit 33 Euro-Pallets on the truck. By eliminating pallets, you can fit more product on the truck (by increasing available space and reducing weight) and this may be beneficial to your customer, however, if they unload by forklift the added labor may offset the decrease in per unit freight. Work with your customer to ensure that the load is the most efficient for their operation.



## 4. WHAT TO CONSIDER BEFORE EXPORTING

Targeting export markets is a major strategic decision for companies. It requires a lot of groundwork to be done but most importantly, it requires companies and promoters to ensure that they are ready to tackle the challenges that go with export. Any entity willing to venture into exports should answer the following questions:

### COMPANY QUESTIONS

Before entering the export market, you need to answer in the positive the following statements:

**Statement 1** - I am willing to adapt product, packaging, labels, promotion materials, etc., specific for foreign markets.

**Statement 2** - My company is financially sound and can support export growth.

**Statement 3** - I have established which of my products will be accepted internationally (competitive advantage: price, quality, characteristics) and my production and transportation costs are competitive or the same as my competitors.

**Statement 4** - I have the capacity of product available to supply international markets without jeopardizing my core and domestic business.

**Statement 5** - My company has a management team in place to support export sales. I have the language skills to communicate with a foreign buyer.

**Statement 6** - My product compares favourably with my local and destination market competitors.

**Statement 7** - My company has sufficient production capacity that can be committed for the export market.

**Statement 8** - I can maintain the consistency of the quality of the products for export.

**Statement 9** - I can positively answer the question “why in the world would anyone buy my product over the competition”.

### PERSONAL STATEMENT

**Statement 1** - I understand the markets for my products and have identified targeted markets and customers.

**Statement 2** - I have completed a SWOT analysis on my product and have identified the strengths, weaknesses, opportunities and threats related to my company and product.

**Statement 3** - I understand that I will need a pricing strategy for my product that puts me in a good negotiating position with prospective buyers.



## 2. STEPS TO CONDUCT MARKET RESEARCH

There are 3 main steps to follow when conducting a market research:

### A. PLANNING THE MARKET RESEARCH

This phase aims to find answers to the following questions:

- **Is there a need for my product?** You want to be sure that you are targeting the right market for your products.
- **Does my product meet the needs of the market?** You want to ensure that there is a demand for your product but also that it means the requirements of the market you are targeting.
- **Is my price competitive?** Pricing is one of the critical factors that will help you hold to or lose customers. Therefore, while you try to keep your prices under control, you must also keep an eye on prices of your competitors.



*“Why would anyone buy my product over all the products offered by my competitors all around the world?”*

### B. COLLECTING MARKET INFORMATION

While conducting market research, several factors must be investigated and analyzed, namely:

- Political stability
- Economic situation
- Demographics
- Market segmentation
- Market trends
- Competitors present in the market
- Distribution channels
- Cost structure
- Import regulations
- Duties applicable
- Certifications and phytosanitary requirements
- Quotas/restrictions



Such information can either be found online or in the market:

#### i. Resources available on the web

Several resources that will allow you to search the information mentioned above are available on the internet. A list of web resources is provided in Annex 2.



## ii. In the market: Field investigation

Once you have collected all the generic information on your target market, it is necessary to fine tune your research and focus on your products. This can be achieved by conducting a field investigation. It will allow you to visually understand the positioning of your products in the market, understand what your competitors are doing and more importantly allow you to have feel the perception of end-users or potential business partners on your products.



Figure 2 Carrots of varied colors

## iii. Export or Trade portals

Several countries have developed trade or export portals which provide valuable information to exporters on their target markets. This information will very often pertain to export requirements in terms of shipping documents to be submitted as well as phytosanitary requirements in target markets (discussed in detail below).

## C. ANALYZING MARKET INFORMATION

Once the information has been obtained, you will be able to conclude whether you have the right market for your products, if not, you will have a clear idea of what needs to be done to fit the market or whether you should be looking at another market.

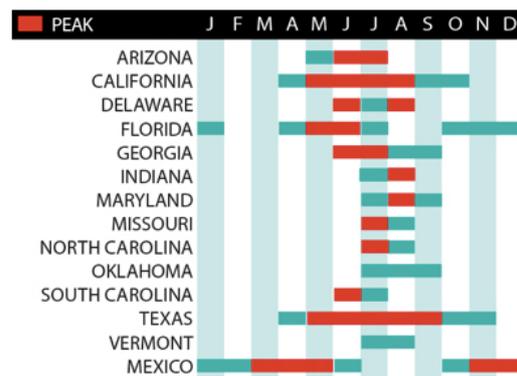
### CI. Competitive advantage

Assessing your competitive advantage sums up to answering the following question: “why in the world would anyone buy my product over the competition?”

One of your main challenges will be to outdo your competitors, both at local and international levels. You will have to identify the advantages that you can offer so that consumers can achieve greater value either by benefiting from lower prices or greater benefits that can justify a higher price.

Some examples of competitive advantages are:

- Capacity to supply goods with reduced or no duty through Preferential Trade Agreements;
- Lower recourse costs – land, labor and capital;
- Ability to supply fruits or vegetables early in or outside the season;



Availability of Watermelons in the USA

Source: Product Market Guide

Figure 3 Example of product availability chart

In most cases your customer is already buying from someone else. In order to win their business, you need to offer something better than your competitor. This can be in the form of better price, better quality (for their market), better delivery terms, better sorting and packaging, or a better relationship. Many of these factors take time and in most cases your competition must slip or fall for the opportunity to be open to you.

## C2. Preferential trade agreements

Preferential Trade Agreements (PTAs) are signed between countries with a view to lowering or abolishing tariffs, and therefore trading costs, on movement of goods between them in order to encourage trade relations between the two countries.

Overall, Central Asian countries have developed their network of trade agreements mainly within their region, that is between themselves or with neighboring countries. Although this policy encourages regional trade, it is unfortunately not conducive to improving trade beyond the region.

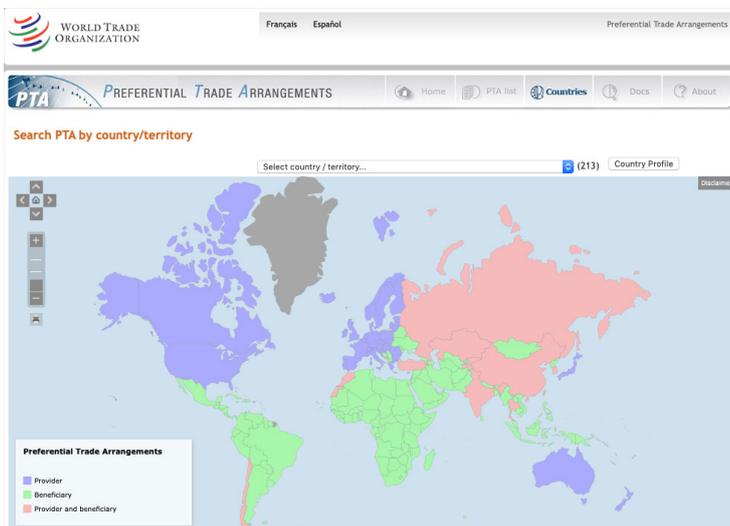


Figure 4 Preferential Trade Agreement Database of the World Trade Organization

A list of Preferential Trade Agreements in which Central Asian countries are currently engaged is provided in Annex I.

# STEP 3: CHOOSING YOUR CUSTOMERS

## 1. FINDING A CUSTOMER

The critical part of exports consists in identifying customers with whom you stand a chance of doing business. With the advent of the internet, this task has taken a whole new dimension as there are several ways to identify and research target customers online. However, the traditional means of doing business such as participation in trade shows or trade missions are still very useful tools to use.

## 2. WEB-BASED TOOLS

The internet provides a quick and extensive platform to search and find customers. It hosts company websites, online databases, and social media platforms, amongst others. However, one must be careful when searching the internet as information is not always 100% reliable.

Key resources that can be used to look for buyers are:

- List of members of Chambers of Commerce; Associations; Government Agencies
- Industry trade organizations
- List of exhibitors in trade shows
- Social Media platforms such as Linked In, Twitter

### 3. PARTICIPATION IN TRADE SHOWS



Figure 5 Trade show photo

Major trade fairs provide opportunities for exhibitors to identify visitors of interest through their online matchmaking platform. ANUGA is a biennial event held in Cologne, Germany. It is one of the largest food fairs in the world and it offers a business matchmaking platform for exhibitors. You can visit their website for more information:

[www.anuga.com/exhibitors-and-products/matchmaking365/matchmaking365-6.php](http://www.anuga.com/exhibitors-and-products/matchmaking365/matchmaking365-6.php)

Participation in trade fairs is an important tool for exporters but participation must be timely and properly planned. The main advantages of participating in trade fairs are that they:

- Access to a concentration of targeted buyers who are open to receiving information
- Provide a means to establish contact with key players
- Offer a platform to present and inspect products
- Allow for immediate feedback on products displayed
- Observing competitors' products positioning and marketing techniques
- Contribute to enhancing the corporate image
- Represent a good place to gather market intelligence and competitor information and understand distribution channels in your market.

When participating in a Trade Fair, ensure that you take advantage of all the marketing opportunities offered by the fair such as the matchmaking platform; mobile apps and website. Guidelines for participation in a trade fair are provided at Annex 3.

### 4. OTHER TRADE EVENTS: BUYER-SELLER MEETINGS

Buyer-Seller Meetings are structured events where exporters and importers get the opportunity to discuss business opportunities on a one-to-one basis. These meetings, if well planned and well managed, are very often an effective way of obtaining immediate results as the parties both know who they are meeting and why.

The success of buyer-seller meetings is heavily dependent on the “matching” exercise that conducted by the organizers. It is therefore of utmost importance to provide as much information possible on your products and the type of buyers you want to meet.



Figure 6 Buyer - Seller Meeting

Globally, there are numerous tradeshow that focus on food products and food markets. Choosing the show that is right for you depends upon your company's strengths and weaknesses, as explored in the SWOT analysis. Spending money on a tradeshow can be money well spent if you are able to secure a strong customer in the target market. If you are not prepared, choose the wrong show for your products, or lack proper preparation and/or follow-up, a tradeshow can be a significant expense with little actual return on investment.

Some of the global food shows are listed below with comments based on experience in attending and participating in these events:

Trade Show	Location	Perspective
<b>World Food Istanbul</b>	Istanbul, Turkey	A good show for dried fruit exporters looking to supply Turkish companies – many that import bulk and sell as Turkish product.
<b>Sial Food Show</b>	Paris, France	Sial is focused on retail high quality product to be sold in supermarkets in the EU. Buyers at this event require high levels of sanitation standards and packaging at global levels.
<b>Fruit Logistica</b>	Berlin, Germany	Good show for fresh products – not great for value added but depends upon the product.
<b>Gulfoods</b>	Dubai, UAE	Great show for those who don't have standards acceptable for EU or Asian markets and can be competitive with their prices
<b>FoodEx</b>	Makuhari Messe, Japan	Good show for products destined for the Japan market – however company must be ready based upon standards and protocol needs to be in place.
<b>MacFruit</b>	Italy	Italy is not going to buy any significant volumes from CA. Buyers that can be met there can better be met at Fruit Logistica and maybe Fruit Attraction.
<b>InterFood Astana</b>	Astana, Kazakhstan	
<b>Global Food Ingredient shows</b>	Varies	The franchise for the Food Ingredient shows is a good group of shows for companies that produce product that can be utilized as an ingredient in finished goods. These shows in Europe, Turkey, Middle East, India and Asia are good shows for producers looking to sell to food manufacturers.
<b>International Retail Convention</b>  <small>(<a href="http://www.cdfkz.com/veranstaltungen/agenda/event/djune-28-29-international-retail-convention-in-astana/">http://www.cdfkz.com/veranstaltungen/agenda/event/djune-28-29-international-retail-convention-in-astana/</a>)</small>	Astana, Kazakhstan	

Figure 7 Trade show chart for food industry

## 5. KNOW YOUR CUSTOMER

Exporting is about building relationships. It is therefore important to know who you are dealing with, in other words, you need to know your customer. This entails knowing:

- Their Requirements;
- Their Motivational Factors;
- The buyers personally and professionally;
- Their shopping habits and cultural beliefs.

Before engaging into trade transactions, you must require your contacts to fill in a KYC (Know Your Customer) form (see Annex V).

# STEP 4: CREATING OPPORTUNITIES

## 1. ELEVATOR PITCH

An elevator pitch is a short description (15-30 seconds) of your company or products that you use to generate interest in what your company does and to communicate your Unique Selling Proposition.

- Floor 1** Who are you?
- Floor 2** Who Do You Do?
- Floor 3** What Makes You Unique?
- Floor 4** How Do You Do It and Who Does it Affect?

## 2. COMPANY BROCHURE

A company brochure is very often the first glimpse that a buyer will have about your company, operations, and product offering. It is important to have an effective brochure which will clearly outline what your company is about and what it has to offer as it can be influential in framing the mind of potential buyers.



Key elements that must appear in a company brochure include:

- Who you are and what you do?
- What are your products?
- The benefits you can offer, or the issues your product will address
- Contact details

The brochure must be designed in a way that it provides information that customers want to know. Therefore, the following sections should appear in the brochure:

1. About the company
2. Products with nice and clear pictures
3. Post-harvest Handling and/or processing operations (with pictures)
4. Your unique selling point (include any certifications your company may have)
5. Contact information

## 3. PRODUCT SPECIFICATION DOCUMENT

A product specification document provides critical information about your product(s). They are essential in the food industry as products very often must comply with standards in the target country, provisions within legislations or the codex Alimentarius.

Having a product specification document will help:

- Demonstrate compliance with regulatory requirements;
- Allow customers to understand and situate your products.

**ContainerLogic**  
Purchase, rent and rent to own options available to fit your needs!

**Aspetic food and beverage containers manufactured in Austria and immediately available!**

Dimensions	Operating pressure	Operating temperature
Weight over all: 1647 x 16 mm (64.84 x 0.63 inch)	Maximum: + 1.50 bar (21.69 Psi)	Maximum: + 130°C (266°F)
Outer diameter container: 1000 mm (39.37 inch)	Minimum: - 0.15 bar (2.17 Psi)	Minimum: - 10°C (14°F)
Outer height: 1780 x 175 mm (70.08 x 68.89 inch)		
Capacity: 800 Litre		

Material: Stainless Steel 1.4301 / 304  
Equipment:  
Manhole closure 18 inches with 6 brass hexagonal nuts both 11 bar-rated safety pressure valve 1 bar  
1 pipe connection 1"2" stainless steel 1"2" DIN  
Grippe manhole gasket-70 stone  
Bottom drain with butterfly valve 2"1/2 Tri-clamp valve  
Connection drain 1"2" and valve pocket 2"1/2  
Square legs welded onto bumper ring  
Handling 4 sides pallet truck 2 sides forklift  
Stackable 1 + 2 Mt. 1 + 2 empty

Inventory available in Indianapolis, IL and Corcoran California for immediate shipment.  
At Container Logic DRP we work to anticipate our customers needs and maintain inventory in the mid-west and California to provide immediate shipment to meet our customers needs. Call today to learn about!  
Optional jacketing and insulation available including several sizes in one of our US warehouses. (\*subject to prior contract)

Info@ContainerLogicSR.com Phone: 425-629-3071

Figure 8 Example of product profile document

## 4. COMPANY WEBSITE

The advent of the internet has revolutionized the way marketing is done as it has generated a 2-way traffic between buyers and sellers.

While traditional marketing efforts must be pursued as they privilege human interactions, it is important to embrace new marketing techniques and develop relevant tools which will allow buyers to find you.



In that respect, a website is a multifaceted tool which aims at helping your company:

- Being found: Search Engine Optimization can help improve access to your website;
- Inform: Once it is found, it provides information to viewers about who you are, what you do and how you can help;
- Build trust: Your website must be designed in a way that it gives confidence to buyers and provides information they want to see. It should provide details on the company history, owner's experience and credibility, and talk about the company capacity, capabilities, and experience.

## 5. INDUSTRY WEBSITE

While your website is a direct point of access to your company, there are ways for you to increase your visibility and accessibility by being present on industry-specific websites or web-based databases. These websites include global corporate listing sites like Dunn and Bradstreet (D&B), Hoover and Google Business. Additionally, there are industry listing and directory sites and directories, many charging a fee to be listed or to have an enhanced listing, including <https://www.freshplaza.com> and <https://www.freshfruitportal.com>.

## STEP 5: ASSESS YOUR RISK

There are always risks when doing business. Exporting will expose your business to a different set of risks which are likely more difficult to assess and manage than the domestic risks as they are more difficult to resolve due to distance, language barriers, and different legal systems, for instance. Some risks may be amplified in some regions/territories.



It is important to evaluate the types of risks associated with exporting:

### 1. RISK OF QUALITY

These risks relate to product quality:

- Products not in line with buyer/country requirements
- Products not in conformity with required standards
- Products damaged during transit

### 2. ECONOMIC AND FINANCIAL RISK

These risks can affect the cash flow of the company. They usually relate to:

- Default in payments
- Currency fluctuations
- Economic downturns

### 3. COUNTRY/GEOGRAPHICAL RISK

These risks can lead to goods being delayed, destroyed or lost. Political/Geographical risks include:

- War/Conflicts
- Political instability
- Changes in legislation/regulations
- Natural Calamities

There are risks when venturing in new markets but there are ways to mitigate those risks by:

- Conducting a proper assessment of the risks involved in the export strategy;
- Sign contracts with your customers which clearly specify the responsibilities of buyer and seller;
- Insure your consignment;
- Send photos of product when it ships out to confirm the quality and load when shipping;
- Work with contracts that are within your risk acceptable range – for example, if you are risk averse then ship only on paid shipments (which will limit your exports depending upon competitive terms) or if you are willing to accept more risk sell on a full consignment basis (talked about in detail below.).

## STEP 6: TERMS OF SALE

In any sales agreement, it is important to have a clear understanding of delivery and payment terms. The terms of sale will determine the obligations, risks and costs for the two parties involved in a transaction. Confusions or misunderstandings at this level may result in losses.

### I. INCOTERMS

Incoterms are a set of pre-defined commercial terms used in international trade. They situate the responsibilities, costs and risks associated with the delivery of goods, but they do not determine the price, currency or credit terms associated with the transaction.

Each incoterm will specify:

- The obligations of the buyer and the seller
- The point where the risks are transferred from the seller to the buyer

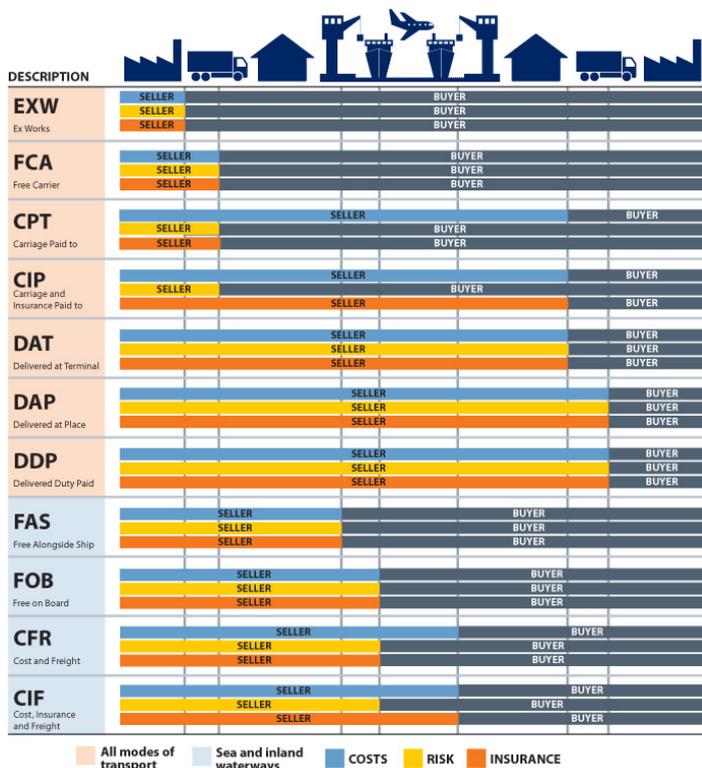


Figure 9 Responsibilities of Buyer and Seller

## 2. PAYMENT TERMS

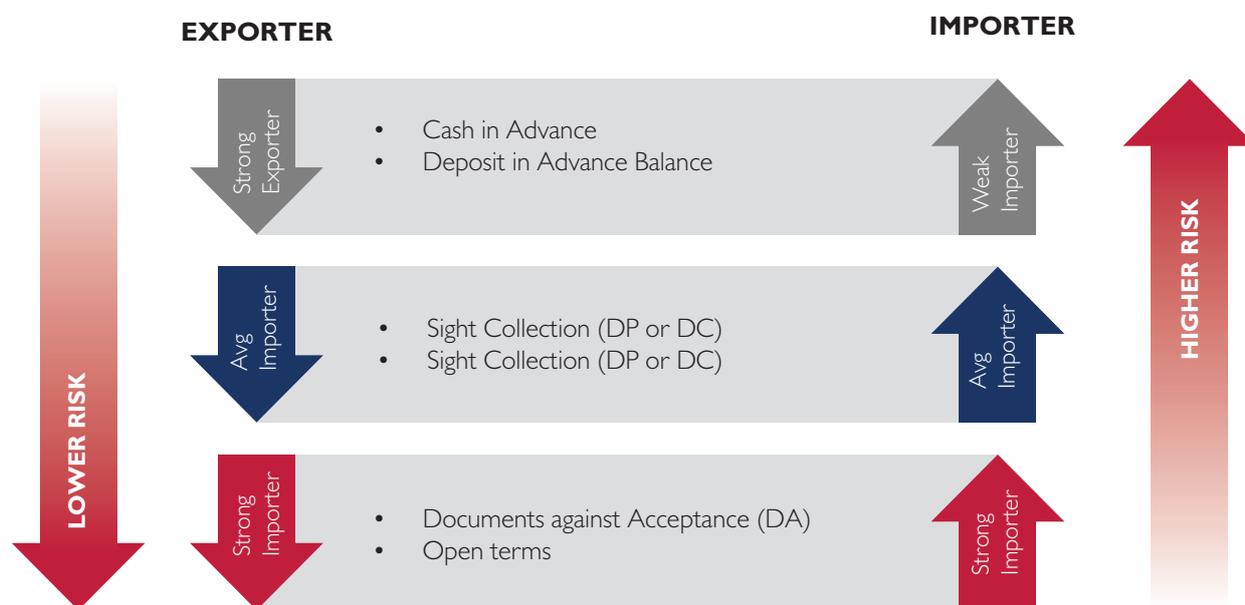
Any exporter must get paid by the buyer for his goods, but the payment terms offered by the seller can make a difference especially when competition is fierce.

There are several factors that could influence the choice of the payment method, such as:

- Type of transaction
- Nature of merchandise
- Value of the transaction
- Credit rating of the importer
- Political and economic policies in the importing country
- Exporters' financial situation
- Trade practices in importing country
- Trust between buyer and seller

There are 4 main categories of payment terms:

- Advance payment: the buyer pays part of the totality of the payment in advance of a shipment;
- Documentary collection: The seller ships goods but retains control of them as his bank will collect funds from the buyer's bank in exchange of shipping documents;
- Letters of credit: The importer's bank issues a document stating that it will pay the seller when the terms of the Letter of Credit are fulfilled. It is important to note that the onus is on the exporter to ensure that documents and quantities shipped are correct; otherwise he risks non-payment;
- Open account: The seller can certain credit terms to the Seller by delivering his goods and requesting payment after delivery;
- Before exporting, the buyer must ensure that the importer has all the necessary documents and permits. It is also important to check the existence of exchange controls in the import country.



# STEP 7: PRICING

## I. PRICING IN THE MARKET

Pricing is one of the critical factors that must be addressed by the exporter. Unlike pricing for the domestic market, it must take into consideration several factors:

- What type of market positioning you want?
- Does the price match the quality you are offering?
- Is the price competitive?
- How will exchange rates impact your price?
- Are there any export duties in the country of origin and export duties at destination?
- What are the logistics costs?

## 2. IMPORTER AGREEMENT AND MECHANISM

Importers are often considered partners with the exporter and a few pricing mechanisms can be agreed between the two parties.

### 2.1 FIXED PRICE

In a Fixed Price mechanism, exporter and importer agree on a price for the product to be shipped prior to shipment. In this scenario, the Importer takes all the risks of poor arrivals and poor market conditions, but he would receive all the benefits of a price increase between shipment and arrival. However, this mechanism is the most favorable for the exporter as their only risk is credit risk of the receivable agreed to at the time of shipment. The credit risk can be minimized through the choice of the most appropriate payment terms.

FACTOR	EXPORTER	IMPORTER
Risk of Arrival	0%	100%
Benefit of good arrival and good market conditions at time of arrival	0%	100%
Risk of price decline at time of arrival	0%	100%
Freight Paid	0%	100%

Table 1 Credit Risk in a Fixed Price Mechanism



### 2.2 FULL COMMISSION BASIS

In a Full Commission mechanism, the exporter agrees to pay a commission to the importer based upon the price sold. The importer will usually work to maximize the sales price as their commission is a percentage of the sales price. This mechanism provides an incentive to the importer to sell as the more he sells, the higher his commission amount. In this scenario, the importer will perform as a partner, working to maximize returns for all. However, the exporter has a market risk if the market price does not reach their expectations and an arrival risk as if the product arrives in poor conditions, the sales price will be low.

FACTOR	EXPORTER	IMPORTER
Risk of Arrival	Product	Freight
Benefit of good arrival and good market conditions at time of arrival	Shared	Shared
Risk of price decline at time of arrival	100%	0%
Freight Paid	0%	100%

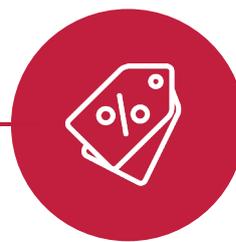


Table 2 Credit Risk in a Full Commission Mechanism

## 2.3 MINIMUM PRICE GUARANTEE

In a Minimum price guarantee mechanism, the importer provides the exporter with a minimum price guarantee. Under this scenario, the importer sets a floor price that the exporter will receive regardless of the direction of the market at the time of arrival. If the market goes up, they stand to benefit and the difference in price between the minimum guarantee and the sales price will be split between the exporter and importer. If the market goes below the floor price the exporter will lose money.

FACTOR	EXPORTER	IMPORTER
Risk of Arrival	Shared	Shared
Benefit of good arrival and good market conditions at time of arrival	Shared	Shared
Risk of price decline at time of arrival	Limited	Exposed to the amount below the minimum guarantee



Table 3 Credit Risk in a Minimum Price Guarantee Mechanism

## 3. EXAMPLE OF A COSTING SHEET

EXPORT COSTING SHEET	US\$	US\$
Cost of materials	20.00	
Cost of direct labour	15.00	
Cost of manufacturing overheads	5.00	
Total manufacturing cost		40.00
Cost of packaging & labelling	5.00	
Ex-works (EXW) cost		45.00
Profit	5.00	
Ex-works (EXW) price		50.00
Cost of transportation to Point of Export	2.00	
Agent's commission, handling charges, documentation, customs	3.00	
FCA Point of Export		55.00
Transport to Point of Delivery	10.00	
CFR Agreed Overseas Destination		65.00
Insurance in transit	2.00	
CIF Agreed Overseas Destination		67.00
Import duties and taxes	7.00	
Handling charges at destination	2.00	
Inland transport to destination	5.00	
Total delivered cost to importer		81.00
Mark up (profit of importer)	15.00	
Retail price		96.00

Table 4 Export Costing Template

## STEP 8: PACKING

Packaging aims primarily at ensuring that goods survive several potential hazards which may happen during storage, transport and distribution. Besides, packaging is also intended at making the product more appealing to the customer.

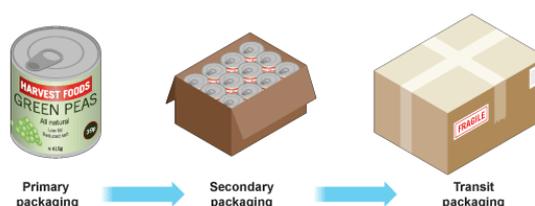


Figure 10 Packaging flow

### I. PROTECTION AND PRESERVATION

Export packaging enables goods to reach their destination in good conditions. It is one of three layers of packaging that are likely to be required for exports:

- Sales Packaging (or Primary Packaging): Immediate layer of packaging around goods. This is the packaging that will be seen by the end-user. It serves a dual purpose of protecting the integrity of your products and being a marketing tool.
- Outer Packaging (or Secondary Packaging): Middle layer of packaging which can also serve as a marketing tool.
- Export Packaging: Outmost layer of packaging which aims at protecting goods during transit. These can be boxes or crates, however, if they are on wood crates or pallets make sure that the wood is certified as acceptable into the market which it is being shipped. Many countries ban untreated wood to avoid introduction of disease or bacteria.

### 2. HANDLING INSTRUCTION



It is advised to include specific handling instructions labels to reduce the risk of hazards and protect the safety of individuals involved in handling of goods.

Figure 11 Handling instruction

### 3. PACKAGING DESIGN

Packaging design plays an important role in branding your products in retail. It should also allow you to differentiate your products from competition. The factors that should be considered when developing your packaging are:

- How your packaging will entice customers and convince them to buy?
- Which colors, logos, and materials should be used to target your desired audience?
- What information you want to communicate?
- Should the packaging have a utility of its own?

## MARKING AND LABELING

IS DESIGNED TO:

- Facilitate identification of packages
- Convey information that is required in the target market. These requirements can vary from one country to the other but very often they include:
  - a. Name and address of manufacturer/ packer
  - b. Product composition
  - c. Nutritional values
  - d. Storage conditions
  - e. Shelf life / Expiry date
  - f. Net weight / volumetric measure



Figure 12 Fresh Cherries packed for retail in Japan



Figure 14 Retail packed mangos in Korea



Figure 13 Innovative packaging for EU retailers

## STEP 9: STANDARDS

Product Quality is a prerequisite for successful export venture. As trade becomes more global, quality and safety requirements of food products are becoming more complex. On one hand consumers are more eager for quality products and on the other, governments are becoming more protective of the health of their people through imposition of more stringent considerations.

It is therefore advisable, before venturing in a new market, to verify whether there are specific requirements regarding norms and standards. Be mindful, some customers may have their own requirements and it is necessary to discuss this aspect with them beforehand. Some of the most sought-after standards in the food industry are:

- Hazard Analysis and Critical Control Points (HACCP)
- British Retail Consortium (BRC) Global Standards
- Global Food Safety Initiative (GFSI)

## I. PHYTOSANITARY CERTIFICATE (PHYTO)



Phytosanitary certificates are issued to indicate that consignments of plants, plant products or other regulated articles meet specified phytosanitary import requirements and are in conformity with the certifying statement of the appropriate model certificate. Phytosanitary certificates should only be issued for this purpose.

Model certificates provide a standard wording and format that should be followed for the preparation of official phytosanitary certificates. This is necessary to ensure the validity of the documents, that they are easily recognized, and that essential information is reported.

Importing countries should only require phytosanitary certificates for regulated articles. These include commodities such as plants, bulbs and tubers, or seeds for propagation, fruits and vegetables, cut flowers and branches, grain, and growing medium. Phytosanitary certificates may also be used for certain plant products that have been processed where such products, by their nature or that of their processing, have a potential for introducing regulated pests (e.g. wood, cotton). A phytosanitary certificate may also be required for other regulated articles where phytosanitary measures are technically justified (e.g. empty containers, vehicles, and organisms).

Importing countries should not require phytosanitary certificates for plant products that have been processed in such a way that they have no potential for introducing regulated pests, or for other articles that do not require phytosanitary measures.

NPPOs should agree bilaterally when there are differences between the views of the importing country and exporting country regarding the justification for requiring a phytosanitary certificate. Changes regarding the requirement for a phytosanitary certificate should respect the principles of transparency and non-discrimination.

Source: FAO

## 2. GLOBAL FOOD SAFETY INITIATIVE (GFSI)

GFSI was introduced to ensure confidence in the delivery of safer foods to consumers. GFSI standards address organizations involved in food, packaging, packaging materials, storage and distribution. GFSI intends to extend its coverage to the whole supply chain from farm to fork.

Some of the well-known standards that fall under the ambit of GFSI are:

- BRC
- Food Safety System Certification 22000 (FSSC 22000)
- Global GAP

### 3. HACCP

HACCP is a systematic and planned approach to control safety hazards. HACCP is defined by CODEX as: “a system which identifies, evaluates & controls hazards which are significant for food safety”. HACCP is very often required for exports of processed foods to EU and USA.



The objectives of HACCP are:

- To manage food safety risks in your business
- To abide by appropriate standards for food handling, hygiene, premises, and equipment
- To provide due diligence for senior management
- To provide a framework for regulatory compliance
- To provide customer confidence
- To ensure all staff have appropriate skills and competencies in food hygiene for their work activities

### 4. BRITISH RETAIL CONSORTIUM (BRC)

The BRC Standard is an internationally recognized standard of food safety and quality. The standard addresses the key factors that must be introduced for an organization to ensure promotion of safe products. BRC standards give assurance to customers that products are safe to consume and of high quality.

There are versions of the standard that also apply to packaging manufacturers, warehouses but also distributors and brokers.

The BRC standard is accepted by most of the world's large retail entities, food service operators and manufacturers.



### 5. FSSC 22000

FSSC 22000 was introduced to provide companies within the food industry with an ISO-based food safety management system that is recognized by the GFSI. FSSC is designed in a way that defines the requirements for integrated processes that work together to restrict food safety hazards.



### 6. GLOBAL G.A.P.

Global G.A.P. is an internationally recognized set of food safety and food quality standards that applies to agriculture but also to aquaculture. It is basically a farm assurance program that is being increasingly demanded by EU importers. In a nutshell, Global G.A.P. translates customer requirements into Good Agricultural Practice.



### 7. SUSTAINABILITY STANDARDS AND CERTIFICATES

Sustainability Standards & Certifications are voluntary norms and standards that relate to environment, social, ethical and food safety issues. These standards were initially introduced in the 1980s with the advent of Eco and Organic foods but the demand for such products has been increasing considerably over the years. From a marketing perspective, Sustainability Standards & Certifications can help fetch a premium on the price paid for your products.

Some of the main Sustainability standards are Fairtrade; Rainforest Alliance; Organic.

It is a fact that multinationals are getting more and more involved in sustainable initiatives and have even started developing their own Sustainability Programs. Some examples are:

- Cocoa Life by Mondelez
- Thrive by Czarnikow

## 8. CERTIFYING ORGANIZATIONS

There are several Certifying Organizations that will be able to guide and assist you throughout the certification process. A list of main certifying agencies is provided below.



Figure 15 Example of Certifying Organizations

## 9. REQUIREMENTS

Standards are not always a pre-requisite for exports. They are most of the time acquired voluntarily by producers. However, some buyers may require that their suppliers have some certifications to open a business relationship. The table below summarizes the key standards that may be required by product category:

<b>Fresh Produce</b>	Global GAP, Bio, Organic, Fair-trade
<b>Semi-processed Foods</b>	HACCP, FSSC 22000, BRC, Fair-trade, Organic
<b>Processed Foods</b>	HACCP, FSSC 22000, BRC, Fair-trade, Organic

## PRODUCT STANDARDS

The general product identity for food products is found in the CODEX Alimentarius of the UN which is available on the web at <http://www.fao.org/fao-who-codexalimentarius/codex-texts/all-standards/en> with additional details at <http://www.unece.org/trade/agr/welcome.html>.

The most important standard for any product is your customers' requirements and your ability to meet those standards. Customers expect to receive product that meets their standards; therefore, it is critical that you receive your customers' specification prior to consummating a contract, packing or shipping product to them.

The following is an example of a specification for fresh apricots for a Hong Kong based buyer. This is a single page of a 17-page document which includes specifications for all aspects of the product, packaging and labeling.

APRICOTS														
CULTIVARS	CODES	MATURITY			SIZE mm (Count)				COLOUR	MISFORM	HAIL MARKS	SILVERING (Versilvering)	BLEMISH	DRY CRACKS, SPLIT PIT, SOFT TIPS, HEAVY BRUISING, INJURIES, INTERNAL QUALITY DEFECTS, LEAVES IN CARTON AND DECAY
		MIN %TSS	MIN - MAX PRESSURE (KG)	COMPLY WITH WRING TEST	S	M	L	XL						
BEBECO	BEB			NO					Min 4 on AP.1					
GRANDIR	GDR			NO					Min 5 on AP.1 (Provided that a green suture as depicted in photo 4 is allowed the colour of the remaining part of the fruit is as depicted in photo no. 7)	Max 10% out of spec per carton		3 on PL 17 - Maximum diameter of 3mm and depth of 2mm. Maximum total surface area of mark 16mm <sup>2</sup> . No single mark may be larger than 5mm in diameter. Maximum sum of total hail marks = 10% surface area.		
SUAPRISEVEN	SU7	10% Targeting 11% - 12%	6 - 8	NO	38 - 40	40 - 45	45 - 50	50 - 55	Min 9 on AP.1	N.2 - A3 + B2			5% on PL.3 photo no. 6	5% on PL.3 photo no. 4
SUAPRIEGHT	SU8			NO					Min 8 on AP.1					
SUAPRININE	SU9			NO					Min 3 on AP.1					
CHARISMA	CHA			YES, WITH A TOLERANCE OF 30% FOR FLESH REMAINING AFTER WRING TEST					Min 7 on AP.1					
SUPERGOLD	SUP								Min 7 on AP.1					
IMPERIAL	IMP								Min 7 on AP.1					
NO DRY CRACKS, SPLIT PIT, SOFT TIPS, HEAVY BRUISING, INTERNAL QUALITY DEFECTS, LEAVES IN CARTON, DECAY OR INJURIES ALLOWED														

Figure 16 JWM Asia stone fruit specification sample page

As an exporter you should a) have your own standards that meet or exceed the CODEX and customer standards and b) ensure that what you ship meets or exceeds these standards. Shipping product that does not meet these standards will result in a claim and a loss of credibility with the buyer. Shipping product that exceeds the buyers' standards will provide future support from the buyer and increased business opportunities.

## STEP 10: DOCUMENTATION

### I. PAPERWORK

#### FREIGHT FORWARDER

Ideally, appoint a freight forwarding company to deliver your products as they will complete a large proportion of the paperwork.

#### DOCUMENTS FOR EXPORT

A number of documents are usually required in order to ship products:

- **Commercial/Pro-forma invoice:** Standard invoice providing details of unit price, number of units and amount, as well as financial and address details;
- **Insurance document** (depending on the incoterm);
- **Certificate of Origin:** Need to verify which is the competent authority to export such documents;
- **Export Health Certificates / Phytosanitary certificate.**

## 2. EXPORT TRANSACTION FLOW

<b>Inquiry</b>	Customer inquiry with interest to buy
<b>Spec's provided</b>	Product Profile sheet is sent to potential customer (PDF)
<b>Quote provided</b>	Prices are quotes with appropriate transfer of ownership terms (covered shortly)
<b>Customer acceptance</b>	Customer expresses desire to purchase with given terms
<b>Proforma</b>	Proforma invoice is issued to the customer
<b>Offer</b>	Customer uses the Proforma Invoice to open their purchase order (Confirm the order)
<b>Proforma invoice</b>	Customer takes the Proforma and the PO to their accounting Dept. or bank to open the LC
<b>Purchase order</b>	PO and LC approved by Accounting Dept and/or bank and LC is issued matching the Proforma
<b>LC</b>	Bank sends a copy of the LC to the buyer and advises your bank of the LC via "wire".
<b>Offer</b>	LC received and reviewed by exporter
<b>Proforma invoice</b>	Containers or shipment space booked
<b>Proforma order</b>	Pre-shipment documents filed 10+2 USA
<b>LC</b>	Shipment loads on vessel-bill of lading issued
<b>Advanced</b>	Documents prepared and submitted to the bank for negotiations

## PILLARS OF SUCCESS

- ✓ Know your resources and invest in adequate ones
- ✓ Know your competitive advantages and take benefit of them
- ✓ Choose the right market and know the markets you are targeting
- ✓ Know your customers
- ✓ Provide quality and reliable services to your customers
- ✓ Select the right niche to position your products



## ANALYSIS & IDENTIFICATION OF OPPORTUNITIES

An analysis using the International Trade Centre Trademap tool enables us to identify market opportunities for horticultural products produced in Central Asian countries. The results of this analysis are summarised in the table below:

Product	Market Opportunity
Flowers	Portugal, Denmark, Saudi Arabia
Fruits	China, Belarus, UK, UAE, Latvia, Netherlands, Denmark, Japan, Poland, Austria
Nuts	Turkey, Italy, Spain, Ireland, Moldova, Iran, Germany
Vegetables	Belarus, Russia, UAE, Italy, Netherlands, Belgium, India
Pulses	Algeria, Turkey, Russia, Serbia, UK, Bulgaria, China, India, Italy, France, Poland
Honey	Germany, UK, China

## STRATEGY

There is no universal export strategy that fits all companies. It is essential that the exporter reviews their situation to determine what works best for them. It is recommended that they perform a Strength, Weaknesses, Opportunities and Threats (SWOT) Analysis for their company and their products.

This SWOT Analysis must include the following:

1. Assessment of Risks
  - a. How much risk in shipment are they willing to take?
  - b. What terms are they willing to accept for payment?
2. Assessment of Weaknesses
  - a. What makes their product different from their competitors – why in the world would anyone buy their product?
  - b. Does their sanitation system meet market demands?
  - c. What is the seasonality of their product and do they have a window of opportunity?
3. Assessment of Opportunities
  - a. Do they have enough products of sufficient quality to supply to the export market?
  - b. What is the competition and where should they sell their products?
  - c. What is their competitive advantage?
4. Assessment of Threats
  - a. What can harm their business?

Upon completion of the SWOT Analysis, the exporter must determine the best way to proceed in the market. Many of the issues about the best way to proceed in the market are addressed in step seven when talking about prices. If you work with a broker or agent that does not take title to the goods but makes a commission on the sale of the product, an importer or buyer will depend upon how you want to work with price.

## GLOBAL TRENDS IN FRESH/DRY FRUITS AND VEG. MARKETS

### FRESH FRUITS AND VEGETABLES

In recent years, the global market has advanced the supply of fresh produce to the point that produce is available 12 months of the year. This is accomplished through efficient logistics and extended shelf-life of produce. With appropriate post-harvest handling and shipping product methods from Central Asia, products can arrive fresh in markets across Europe, the Middle East, and Asia.

This allows producers to supply product in windows of opportunity based upon their harvest time and availability of product. An example of this is the imports of fresh cherries into Korea, China and Singapore which in the past were not traditional markets for their products.

To reach these markets, it is critical that products be harvested specifically for export to ensure that the quality is appropriate when it arrives at the market. It is also critical that logistics is controlled and coordinated with the customers.

Due to global competition, it is critical that products from Central Asia find a niche for their products, which is a reason for the buyer to purchase their product over another product that is available from other origins. This niche can be found through additional certification or specialization including organic, Fairtrade certified or a variety that is not available from the competition. The more “unique” that the product can be, the better it can compete with a niche which separates their product from the crowd.

The demand for organic produce is growing and buyers in Europe and Asia are willing to pay a premium for certified organic products. While a lot of Central Asian products are by default organic, if it is not certified by a third-party certifying organization, the buyer will not consider the product as organic nor pay a premium for the product.



Unfortunately, there is no magic formula on the premium placed on organic products. There are many factors that determine the premium received for organic including:

- a. Supply of organic and conventional product that impacts the price. For example, a surplus of a conventional product will have a downward pressure on the price and the lower price will create a larger gap between conventional and organic. Likewise, a shortage of a conventional product will put upward pressure on the conventional product. If a surplus of an organic product is available, the price difference will decrease and, in some situations, disappear completely.
- b. Discretionary income of the market, even within a city, the ability to pay a premium for organic product will vary with the income of the specific area surrounding the store.
- c. Distance traveled of organic product to the market versus conventional product. If a traditional product is produced locally and organic and is imported, the premium typically paid for organic product will be consumed by additional freight costs.
- d. Consumer perceived value of organic versus traditional. For example, on watermelon, consumers do not typically consume the rind and therefore the part that they consume is not exposed to residual chemicals. In some markets the consumer understands this and will not pay a premium for the organic product. In other markets the consumer is driven to purchase organic for other reasons (environmental, psychological) and therefore doesn't mind paying a premium for a product that the risk of their consuming residual pesticides is near nonexistent.

To minimize your exposure to risk, it is critical that you work to identify the market and if possible identify a specific buyer to cooperate with in your organic production ventures. Consumers are increasingly paying premiums for a product that is “ready to eat” and convenient. This means that product is in a size and style which is easy for the consumer to consume in a single meal. This includes “personal watermelons” and a product that is cut or sized for the consumer.

It is critical that producers produce what the market demands, rather than working to sell what they traditionally produce. For example, most melons in Central Asia are seeded, but there is a demand for seedless variety of melons in Europe and Asia. Therefore, if Central Asian producers are to sell watermelons into Europe, they will need to produce what the market demands. For more on watermelon see below.

## **DRIED FRUIT**

Globally, dried fruit is growing as a natural alternative for consumers to snack on versus processed foods that contain artificial ingredients and unhealthy natural ingredients.

Turkey is a leading supplier of dried fruit to the global market and it appears that much of their product that is exported is originally of origin of Central Asia. For Central Asia to increase their exports of dried fruit, they need to meet the same sanitation standards that are followed in Turkey and other modern producers. Without these standards in place, exports from Central Asia are limited to markets where the standards are not strongly enforced, primarily the Russian or Chinese markets.

Europe is a good market for dried fruit with Germany being the leading market. However, Germany is the leading global market for certified organic and certified FairTrade products. Without these standards in place, exporters can focus on the ingredient market or markets where standards are not required or strictly enforced.

The market for value added dried fruit or specialty packaged dried fruit is one that would take advantage of the labor rates of Central Asia, however, needs to be strong to off-set the efficiencies of equipment, processing and logistics.

## **CASE STUDY: EXPORTS OF WATERMELONS TO GERMANY**

This section will give exporters insight on how to use the below guide. It uses the stepped approach to identify opportunities for exports of watermelons to Germany.

### **STEP 1: PREPARING FOR EXPORT**

Company XYZ is a producer of watermelons in Central Asia and it now wants to grow its business. It has opted to look for new markets with its existing watermelons. Using the Ansoff Matrix we can conclude that Company XYZ has opted for a Market Development strategy.

### **STEP 2: CHOOSING YOUR MARKETS**

Using the International Trade Centre Trademap tool, we can identify the major importers of watermelons worldwide – we note in the table below that Germany is the largest importer of watermelons in EU.

Unit: US Dollar thousand

IMPORTERS	IMPORTED VALUE in 2014	IMPORTED VALUE in 2015	IMPORTED VALUE in 2016	IMPORTED VALUE in 2017	IMPORTED VALUE in 2018
World	1,448,622	1,524,524	1,578,594	1,681,459	1,990,151
United States of America	330,642	360,846	376,257	348,991	359,044
Germany	196,885	205,014	209,973	229,184	337,872
France	77,399	87,194	92,807	118,224	144,843
Netherlands	92,038	70,854	84,359	98,518	125,047
Canada	114,165	117,798	114,699	114,583	115,817
United Kingdom	62,085	65,232	77,823	78,861	97,158
Iraq	49,577	92,642	96,081	100,950	94,872
Poland	39,263	36,922	39,344	47,493	75,796
Spain	19,352	27,829	32,052	48,746	64,210
China	40,722	38,073	32,797	31,864	43,715
Czech Republic	28,547	29,489	29,608	30,446	38,117
United Arab Emirates	35,410	47,527	39,592	40,841	36,380
Sweden	21,672	18,376	20,538	21,136	30,564
Austria	20,265	21,983	18,911	22,010	29,178

Research also allows Company XYZ to understand the seasonality of watermelons in Germany:

## Seasonal calendar for fruits and vegetables for Western-/Northern Europe

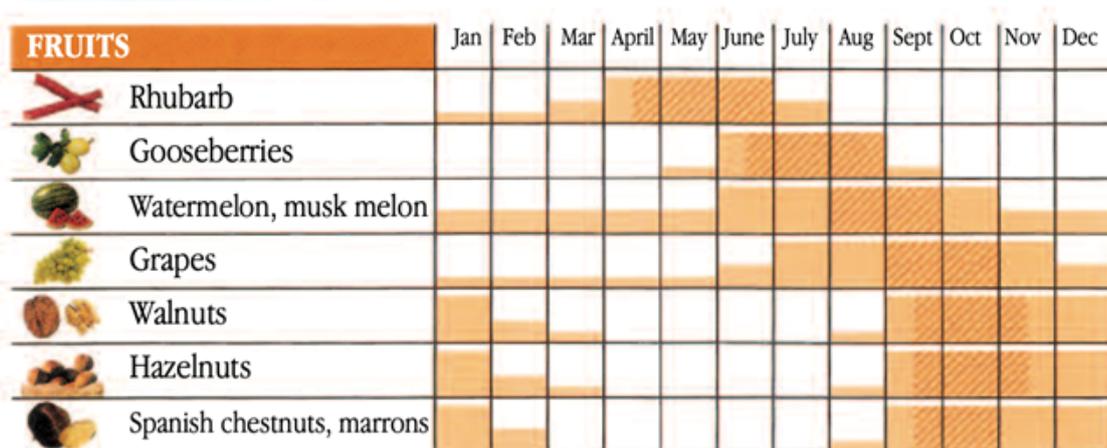


Figure 17 Seasonality of production in Europe

Key information on Germany is available on the link below:

<https://knoema.com/search?query=germany&source=HomePage>

It is critical that you consider the advantages or disadvantages that you have in the production season for your crops. A week earlier than a competitor, or a week after a competitor is on the market can make all of the difference in your export market opportunities.

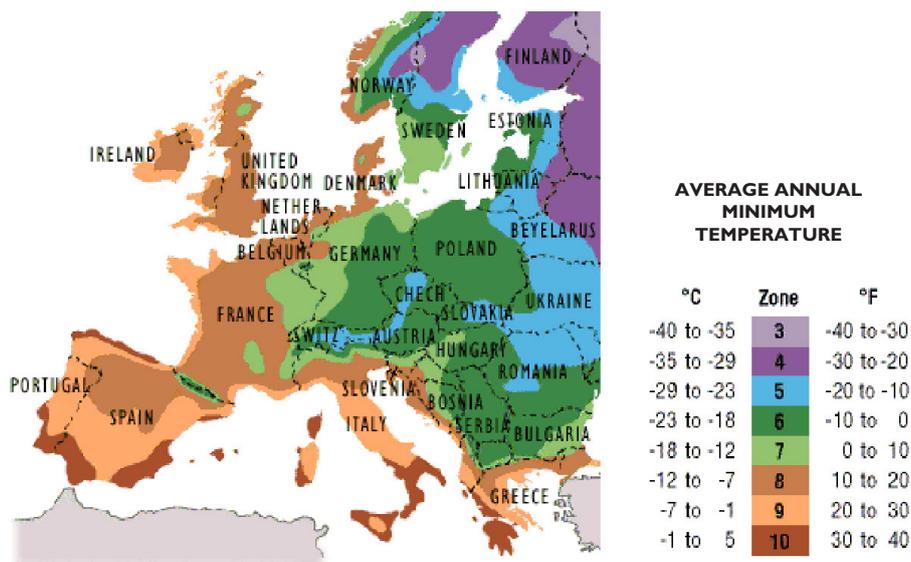


Figure 18 European market climate share

Comparing the climate zones of your targeted customers will provide you with an idea of what markets you are competitive in and what other countries that also produce the same product that you are compete with.

An example of this exercise is illustrated in the following chart for watermelons shipped into the European market.



Figure 19 Watermelon into the EU market seasonality

### STEP 3: CHOOSING YOUR CUSTOMERS

In order to identify buyers of watermelons, Company XYZ decides to adopt a two-pronged approach:

1. Created a profile on LinkedIn and search for relevant buyers;
2. Participate in a trade fair: Company XYZ decides to participate in Fruit Logistica. This is a yearly event specialized in the promotion of fresh produce which is hosted in Berlin, Germany.

### STEP 4: CREATING OPPORTUNITIES

In anticipation of its participation in Fruit Logistica, Company XYZ prepares relevant promotional materials such as:

- Company Brochure
- Business Cards
- Roll-up banners
- Elevator pitch

### STEP 5: ASSESS YOUR RISK

Exporting to any new market will come with certain level of risk. EU countries are usually considered safe from a political and economic perspective. However, producers must ensure that they verify the list of chemicals that are not authorized in the EU as any trace of unauthorized chemicals can result in non-conformities from a quality perspective and lead to consignments to be rejected.

EU buyers will tend to do business in Euros. If your usual trading currency is the US Dollar, currency fluctuations can have an impact on your exports.

### STEP 6: TERMS OF SALE

The most likely incoterm for delivery to Germany will be CIP that is including freight and insurance (Incoterm: CIP). Moreover, buyers are likely to propose payment by Letter of Credit.

### STEP 7: PRICING

EXPORT COSTING SHEET	US\$	US\$
Cost of materials	20.00	
Cost of direct labour	15.00	
Cost of manufacturing overheads	5.00	
Total manufacturing cost		40.00
Cost of packaging & labelling	5.00	
Ex-works (EXW) cost		45.00
Profit	5.00	
Ex-works (EXW) price		50.00
Cost of transportation to Point of Export	2.00	
Agent's commission, handling charges, documentation, customs	3.00	
Transport to Point of Delivery	10.00	
Insurance in transit	2.00	
Import duties and taxes	7.00	
Handling charges at destination	2.00	
Inland transport to final destination	5.00	
Total delivered cost to importer		81.00

## STEP 8: PACKING

Germany being a sophisticated market, it is important to choose a packaging that will meet the expectations of the buyers.

Company XYZ can export in bulk and its customer will prepare the final packaging or, to keep more value at source, Company XYZ can propose to pack the products in a format that will be ready for sale directly upon arrival in Germany.



Individual Packaging



Exports in bulk

## STEP 9: STANDARDS

A phytosanitary certificate will be required by the importer. More and more European buyers are requesting the Global GAP certification. Organic certifications will allow entry into niche markets. Verify the link below for more specific requirements:

<https://eur-lex.europa.eu/legal-content/en/ALL/?uri=CELEX:32011R0543>

## STEP 10: DOCUMENTATION

The following documents will be required to clear the consignment from customs:

- Certificate of Origin
- Information certificate (INF 4)
- Invoice Declaration
- Security and Safety Document (SSD)
- Single Administrative Document (SAD)
- Transit Accompanying Document (TAD)
- Transit/Security List of Items (TSLOI)
- Value Declaration

## ANNEX I: LIST OF OPERATIONAL PREFERENTIAL TRADE AGREEMENTS FOR CENTRAL ASIAN COUNTRIES

Source: WTO

### PREFERENTIAL TRADE AGREEMENTS - KAZAKHSTAN

PARTNER COUNTRY	TYPE OF AGREEMENT	OPERATIONAL SINCE
Armenia; Belarus; Kazakhstan; Russia	Eurasian Economic Union	2015
Armenia; Belarus; Kazakhstan; Russia; Viet Nam	Eurasian Economic Union – Viet Nam. Free Trade Agreement	2016
Armenia	Free Trade Agreement	2001
Georgia	Free Trade Agreement	1999
Kyrgyzstan	Free Trade Agreement	1995
Ukraine	Free Trade Agreement	1998
Belarus; Russia	Common Economic Zone	2004
Japan	GSP	1971
Norway	GSP	1971
Switzerland	GSP	1972
Turkey	GSP	2002
USA	GSP	1976
Armenia; Belarus; Kyrgyzstan; Moldova; Russia; Tajikistan; Ukraine	Treaty of a Free Trade Area	2012
Afghanistan; Azerbaijan; Iran; Kyrgyzstan; Pakistan; Tajikistan; Turkey; Turkmenistan; Uzbekistan	Economic Cooperation Organization Trade Agreement (ECOTA)	2008

### PREFERENTIAL TRADE AGREEMENTS - KYRGYZSTAN

PARTNER COUNTRY	TYPE OF AGREEMENT	OPERATIONAL SINCE
Armenia; Belarus; Kazakhstan; Russia	Eurasian Economic Union	2015
Armenia; Belarus; Kazakhstan; Russia; Viet Nam	Eurasian Economic Union – Viet Nam. Free Trade Agreement	2016
Armenia	Free Trade Agreement	1995
Kazakhstan	Free Trade Agreement	1995
Moldova	Free Trade Agreement	1996
Ukraine	Free Trade Agreement	1998
Uzbekistan	Free Trade Agreement	1998
Canada	GSP	1974
EU	GSP	1971
Japan	GSP	1971
Norway	GSP	1971
Switzerland	GSP	1972
Turkey	GSP	2002
USA	GSP	1976
Armenia; Belarus; Kazakhstan; Moldova; Russia; Tajikistan; Ukraine	Treaty of a Free Trade Area	2012
Afghanistan; Azerbaijan; Iran; Kyrgyzstan; Pakistan; Tajikistan; Turkey; Turkmenistan; Uzbekistan	Economic Cooperation Organization Trade Agreement (ECOTA)	2008

## PREFERENTIAL TRADE AGREEMENTS - TAJIKISTAN

PARTNER COUNTRY	TYPE OF AGREEMENT	OPERATIONAL SINCE
Azerbaijan; Georgia; Turkmenistan; Uzbekistan	Commonwealth Independent States Free Trade Agreement	1994
Ukraine	Free Trade Agreement	2002
Canada	GSP	1974
EU	GSP	1971
Japan	GSP	1971
Switzerland	GSP	1972
Turkey	GSP	2002
Armenia; Belarus; Kazakhstan; Kyrgyzstan; Moldova; Russia; Ukraine	Treaty of a Free Trade Area	2012
Afghanistan; Azerbaijan; Iran; Kyrgyzstan; Pakistan; Tajikistan; Turkey; Turkmenistan; Uzbekistan	Economic Cooperation Organization Trade Agreement	2008

## PREFERENTIAL TRADE AGREEMENTS - TURKMENISTAN

PARTNER COUNTRY	TYPE OF AGREEMENT	OPERATIONAL SINCE
Armenia	Free Trade Agreement	1996
Azerbaijan; Georgia; Uzbekistan	Commonwealth Independent States Free Trade Agreement	1994
Georgia	Free Trade Agreement	2000
Russia	Free Trade Agreement	1993
Ukraine	Free Trade Agreement	1995
EU	GSP	1971
Japan	GSP	1971
Switzerland	GSP	1972
Turkey	GSP	2002
Afghanistan; Azerbaijan; Iran; Kyrgyzstan; Pakistan; Tajikistan; Turkey; Turkmenistan; Uzbekistan	Economic Cooperation Organization Trade Agreement (ECOTA)	2008

## PREFERENTIAL TRADE AGREEMENTS - UZBEKISTAN

PARTNER COUNTRY	TYPE OF AGREEMENT	OPERATIONAL SINCE
Azerbaijan; Georgia; Turkmenistan	Commonwealth Independent States Free Trade Agreement	1994
Kyrgyzstan	Free Trade Agreement	1998
Russia	Free Trade Agreement	1993
Ukraine	Free Trade Agreement	1996
Canada	GSP	1974
EU	GSP	1971
Japan	GSP	1971
Norway	GSP	1971
Switzerland	GSP	1972
Turkey	GSP	2002
USA	GSP	1976
Afghanistan; Azerbaijan; Iran; Kyrgyzstan; Pakistan; Tajikistan; Turkey;	Economic Cooperation Organization Trade Agreement (ECOTA)	2008

## ANNEX 2: LIST OF WEB RESOURCES

ORGANISATION	TYPE OF RESOURCE	WEBSITE
International Trade Centre	International trade figures	<a href="http://www.trademap.org">www.trademap.org</a>
European Union	Marketing standards for fruits and vegetables Agricultural Production (Crops)	<a href="https://ec.europa.eu/agriculture/fruit-and-vegetables/marketing-standards_en">https://ec.europa.eu/agriculture/fruit-and-vegetables/marketing-standards_en</a> <a href="http://ec.europa.eu/eurostat/statistics-explained/index.php/Agricultural_production_-_crops">http://ec.europa.eu/eurostat/statistics-explained/index.php/Agricultural_production_-_crops</a>
United Nations Economic Commission for Europe	Fresh Produce Standards  Dry Produce Standards	<a href="http://www.unece.org/trade/agr/standard/fresh/FFV-StandardsE.html">http://www.unece.org/trade/agr/standard/fresh/FFV-StandardsE.html</a>  <a href="http://www.unece.org/trade/agr/standard/dry/ddp-standards.html">http://www.unece.org/trade/agr/standard/dry/ddp-standards.html</a>
Centre for the Promotion of Imports	Tips for doing business with European buyers of fresh produce	<a href="https://www.cbi.eu/market-information/fresh-fruit-vegetables/doing-business/">https://www.cbi.eu/market-information/fresh-fruit-vegetables/doing-business/</a>
Centre for the Promotion of Imports	Complying with EU requirements for fresh produce	<a href="https://www.cbi.eu/market-information/fresh-fruit-vegetables/buyer-requirements/#what-are-the-requirements-for-niche-markets">https://www.cbi.eu/market-information/fresh-fruit-vegetables/buyer-requirements/#what-are-the-requirements-for-niche-markets</a>
Knoema	Market Intelligence	<a href="https://knoema.com/">https://knoema.com/</a>
Trading Economics	Market Intelligence	<a href="https://tradingeconomics.com/">https://tradingeconomics.com/</a>
Food and Agriculture Organization	Crop Statistics	<a href="http://www.fao.org/faostat/en/#data/QC/visualize">http://www.fao.org/faostat/en/#data/QC/visualize</a>
World Top Exports	Export Information	<a href="http://www.worldstopexports.com/category/products/food/">http://www.worldstopexports.com/category/products/food/</a>
AgroLife	Market Review	<a href="http://www.agrochart.com/en/">http://www.agrochart.com/en/</a>
ProAgro	Market Information	<a href="http://www.proagro.com.ua/eng/comp/">http://www.proagro.com.ua/eng/comp/</a>
Statista	Statistics	<a href="https://www.statista.com">https://www.statista.com</a>
US International Trade Commission	Harmonized Tariff Information	<a href="https://hts.usitc.gov/">https://hts.usitc.gov/</a>
Statistic Brain Research Institute	Statistics	<a href="http://www.statisticbrain.com/marketing/">http://www.statisticbrain.com/marketing/</a>
Report Linker	Sector Reports	<a href="https://www.reportlinker.com/data">https://www.reportlinker.com/data</a>

## ANNEX 3: GUIDELINES FOR PARTICIPATION IN TRADE FAIRS

To maximize returns from participation in Trade Fairs, it is essential that participation be focused, well planned, and properly followed up. The below guidelines provide an overview of the main steps to be followed when planning to participate in a trade fair.

### I. OBJECTIVES OF PARTICIPATION

If you decide to exhibit in an international trade fair, it is important to set objectives for participation:

- Assess the market, product, and design trends;
- Meet potential distributors or agents;
- Penetrate new markets;
- Consolidate and improve market share;
- Launch new products;
- Get feedback from customers on your product(s).

## 2. SELECT THE RIGHT FAIR

Considering that there are a variety of fairs, it is necessary to select a trade fair that will offer the best chance of meeting your set objectives for participation:

- Conduct research on the targeted event and market (culture, main economic indicators, business environment);
- Identify if the fair is located in a target market of interest;
- Assess the profile of buyers attending this event;
- Choose the trade fair on the basis of your marketing objectives and targets.

## 3. PLANNING PARTICIPATION IN THE FAIR

Participation in a trade fair can be costly and therefore requires preparation. You need to:

- Prepare a budget for participation in the fair;
- Prepare product samples;
- Prepare promotional/advertising materials;
- Book space (if planning to exhibit);
- Book flights and accommodation in advance;
- Investigate visa requirement;
- Enquire about freight costs to ship products to your target destination.

## 4. BUDGET

Participation in a trade fair is expensive, but it will deliver results if well prepared. To avoid cost overruns, it is advised to prepare a budget. A checklist for budget control can be prepared as follows:

ITEM	EXPECTED	ACTUAL
<b>STAND &amp; LOGISTICS</b>		
Space / stand rental		
Rental of Furniture / equipment		
Design / stand decoration		
Cleaning		
Catering		
Clearing & forwarding of Exhibits		
<b>PROMOTION</b>		
Adverts		
Mailing		
Posters / brochures		
Press kits		
Giveaways		
<b>STAFF</b>		
Air Fare		
Per Diem		
Interpreter		
<b>MISCELLANEOUS (Contingencies)</b>		
<b>TOTAL</b>		

## 5. PLANNING THE STAND

Ensuring success in a trade fair is subject to attracting a maximum number of visitors to your stand. Several factors must be taken into consideration when designing the stand:

- Equipment required to display products;
- Attractiveness of the booth;
- Number of persons required to manage the stand;
- Training of people manning the stand;
- Translator (if required);
- Ensure that enough exhibitor badges are available for the team;
- Prepare contact forms to be filled in with/by buyers of interest.

## 6. PROMOTION

Effective promotion is key to a successful trade fair as it will ensure that visitors find their way to you. Here are some tips:

- Ensure that your company is included in the fair catalogue;
- Prepare well-designed promotional material: brochure, catalogue, promotional film;
- Contact buyers in advance and inform them of your presence;
- Prepare Press kits including Press releases and documentation;
- Prepare and/or update your website informing of your presence at the selected fair;
- Prepare (if possible) giveaways (pens, pen drive, notepads, ...);
- Ensure that you have enough business cards to last the duration of the event.

## 7. POST-EVENT FOLLOW UP

Following-up on trade leads is vital and should start during or immediately after participation in the fair. Failing to follow-up may end up in competitors striking deals with your prospects.

## ANNEX 4: INDICATIVE LIST OF TRADE FAIRS

Based on the products earmarked for exports and the countries being targeted, participation in the following trade fairs is recommended to meet buyers.

EVENT	HOST COUNTRY	PRODUCTS OF INTEREST
Gulfood	United Arab Emirates (Dubai)	Agro-processing; Honey; Nuts; Dried Fruits
SIAL	France	Agro-processing; Honey; Fresh produce; Dried fruits; Nuts; Pulses
ANUGA	Germany	Agro-processing; Honey; Fresh produce; Dried fruits; Nuts; Pulses
Anufood	India	Nuts; Pulses; Dried Fruits
Fruit Logistica		Fresh fruits and vegetables
World of Fresh Produce (WOP)	United Arab Emirates (Dubai)	Fresh fruits and Vegetables; Cut flowers
SIAL	United Arab Emirates (Abu Dhabi)	Processed Foods; Honey; Nuts; Dried Fruits
SIAL	China (Shanghai)	Agro-processing; Honey; Dried fruits; Nuts; Pulses
FOODEX	Japan	Agro-processing; Honey; Fresh produce; Dried fruits; Nuts; Pulses

**ANNEX 5: EXAMPLE OF KYC FORM**

**CUSTOMER DATA SHEET**

**CUSTOMER DETAILS**

If different from customer:

Customer Name :

Billing Name :

Address:

Billing Address:

Telephone no.

Fax no.

Vat Reg. No. (If Any)

Business Reg. Number:

**MANAGEMENT DETAILS**

**AUTHORISED SIGNATORIES**

Managing Directors :

Title:

Title:

Name:

Name:

Sourcing Manager:

Signature:

Signature:

**BUSINESS DETAILS**

Type of Business :

Name of main clients :

Other sources (for sugar) :

**CONTACTS**

**OPERATIONS DEPT**

**ACCOUNTING DEPT**

Contact Name:

Contact Name: \_\_\_\_\_

Telephone no.

Telephone no.

Email Add.

Email Add.

## ANNEX 6: CHECKLIST FOR PARTICIPATION IN TRADE FAIRS

### LIAISON WITH ORGANISERS

ACTION	DUE DATE	STATUS	NOTES
Select Show			
Request Information and Applications Forms from Organizers			
Decide Budget for the fair			
Finalize space requirements and location			
Complete Application Form and Book Space			
Approve Stand Design			
Appoint Stand Constructor			

### OBJECTIVES, TARGETS & GOALS

Expected sales at the fair (Volume; Value)			
Leads / New contacts (Quantity; Type of contacts)			
Existing contacts to meet			
Type of partnerships to establish			

### EXHIBITS & GRAPHICS

What products to bring?			
Quantity of products to bring?			
Shipping arrangements and insurance			
Custom requirements and procedures			
Declarations and documentation			

### STAND REQUIREMENTS

Utilities: Electricity, water, gas, internet			
Lighting			
Furniture			
Safety regulations			

### PEOPLE

Who will be in charge?			
Decide team to attend the show			
Meeting schedule to set up the stand			
Dress Code			
Need for Interpreter?			
Exhibitor Badges			
Travel Arrangements			

### PROMOTIONAL MATERIAL

Brochures / Flyers			
Business Cards			
Giveaways			
Corporate film			
Mobile phones, laptops, chargers, Calculators			
Catering material (knives, forks, plates, cups)			

### PROMOTION

Promote event on Website / Social Media			
Prepare entry in fair catalogue			
Invite existing and potential customers			
Translate material if required			
Register for tools offered by organizers (matchmaking platform)			
Work with organization on networking tools provided by organization			
Consider marketing package offered by organization			

### EVALUATION AND FOLLOW UP

Follow up on leads/contacts while still hot			
Evaluate event against initial objectives			

## ANNEX 7: REVIEW OF PHYTOSANITARY REQUIREMENTS OF SELECTED COUNTRIES AND ECONOMIC UNIONS



This Review is a continuation of the study of opportunities for export of crop products from CA countries to the markets of selected countries and regional trade unions.

The Review consists of two parts: Part I: Brief information on the need for close cooperation between farmers, producers of products and government bodies on plant processing, on interaction with state inspections regarding plant quarantine (departments, offices on chemical treatment and plant protection); and Part II: Step-by-step preparation for export to various countries.

There is also an Annex with a template letter (in Russian and English) to National Plant Protection and Quarantine Organizations<sup>1</sup> in selected countries used by producers and / or suppliers of plant products to send them requests for relevant permits, documents for review, etc.

## PHYTOSANITARY REQUIREMENTS (REGULATIONS)

The growing international trade of plant products increases the risks of penetration, spread, and rooting of pests that can cause significant economic damage. To ensure joint and effective actions aimed at preventing the penetration and spread of pests that damage plants and plant products, and to support taking appropriate measures to combat them, governments of different countries agreed to develop phytosanitary measures and mechanisms for taking such measures within the framework of international organizations. This resulted in the adoption of the International Plant Protection Convention (IPPC)<sup>2</sup>, which is the framework for the development of International Standards for Phytosanitary Measures (ISPM) that has been signed by 184 countries. IPPC and ISPMs developed on its basis are official international standards regarding phytosanitary measures referred to by the World Trade Organization (WTO) Agreement on the Application of Sanitary and Phytosanitary Measures (SPS). The text of IPPC was harmonized after the adoption of the WTO Agreement on the Application of SPS and contains basic principles, including risk analysis, scientific justification, harmonization with international standards, equivalence, etc.<sup>3</sup> While the first is a specialized plant health organization (which develops and adopts international standards), the latter governs international trade in general. WTO Agreement on the Application of SPS also referred to as Codex Alimentarius standards and guidelines regarding food safety requirements. E.g., Codex Alimentarius standards and guidelines establish the maximum permissible concentration (MPC) of pesticides or toxins in plant products. There are also regional organizations that develop regional plant protection standards, like European Mediterranean Plant Protection Organization (EPPO). Thus, countries take phytosanitary measures in the form of regulations to protect the territory from the penetration and spread of pests.

“Phytosanitary regulation is the official rule to prevent the introduction (penetration) or spread of quarantine pests, or to limit the economic impact of regulated non-quarantine pests, including the establishment of procedures for phytosanitary certification<sup>4</sup>.”

Besides, the importing country authorities establish phytosanitary requirements for imported products, which are “specific phytosanitary measures established by an importing country concerning consignments moving into that country.<sup>5</sup>”

Phytosanitary certification is the “use of phytosanitary procedures leading to the issue of a phytosanitary certificate for exporting products<sup>6</sup>.”

Why do they establish phytosanitary requirements? The purpose is to prevent the introduction (penetration), spread, and rooting of pests in the territory of the importing country. Phytosanitary requirements are introduced for pests that are absent in the territory or are present but not widely distributed, but there is a threat that they can spread, take root, and cause significant economic damage hitting local economically important plants or crops. Such pests are called ‘regulated pests.’

<sup>1</sup> In most of the countries, they are named as national plant protection organizations (NPPO, without the word ‘quarantine’). Quarantine Service alone can only regulate imported products at the border but is not involved in issuance of phytosanitary certificate for export. This is done by the NPPO which is responsible for phytosanitary surveillance throughout the territory with respect to both quarantine and non-quarantine pests.

<sup>2</sup> The original name of the International Plant Protection Convention (IPPC) in English does not contain the word ‘quarantine’. The latter was added in the Russian version of the name by request of quarantine services of the former USSR since, in the USSR, the quarantine services were separated from plant protection services, and this practice remains till today in CIS countries.

<sup>3</sup> <https://www.fsvps.ru/fsvps-docs/ru/importExport/tsouz/docs/sogl.pdf>

<sup>4</sup> ISPM № 5 (2007): Glossary of phytosanitary terms

<sup>5</sup> Ibid.

<sup>6</sup> Ibid.

The pests that are absent in the territory or are present but not widely distributed are called 'quarantine pests.' Pests that are present in the territory are called 'regulated non-quarantine pests' since their influence on the flora of the importing country can also be significant from the economic point of view. Depending on the risks of penetration and spread of this or that quarantine or non-quarantine agent, the importing countries introduce increased or normal control over the transferred goods. Thus, IPPO provides the following definition of pests:

1. "Regulated pest" is a quarantine pest or a regulated non-quarantine pest;
2. "Quarantine pest" is a pest of potential economic importance to the area endangered thereby and not yet present there, or present but not widely distributed and being officially controlled;
3. "Regulated non-quarantine pest" is a non-quarantine pest whose presence in sowing and planting material causes economic damage and is therefore regulated within the territory of the importing contracting party.

Phytosanitary measures include various rules, including the ban on the import, in case of a high risk of penetration and spread of pests or material processing methods. Methods of processing of materials, consignment, products, packaging, and containers may vary. E.g., the European Union prohibits using methyl bromide for processing due to its high toxicity and effects on the ozone layer of the planet. Phosphines or thermal processing are widely applied. Fig. 1 below shows various types of marking of pallets and packaging when transporting crop products.

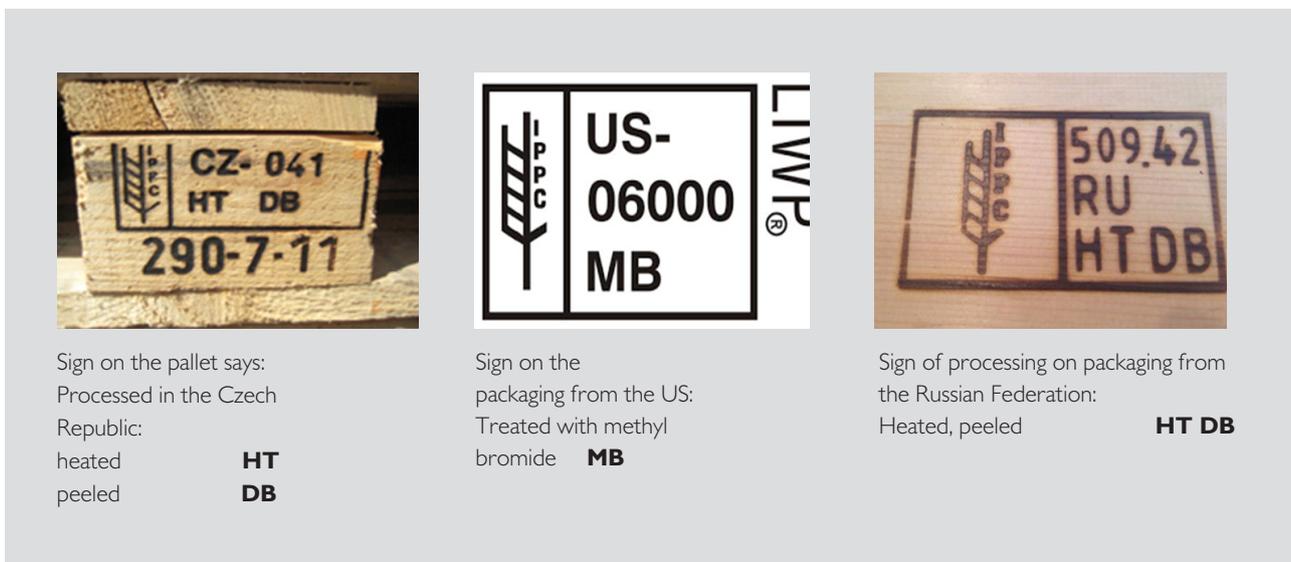


Figure 1: Types of marking after processing packaging materials

## MAIN PHYTOSANITARY REQUIREMENTS BY COUNTRIES<sup>7</sup>

The below table shortly summarizes the main phytosanitary requirements of countries mentioned separately in this guide.

Country	Phytosanitary certificate	Import Quarantine Permission (IQP) <sup>8</sup>	Bans	Special requirements
EU	✓ Some fruits and vegetables	✗	✗ (specify the products)	Additional declaration A phytosanitary certificate is valid for 14 days Advance Arrival Notice
Malaysia	✗ Except for seeds, grains, nuts for processing	✗	✗	A phytosanitary certificate is valid for 14 days
Indonesia	✓ Fruits and vegetables ✗ Seeds, grains, nuts for consumption	✗	✓ (e.g., rice, cotton)	Limitations on ports of arrival IQP does not establish phytosanitary requirements
Thailand	✓	✗	✓ Potatoes, eggplant, other plants of the Solanaceae plant family (nightshade)	
Philippines	✓ All plant products	✓ Seeds, nuts, fruits and vegetables	✓ (e.g., rice)	Note: Fresh or chilled plant products shall be dispatched within 20 days from the date of issue of IQP
Saudi Arabia	✓ All plant products	✓ export of seeds, cereals, and nuts for consumption ✓ fruits and vegetables	✗	British Measurement System used in batch treatment
United Arab Emirates	✓	✓ for planting material	✗	
Korea	✓	✗	✓ Apples and pears	Additional declaration High fines
Japan	✓ Fruits and vegetables	✗	✓ Many restrictions	Many additional conditions, difficult access to the Japanese market
EEU	✓ Plant products, including dried fruits	✗	✗	Additional declaration

Table 1: Main phytosanitary requirements by countries

<sup>7</sup> The basic requirements are valid as of December 2018.

<sup>8</sup> IQP in relation to fruits, vegetables, seeds for consumption, grains, nuts

At the end of the inspection of goods intended for export, an inspector of the quarantine and plant protection service of the exporting country issues a phytosanitary certificate in the following format (see below)

**ЎЗБЕКИСТОН РЕСПУБЛИКАСИ  
 ВАЗИРЛАР МАҲКАМАСИ  
 ХУЗУРИДАГИ  
 ЎСИМЛИКЛАР КАРАНТИНИ  
 ДАВЛАТ ИНСПЕКЦИЯСИ**



**STATE PLANT  
 QUARANTINE INSPECTION  
 UNDER THE CABINET OF  
 MINISTERS OF THE REPUBLIC  
 OF UZBEKISTAN**

**ГОСУДАРСТВЕННАЯ ИНСПЕКЦИЯ ПО КАРАНТИНУ РАСТЕНИЙ  
 ПРИ КАБИНЕТЕ МИНИСТРОВ РЕСПУБЛИКИ УЗБЕКИСТАН**

1. Экспортёр ва унинг манзили: <i>Name and address of exporter:</i> Наименование и адрес экспортёра:		<b>2. ФИТОСАНИТАРИЯ СЕРТИФИКАТИ PHYTOSANITARY CERTIFICATE ФИТОСАНИТАРНЫЙ СЕРТИФИКАТ</b>	
3. Юк қабул қилувчи ва унинг манзили: <i>Declared name and address of consignee:</i> Заявленное наименование и адрес грузополучателя:		4. Кимга: Ўсимликлар карантини ташкилотига (давлат): <i>To: Quarantine organization of (country):</i> Кому: Карантинная организация (страна):	
		5. Олиб кирилиши қайд этилган пункт: <i>Declared point of entry:</i> Заявленный пункт въезда:	
6. Ишлаб чиқарилган жойи: <i>Place of origin:</i> Место происхождения:		7. Транспортда ташишнинг қайд этилган усули: <i>Declared means of conveyance:</i> Заявленный способ транспортировки:	
8. Маҳсулотнинг номи, ўсимлиkning қайд этилган ботаник номи ва миқдори: <i>Name of produce, declared botanical name of plant and quantity:</i> Наименование продукта, заявленное ботаническое название растения и количества:		9. Жой сони ва қадоқнинг тавсифи (алоҳида белгиси): <i>Number and description of packages, (distinguishing marks):</i> Количество и описание транспортных упаковок (отличительные признаки):	
10. Ушбу сертификат билан юқорида қайд этилган ўсимликлар, ўсимлик маҳсулотлари ёки бошқа ўсимликлар карантини остидаги маҳсулотлар, тегишли расмий тартиб асосида текширилиб ва/ёки таҳлил қилиниб, импорт қилувчи томоннинг рўйхатидаги карантини остидаги зарарли организмлардан ҳоли деб топилиб, импорт қилинаётган давлатнинг амалдаги фитосанитария талабларига жавоб бериши тасдиқланади. <i>This is to certify that the plants, plant products or other subject to quarantine products described herein have been inspected and/or tested to according appropriate official procedures and considered to be free from quarantine pests, specified by the importing party and to conform with current phytosanitary requirements of the importing country.</i> Настоящим подтверждается, что описанные здесь растения, растительные продукты и прочие продукты, подлежащие карантину, были проверены и/или протестированы согласно соответствующим официальным процедурам и признаны свободными от карантинных вредных организмов, указанных импортующей стороной, и что они соответствуют действующим фитосанитарным требованиям страны-импортёра.			
11. Қўшимча декларация: <i>Additional declaration:</i> Дополнительная декларация:			
<b>Зарарсизлантириш / Disinfection treatment / Дезинфекционная обработка:</b>		Берилган жойи: <i>Place of issue:</i> Место выдачи:	
12. Ишлов усули: <i>Treatment method:</i> Метод обработки:		Сана: <i>Date:</i>	
13. Кимёвий восита (таъсир этувчи модда): <i>Chemical (active ingredient):</i> Химикат (активный ингредиент):	14. Давомийлиги ва ҳарорати: <i>Duration and temperature:</i> Длительность и температура:	Ўсимликлар карантини давлат инспектори: <i>State inspector for plant quarantine:</i> Государственный инспектор по карантину растений:	
15. Концентрацияси: <i>Concentration:</i> Концентрация:	16. Сана: <i>Date:</i> Дата:		
17. Қўшимча маълумотлар: <i>Additional information:</i> Дополнительная информация:			



**Изоҳ.** Ушбу фитосанитария сертификати берилган юкка тегишли бўлган ҳар қандай молявий жавобгарлик Ўсимликлар карантини давлат хизмати ёки унинг ходими ҳамда вакиллари зиммасига юклатилмайди.

**Note.** No financial liability with respect to any cargo for which this phytosanitary certificate is issued shall attach to plant quarantine state service or to any its officers and representatives.

**Примечание.** Государственная служба карантина растений, её должностные лица и представители не несут никакой финансовой ответственности за любой груз, на который выдан данный фитосанитарный сертификат.

Figure 2: Form of a phytosanitary certificate

Many suppliers or producers of plant products face with the requirements of quarantine and plant protection services of different countries to obtain the so-called import quarantine permit (IQP), which usually establishes phytosanitary requirements. These requirements may relate to methods of producing vegetables and fruits, processing methods, taking phytosanitary measures within the country, or issuing phytosanitary documents. An IQP can look as follows (example).

<p>ЎЗБЕКИСТОН RESPUBLIKASI          VAZIRLAR MAHKAMASI          XUZURIDAGI USIMLIKLAR          KARANTINI DAVLAT INSPEKSIYASI          "UZDAVKARANTIN"</p>		<p>STATE PLANT QUARANTINE          INSPECTION UNDER THE CABINET          OF MINISTERS OF THE REPUBLIC          OF UZBEKISTAN          "UZSTATEQUARANTINE"</p>
<p><b>KARANTIN RUHSATNOMASI</b>  <b>KARANTINNOE RAZRESHENIE</b>  <b>QUARANTINE LICENSE</b>          № 2020-0000</p>		
<p>Ushbu bilan ruhsat berildi/Nastoyashim razreshayetsya/Allowed hereby: _____</p>		
<p>Ўзбекистон Республикасига олиб келиш./Ввоз в Республику Узбекистан из/Importation to the Republic of Uzbekistan from: _____</p> <p style="text-align: center;">(мамлакатнинг номи/название страны/name of country)</p> <p>Куйидаги махсулотларни./Следующих продукции./Of the following product: _____</p> <p>высшего и первого сорта - 1.080 тн</p> <p>_____</p> <p>_____</p> <p style="text-align: center;">(номи, миқдори/наименование, количество/description, quantity)</p>		
<p>1. Олиб қирилган ўсимликлар карантини назоратидаги махсулотлар, транспорт воситалари Ўзбекистон Республикаси учун карантин аҳамиятига эга бўлган ўсимлик зараркундалари, касалликлари ва бегона ўт, шунингдек бошқа карантин организмлардан ҳоли бўлиши шарт. Ввозимые подкарантинная продукция, транспортные средства должны быть свободны от вредителей, болезней растений и сорняков, имеющих карантинное значение для Республики Узбекистан, в том числе других карантинных организмов. Imported subject to quarantine products, transport vehicles shall be free of the quarantine pests, diseases of plants and weeds having quarantine value for the Republic of Uzbekistan, including other quarantine organisms.</p> <p>_____</p> <p>_____</p> <p>_____</p>		
<p>2. Куйидаги қўшимча талабларга жавоб бериш керак./Отвечать следующим дополнительным требованиям./Shall meet the following additional requirements. сертификате страны экспортера указать отсутствие карантинных вредных организмов.</p> <p>_____</p>		
<p>3. Ўзбекистон Республикасига олиб қирилган ўсимликлар карантини назоратидаги махсулотларнинг ҳар бир транспорт бирлиги экспорт қилётган давлатнинг ўсимликлар карантини органлари томонидан берилган фитосанитар сертификат билан таъминланган бўлиши ва ушбу рухсатноманинг 1 ва 2-бандларига жавоб бериши шарт. Каждая транспортная единица ввозимая в Республику Узбекистан подкарантинной продукции должна сопровождаться фитосанитарным сертификатом, выданным органами по карантину растений страны - экспортера, и отвечать требованиям, указанным в пунктах 1 и 2 настоящего разрешения. Each consignment of subject to quarantine products imported to the Republic of Uzbekistan shall be accompanied with a phytosanitary certificate issued by authorities for plant quarantine of the exporting country, proving that they meet all requirements set for in items 1 and 2 above.</p>		
<p>4. Ўсимликлар карантини назоратидаги махсулотларни олиб киришда куйидаги ўсимликлар карантини чегара пунктларида мажбурий экспертиза ва карантин назоратидан ўтказилган ҳолда рухсат этилади. Ввоз подкарантинной продукции разрешается с обязательной карантинной экспертизой и контролем, через следующие пограничные пункты по карантину растений. Importation of products subject to quarantine is allowed, subject to compulsory quarantine examination and control, via the following customs post on plant quarantine. _____</p> <p>5. Олиб қирилган ўсимликлар карантини назоратидаги махсулотлари ушбу рухсатнома бўйича куйидаги йўналишлар орқали ўтиши керак./Завозимая по настоящему разрешению подкарантинная продукция должна перевозиться по следующему маршруту./The products subject to quarantine imported in accordance with this License shall be transported along the following route: _____</p> <p>6. Транспорт воситаси ва ўсимликлар карантини назоратидаги махсулотлар белгиланган жойга келтирилиши билан куйидаги карантин тадбирлари ўтказилиши шарт. По прибытии к месту назначения подкарантинной продукции и транспортных средств, должны быть проведены следующие карантинные мероприятия. At arriving of the subjects to quarantine products and transport vehicles, the following quarantine measures shall be undertaken: _____</p> <p>7. Рухсатнома "Ўсимликлар карантини тўғрисида" ги Ўзбекистон Республикаси Қонунига асосан куйидаги ариза бўйича берилган. Разрешение выдано на основании Закона Республики Узбекистан "О карантине растений", по заявлению. The License is issued on the basis of the Law of the Republic of Uzbekistan "About plant quarantine" for the application: _____</p> <p>Номер заявки: _____</p> <p>_____</p> <p>_____</p>		
<p>Берилди: " " _____ 2020 й. Муддати: " " _____ 2020 й.          Выдано: _____ Сроком до: _____          Issued: _____ Valid until: _____</p> <p>Ўсимликлар карантини давлат инспекцияси бошлиғи:          Начальник Государственной инспекции по карантину растений:          Head of the State Plant Quarantine Inspection: _____ И.Эргашев</p>		
		
<p><b>Изох:</b> _____ <b>Примечание:</b> _____ <b>Note:</b> _____</p> <p>1. Карантин рухсатномаси буюртмачига ҳамда тегишли ҳудудий ўсимликлар карантини давлат инспекциясига юборилди. 1. Карантинное разрешение направляется заказчику и forwarded to the customer and relevant territorial state plant quarantine inspection. 1. The quarantine license is forwarded to the customer and relevant territorial state plant quarantine inspection.</p> <p>2. Карантин рухсатномаси ҳудудга четдан олиб қирилатган юларга боғхона хужжатларини расмийлаштиришга асос ҳисобланмайди. 2. Карантинное разрешение не является основанием для таможенного оформления грузов, ввозимых на территорию Республики Узбекистан. 2. The quarantine license shall not be base for customs registration of cargoes imported to the territory of the Republic of Uzbekistan.</p>		

Figure 3: Sample of an import quarantine permit

## PART I: PLANT TREATMENT, INTERACTION WITH NATIONAL PLANT PROTECTION ORGANIZATIONS



To ensure successful sales of its products, the producer or supplier of the products to foreign markets shall, first of all, observe the plant protection rules and regulations established by the NPPO to prevent penetration of pests into the territory of the country.

Therefore, it is essential to cooperate with the NPPO (in many countries, the ministries of agriculture can perform the treatment with chemicals and pesticides for pest control.

What should a plant product supplier know about phytosanitary requirements before he initiates supplies to the markets of the EU, GCC, ASEAN, EEU countries?

How can an NPPO help a supplier?

Do you implement all the plant protection measures offered by state agencies, inspections?

Are you aware of all possible services provided by the state plant protection organization, e.g., on cargo treatment? Which chemicals are used to treat plants, and will your customers in the importing country agree with such treatment since modern laboratories can easily determine the quantitative and qualitative composition of chemicals?

What can you do yourself in case the NPPOs are not able to provide comprehensive information?

Can your trade partners provide you with reliable information about the importing country requirements?

## PART II: STEP-BY-STEP INSTRUCTION ON PREPARATION FOR EXPORTING GOODS TO VARIOUS COUNTRIES (EU, EEU, ASEAN, GCC<sup>9</sup> AND I<sup>10</sup>)

### EXPORTS TO EU COUNTRIES



**Step 1:** Address your NPPO to check for any bans initiated by the EU regarding plant products from your country.

**Step 2:** NPPO is also to inform you of the need to get a phytosanitary certificate for your products. E.g., the EU does not require a phytosanitary certificate for dried fruits but requires it for apples. IQP is not required by the EU.

**Step 3:** The EU requires the plant product importer residing in an EU country to be registered as a plant product supplier in one of the EU countries. This does not apply to third-country residents. You can check whether your partner has a relevant registration in the EU. You can do this using an online Trade Help Desk system at <http://trade.ec.europa.eu/tradehelp/>. It is also recommended to ask your importer about the phytosanitary measures and procedures valid in the EU regarding plant products from your country.

**Step 4:** Your NPPO can inform you about the quarantine pests in your country, which are controlled by the phytosanitary services of the EU countries upon entering the country at customs points. Therefore, an export phytosanitary certificate will be issued in the absence of such pests in your products, or the products will be treated before dispatch.

**Step 5:** Receive the phytosanitary certificate with the filled-in field regarding the additional declaration as per the requirement of the EU Directive No. 200/29/EC, Annexes IV.A.I and IV.B. The certificates are issued by the plant quarantine inspector in your country. He can also inform about which products need a phytosanitary certificate. Packaging material shall meet the requirements of ISPM No. 15.

**Step 6:** According to the EU regulations, the cargo information must be submitted electronically using the «ENS - Entry Summary Declaration» to the customs authorities at the first point of arrival of goods in any EU country<sup>11</sup>.

**Step 7:** Provide the cargo for inspection by phytosanitary services on arrival to ports (this might be the responsibility of the importing company, not yours).

### GENERAL REQUIREMENTS FOR THE IMPORT OF GOODS INTO THE EU

Fruits and vegetables exported into the EU must comply with European legislation on plant health. The EU has established phytosanitary requirements to prevent the introduction and spread of organisms harmful to plants and plant products in Europe. Food safety authorities in importing and exporting countries monitor compliance with these requirements.

<sup>9</sup>Data contained in this survey is valid as of December 2018.

<sup>10</sup>GULF COOPERATION COUNCIL

<sup>11</sup> Thus, for marine transportation, this shall be done at least 24 hours prior to loading at port of departure; for motor transportation – at least 1 hour before cargo arrives at the customs post; for railway transportation – at least 2 hours before arrival.

The following fruits and vegetables are subject to health checks and require phytosanitary certificates before shipping:

- leafy vegetables (celery, basil);
- Citrus cultures;
- Cumquat;
- Eggplant;
- Persimmon;
- Apples;
- Pears;
- Mango;
- Passion fruit;
- Plums;
- Guava;
- Blackberry;
- Blueberry;
- Some exotic foods, such as a pink apple, sour cream apple (guanabana), quince and bitter cucumber.

## **PHYTOSANITARY CERTIFICATE**

Some plant products require a phytosanitary certificate. Therefore, the supplier must know which products require a phytosanitary certificate.

Phytosanitary certificates completed in one of the EU languages shall be issued within 14 days before exporting and the goods shall be inspected at least 14 days before the exporting date. The date of the phytosanitary inspection shall be indicated in all phytosanitary certificates.

## **INSPECTION REQUIREMENTS IN THE IMPORTING COUNTRY AND INSPECTION ON ARRIVAL**

If quarantine organisms are detected in products from a particular country, the EC authorities can send the NPPO representatives to the exporting country to check the phytosanitary status.

## **WOOD PACKAGING MATERIAL, CONTAINERS, FASTENERS**

Regarding wooden packaging, the EC Directive No. 2004/102/EC establishes that wooden packaging of any type (boxes, barrels, pallets, boxes for pallets, other cargo plates, clamps for pallets, etc.) must undergo one of the approved treatments mentioned in Annex I to ISPM No. 15, have the relevant marking mentioned in Annex II and be manufactured from peeled wood.

## **CARGO TREATMENT, INCLUDING FUMIGATION**

Since March 19, 2010, the EU prohibits the use of methyl bromide (MB) for the treatment of wooden packaging materials (WPM). Until further treatments are approved, heat treatment (HT) remains the only acceptable method. However, MB can be used for treatment in the exporting country provided that the inspectors will check the treatment methods to avoid exceeding the maximum permissible concentrations in the final product.

The EU requirements for WPM are based on the FAO International Standard 2002 on phytosanitary measures (ISPM) No. 15.

## **IMPORT OF GOODS (MAIN ELEMENTS)**

IQP is not required; the batches can be inspected depending on the product risk level. Some can be banned.

Plants or plant products not meeting the conditions provided in the phytosanitary certificate undergo chemical treatment, or are transported to areas where they do not pose a risk, are processed or destroyed;

Importers Register: the importers, whether they are the producers of plants, plant products or other objects listed in Annex V Part of the EC Directive No. 2009/29/EC or not, shall be included in the official register of the member country and assigned an official registration number.

## EU REQUIREMENTS BY PRODUCT GROUP OR SPECIFIC PRODUCT AND GROUPS

### FRUITS AND VEGETABLES

IQP is not required for import. There may be specific product requirements.

### DRIED FRUITS

IQP is not required for import. No phytosanitary certificate is required.

### ALLIUM CEPA | ONION

IQP is not required for import. No phytosanitary certificate is required.

### FRAGARIA SPP. | STRAWBERRY

IQP is not required for import. No phytosanitary certificate is required.

### MALUS DOMESTICA | APPLES

IQP is not required for import. Phytosanitary certificate is required.

### MALUS SYLVESTRIS VAR. PUMILA | APPLES

IQP is not required for import. Phytosanitary certificate is required.

In October 2019, the Commission has published the List of 20 regulated quarantine pests which are qualified as priority pests, whose economic, environmental and social impact on the EU is the most serious.

### LIST OF PRIORITY PESTS

<i>Agrilus anxius</i> Gory	<i>Bursaphelenchus xylophilus</i> (Steiner et Bühner) Nickle et al.
<i>Agrilus planipennis</i> Fairmaire	<i>Candidatus Liberibacter</i> spp., causal agent of Huanglongbing disease of citrus/citrus greening
<i>Anastrepha ludens</i> (Loew)	<i>Conotrachelus nenuphar</i> (Herbst)
<i>Anoplophora chinensis</i> (Thomson)	<i>Dendrolimus sibiricus</i> Tschetverikov
<i>Anoplophora glabripennis</i> (Motschulsky)	<i>Phyllosticta citricarpa</i> (McAlpine) Van der Aa
<i>Anthonomus eugenii</i> Cano	<i>Popillia japonica</i> Newman
<i>Aromia bungii</i> (Faldermann)	<i>Rhagoletis pomonella</i> Walsh
<i>Bactericera cockerelli</i> (Sulc.)	<i>Spodoptera frugiperda</i> (Smith)
<i>Bactrocera dorsalis</i> (Hendel)	<i>Thaumatotibia leucotreta</i> (Meyrick)
<i>Bactrocera zonata</i> (Saunders)	<i>Xylella fastidiosa</i> (Wells et al.)

E.g., the new methodology shows that the bacterium *Xylella fastidiosa*, the pest, has the greatest impact on crops, including fruits; while if *Anoplophora glabripennis* spreads throughout the EU, this can cause direct loss of more than 5% of the total stock of several types of forest trees in the EU, such as alder, ash, beech, birch, elm, maple, or plane tree.



**Step 1:** You can study the EEU phytosanitary requirements at:

<http://www.eurasiancommission.org/ru/act/texnreg/depsanmer/regulation/Pages/%d0%a4%d0%b8%d1%82%d0%be%d1%81%d0%b0%d0%bd%d0%b8%d1%82%d0%b0%d1%80%d0%bd%d1%8b%d0%b5-%d0%bc%d0%b5%d1%80%d1%8b.aspx>

This site offers the **Unified list** of quarantine objects, **List of regulated products** (including vegetables and fruits), Unified quarantine phytosanitary requirements, Regulation on the procedure for quarantine phytosanitary control at the customs border of the EAEU and other useful information (see the full list in the Report “Phytosanitary requirements of selected countries and markets for selling fruits and vegetables from Central Asian countries, section Eurasian Economic Union”).

**Step 2:** Complete all procedures for obtaining a phytosanitary certificate, including sampling for analysis, treatment of cargo and packaging material (if necessary). NPPOs in EEU countries accept a phytosanitary certificate within 30 days from the date of its issue. Packaging material shall meet the ISPM No.15 requirements or be accompanied with a phytosanitary certificate for packaging material. The following information shall always be clearly visible on fresh fruit packaging:

- type of product;
- country of origin;
- ID of the production territory;
- name of the exporter or re-exporter.

### PHYTOSANITARY CERTIFICATE

Entry to the EEU customs territory of regulated products of high phytosanitary risk is allowed if there is a phytosanitary certificate issued by the authorized plant quarantine authority of the exporting country and (or the re-exporting country). Since EEU regulations treat fresh and dried fruits and vegetables as the products of high phytosanitary risk, each batch shall have a phytosanitary certificate. A phytosanitary certificate is valid for 30 days since it has been issued.

### INSPECTION REQUIREMENTS IN THE IMPORTING COUNTRY AND INSPECTION ON ARRIVAL

Plant products with high phytosanitary risk shall be inspected on arrival to the EEU territory according to the Decision of the Commission of the Customs Union of June 18, 2010 No. 318 “On ensuring plant quarantine in the Customs Union”<sup>12</sup> at the place of arrival (primary quarantine phytosanitary control (supervision) as well as secondary quarantine phytosanitary control (supervision at the place of completion of customs clearance).

<sup>12</sup>Section III. General provisions on the implementation of quarantine phytosanitary control during the import

## WOOD PACKAGING MATERIAL, CONTAINERS, FASTENERS

When importing regulated products into the customs territory of the EEU, the materials used for packaging (wood packaging material made entirely of thin wood (no more than 6 mm thick, cardboard, paper, textile, polymer materials cannot be carriers of quarantine objects, with the exception of cases provided for in clause 47 of these Requirements<sup>13</sup>. Clause 47 of the Requirements states as follows: "The following quarantine phytosanitary requirements apply to wood packaging materials and fixing wood:

- A wood packaging and fastening materials (EEU HS codes 4415, 4416 00 000 0) shall be peeled and heat treated over the entire thickness of wood (including core) at least up to plus 56 ° C for a minimum of 30 minutes or fumigated. The confirmation of treatment is the marking on the packaging and fastening materials: HT (heat treatment), MB (methyl bromide treatment), or DH (dielectric heating). Marking must be legible, must be applied by burning or indelible paint (except for red and orange colours) and should be in a place visible when using wooden packaging (at least on 2 opposite sides of a unit of wood packaging material);
- B when moving timber, non-peeled and non-processed wood fasteners may be used provided that these wood packaging and fastening materials are made of wood of the same type and quality and are free from quarantine objects."

## CARGO TREATMENT, INCLUDING FUMIGATION

EEU allows the following types of treatment of packaging materials: HT (heat treatment, MB (methyl bromide treatment) or DH (dielectric heating).

## IMPORT OF GOODS (SPECIAL REGIMENS, IQP)

IQP is not applicable in the EEU.

## EXPORT TO COUNTRIES THAT REQUIRE OBTAINING AN IMPORT QUARANTINE PERMIT (THESE MAY BE THE GCC, ASEAN COUNTRIES)

**Step 1:** Contact your national NPPO for current phytosanitary requirements from the importing country regarding plant products from your country, including the list of quarantine pests and regulated non-quarantine pests in the importing country. Such information is often available on the website of the importing country's NPPO and/or the website of the Secretariat of the FAO International Plant Protection Convention<sup>13</sup>. Do you need an IQP? IQP usually establishes phytosanitary requirements for the products. Your NPPO might have reliable information on the matter. At this point, it is also recommended to ask your importer about the phytosanitary measures and procedures applicable to the plant products from your country.

<sup>13</sup> Item 12 of the Unified quarantine phytosanitary requirements for quarantine products and quarantine objects at the customs border and on the customs territory of the Eurasian Economic Union (Decision of the Council of the Eurasian Economic Commission of November 30, 2016 N 157)

<sup>14</sup> <https://www.ippc.int/en/countries/all/regulatedpests/>

**Step 2:** In case your country has never supplied to those countries before, ask the NPPO in the importing country (see <https://www.ippc.int/en/countries/all/list-countries/>) or your partner (importer) in the importing country, which might be easier and more convenient, if you need an IQP. If yes, ask to provide all the information about how and where you can get it.

**Step 3:** Do not forget to check the validity term of the phytosanitary certificate, the bans applicable to your products. Do you need an additional declaration? Do you need to inform about the consignment delivery beforehand?

**Step 4:** In the absence of bans, prepare for obtaining a phytosanitary certificate, including sampling selection. Check if cargo (containers, packaging) treatment is necessary before shipment. Note: some countries, like Saudi Arabia, use the British system of measurements (pounds instead of grams, inches instead of centimetres, etc.). Make sure the inspectors in your country are aware of their requirements on the use of doses for fumigation, expressed in a non-metric system.

## SAUDI ARABIA



### PHYTOSANITARY CERTIFICATE

Phytosanitary certificate is required for the import of all products of plant origin.

### INSPECTION REQUIREMENTS IN THE IMPORTING COUNTRY AND INSPECTION ON ARRIVAL

Not specified.

### WOOD PACKAGING MATERIAL, CONTAINERS, FASTENERS

Phytosanitary certificate is required. Packaging materials for plants and plant products shall be clean and shall answer the quarantine regulations. Using soil (ground) or sand as packaging material is prohibited.

### CARGO TREATMENT (FUMIGATION)

Fumigation with methyl bromide at the rate of 1 pound per cubic yard on average, from 24 to 48 hours at temperatures above 60 Fahrenheit.

### IMPORT OF GOODS (SPECIAL REGIMENS, IQP)

Saudi Arabia does not prohibit entry of plant products from CAR. Plant protection authorities require IQP for certain goods like seeds, grain, and nuts for consumption. A request for IQP shall be sent to:

Director General- Animal and Plant Quarantine Department  
Ministry of Agriculture and Water  
King Abdulaziz Road  
Riyadh 11195  
Kingdom of Saudi Arabia

Import of goods is not limited to a certain point if not stated otherwise in the IQP. Plants and products shall be inspected in the first port of goods arrival. Only one per cent of the batches is selected for sampling and checked depending on the type of products, name of the pest, and the country of origin.

## PHYTOSANITARY REQUIREMENTS FOR SELECTED TYPES OF GOODS

IQP for the import of fresh, dried, and frozen fruits and vegetables is not required. Phytosanitary certificate is required. IQP and phytosanitary certificate are required for seeds, grain, and nuts. IQP and phytosanitary certificate are also required for the import of watermelons and wheat. Watermelons also require an additional declaration "treated with a wide-range fungicide"; the wheat shall be certified as a direct product of the first generation of registered seed. The import permission is issued only to the seed producers, not the brokers.

## PHILIPPINES



### PHYTOSANITARY CERTIFICATE

All goods containing plants and plant products require a phytosanitary certificate.

### INSPECTION REQUIREMENTS IN THE IMPORTING COUNTRY AND INSPECTION ON ARRIVAL

Not specified.

### WOOD PACKAGING MATERIAL, CONTAINERS, FASTENERS

The Philippines authorities prohibit the use of rice straw, reed material, wheat straw, herbs and weeds as packaging material. The wood/timber/cut timber require IQP and phytosanitary certificate. The number of IQP shall be indicated in the phytosanitary certificate. Exports are allowed within 60 days from the date of issue of the permit.

### CARGO TREATMENT, INCLUDING FUMIGATION

Fumigation with methyl bromide at 48 g / m<sup>3</sup> for 24 hours at 21 ° C. The temperature can be changed in accordance with the method of fumigation with methyl bromide of the International Biosafety Freight Agreement (ICCBA):

- 56 g / m<sup>3</sup> for 24 hours at 16-20 ° C
- 64 g / m<sup>3</sup> for 24 hours at 11-15 ° C
- 72 g / m<sup>3</sup> for 24 hours at 10 ° C

### IMPORT OF GOODS (SPECIAL REGIMENS, IQP)

The Philippines authorities prohibit the import of certain plant products into their territory (for potential export from CAR, rice might be of interest), but the entry is allowed in the presence of a phytosanitary certificate. IQP is required to import nuts, unprocessed seeds for planting and consumption, fresh fruits, vegetables, frozen or chilled fruits and vegetables, including diced vegetables and processed fruits. IQP is not required to import processed products, but you will need a plant quarantine certificate (PQSC) issued by the Bureau of Plant Industry (BPI) before exporting. Important note: fresh or chilled plant products shall be dispatched within 20 days from the date of issue of IQP while other plant products, plants, and plating material might be dispatched within 60 days.

IQP and export requirements can be requested at:

Chief, Plant Quarantine Service  
Bureau of Plant Industry  
Department of Agriculture and Natural Resources  
692 San Andres  
Malate, Manila  
Republic of the Philippines

## REQUIREMENTS FOR SELECTED TYPES OF GOODS

### **MALUS PUMILA (SYN. M. SYLVESTRIS) | APPLES**

IQP, phytosanitary certificate and additional declaration are required. The fruits should be shipped in a refrigerated container, sealed at the place of origin. Opening the containers during shipment is prohibited. The number of IQP shall be indicated in the phytosanitary certificate. In case of marine transportation, it is advised (required by some IQPs) to indicate the container tag number in the phytosanitary certificate.

### **PRUNUS AVIUM | SWEET CHERRY**

IQP and phytosanitary certificate are required. The fruits should be shipped in a refrigerated container, sealed at the place of origin. The number of IQP shall be indicated in the phytosanitary certificate. In case of marine transportation, it is advised (required by some IQPs) to indicate the container tag number in the phytosanitary certificate.

## EXPORT TO THE COUNTRIES THAT DO NOT REQUIRE AN IQP (BEFORE SHIPMENT FOR EXPORT)

The step-by-step actions are the same as in the section above, except for the request for IQP. That is, you have to check for any prohibitions to import products from your country, the terms of validity of a phytosanitary certificate, whether a phytosanitary certificate is required for the packaging material, whether you need to draw up an additional declaration, whether it is required to notify customs authorities in advance about the time of arrival of goods.

## MALAYSIA



### PHYTOSANITARY CERTIFICATE

A phytosanitary certificate shall be issued within 14 days from the date of shipment but before the goods arrive to Malaysia. A phytosanitary certificate is required for the following types of goods:

- cut flowers and leaves (fresh and dry);
- plants for nurseries;
- seeds (grains), nuts for planting and processing;
- growing crops, including soil.

The certificates are not required for the following types of goods if not stated otherwise:

- fruits and vegetables;
- seeds, grains, nuts for consumption;
- plant products for production, medical use, consumption, or that have undergone processing;
- plant products used as packaging or packaging material.

### INSPECTION REQUIREMENTS IN THE IMPORTING COUNTRY AND INSPECTION ON ARRIVAL

All goods are limited to certain ports. All imported plant products shall be inspected by Malaysian NPPO at arrival.

### WOOD PACKAGING MATERIAL, CONTAINERS, FASTENERS

Wooden packaging and litter materials must be marked in accordance with ISPM Standard No. 15. No phytosanitary certificate is required.

## IMPORT OF GOODS (SPECIAL REGIMENS, IQP)

### BANS

The Malaysian quarantine authorities state they do not apply any bans, but the exporters should check the current regimen from their trade partners.

IQPs are usually valid for 3 months from the date of issue and can be used for one shipment only. After an IQP is issued, its copy shall accompany the consignment at arrival to Malaysian ports. IQP is required to import seeds (grain), nuts for planting.

IQPs for import into the peninsular part of Malaysia are issued by the Director General of Agriculture in Kuala Lumpur. IQPs for import to Sabah or Sarawak islands are requested from the directors of their respective departments of agriculture. The request shall contain scientific name of the product, type, quantity, country of origin, delivery method and port of arrival (see link <http://www.doa.gov.my/myimport>). For general import issues, apply to:

Plant Quarantine,  
Crop Protection Division,  
Department of Agriculture,  
50480 Kuala Lumpur,  
Malaysia  
Tel: 603-26973077  
Fax: 603-26977164  
Website <http://www.doa.gov.my/myimport>

## REQUIREMENTS FOR SELECTED PRODUCTS

### ALLIUM SATIVUM | ONION

IQP, phytosanitary certificate, additional declaration, and treatment are required. The country of origin shall be clearly indicated on each package.

An example of additional declaration: "The seeds are produced on the territory free from Aster yellow mycoplasma." Seeds are treated with benomyl 2.5 g. per 1000 g of seeds or a suitable fungicide at the recommended dose.

### HELIANTHUS ANNUS | SUNFLOWER

IQP and phytosanitary certificate are required. The country of origin shall be clearly indicated on each package. Seeds are treated with benomyl 2.5 g. per 1000 g of seeds or a suitable fungicide at the recommended dose.

## INDONESIA



### PHYTOSANITARY CERTIFICATE

Phytosanitary certificates are required to import the following types of plant products (regarding potential import from CAR): fruits and vegetables; seeds, grains and nuts for processing or planting; growing media (crops) and packaging material <sup>15</sup>

No phytosanitary certificate is required for the import of seeds, grains and nuts for consumption as food.

<sup>15</sup> Regarding packaging material, it is recommended to check with the Indonesian authorities whether they require a certificate for all kinds of paper and wood packaging, or not; whether the packaging requirements apply only to growing plants and crops, or not.

## INSPECTION REQUIREMENTS IN THE IMPORTING COUNTRY AND INSPECTION ON ARRIVAL

### GOODS INSPECTION AT ARRIVAL

All imported goods containing plant products are subject to phytosanitary inspection by the Indonesian Agricultural Quarantine Service (IAQ)

### PORTS FOR THE IMPORT OF GOODS

Fresh fruits and vegetables not included in bilateral mutual recognition agreements **are prohibited** for entry, except for the below ports:

Region	Port
Surabaya	Tanjung Perak Seaport
Medan	Belawan Seaport
Jakarta	Soekarno-Hatta Airport
Macassar	Soekarno-Hatta Airport

Table 1. Ports for the import of fresh fruits and vegetables

Information on visiting audit of Indonesian plant quarantine services in the exporting country can be clarified at national NPPOs.

### WOOD PACKAGING MATERIAL, CONTAINERS, FASTENERS

Wood packaging must arrive at a strictly designated point of entry, shall be free of quarantine objects, peeled and contain no traces of soil, shall be treated and sold in accordance with ISPM Standard No. 15.

### IMPORT OF GOODS (SPECIAL REGIMENS, IQP)

#### BANS

Indonesia prohibits importing some types of plants and plant products. The list includes 11 names. Of those that could be imported from CAR, these are compost, not processed cotton (if there is even the slightest seed content in it), rice, soil, and corn.

#### IQP

IQP is required for the import of plants for planting, seeds, grains and nuts for planting, growing media (crops), and packaging material.

**IQP** can be requested at:

**Director General**  
**Directorate General of Food Crops**  
**& Horticultural Crops**  
Jalan AUP No. 3  
Jakarta Selatan  
INDONESIA  
Telephone: (0062) 21-780-5269  
Facsimile: (0062) 21-780-6309

**Import conditions** can be requested at:

**Director of CAQ**  
**Centre for Agricultural Quarantine**  
Jalan Pemuda No. 64  
Kav. 16-17  
Jakarta 13220  
INDONESIA  
Telephone: (0062) 21-489-4877  
Facsimile: (0062) 21-489-4877  
Email: CAQIDNSPS@IBM.NET

or at a plant quarantine point at the seaport or airport of arrival.

## REQUIREMENTS FOR SELECTED PRODUCTS

### FRUITS AND VEGETABLES

Fresh fruits and vegetables, as well as dried fruits, frozen fruits and vegetables require only a phytosanitary certificate. Seeds, grain and nuts for planting require IQP and phytosanitary certificate; seeds, grain and nuts for consumption and processing require no IQP, only a phytosanitary certificate.

### ALLIUM CEPA | ONION

Phytosanitary certificate is required, together with additional declaration.

An example of additional declaration: "Onion in this consignment was grown in the territory free from onion smut (*Urocystis cepulae*)" and to comply with this requirement, stems, shoots and roots of bulbs intended for export to Indonesia must meet the class I requirements of the UNECE Standard for Onions, including assumptions.<sup>16</sup>

### LYCOPERSICON ESCULENTUM | TOMATOES

Phytosanitary certificate is required, together with additional declaration.

### MALUS SPP. | APPLES

Phytosanitary certificate is required, together with additional declaration. Import allowed only via special ports for fresh fruits and vegetables, including the cities of Timika and Belavan.

An example of additional declaration: "Turkmenistan is free from *Drosophila*."

Or (for Belavan): "The fruit was produced and packaged in a territory free from *Anastrepha fraterculus* (Wied), *A. ludens* (Loew), *A. serpentine* (Wied), *A. suspensa* (Loew), *Bactrocera jarvisi* (Tryon), *B. tryoni* (Frog), *Ceratitis capitata* (Wied), *C. rosa* (Karsch), *Rhagoletis cerasi* I, *R. cingulata* I, *R. fausta* (Osten Sacken), *R. pomonella* (Walsh), *Rioxa pornia* (Welder)."

### PRUNUS AVIUM | SWEET CHERRY

Phytosanitary certificate is required, together with additional declaration.

An example of additional declaration: "Turkmenistan is free from *Drosophila*."

## THAILAND



### PHYTOSANITARY CERTIFICATE

Import into the country requires a phytosanitary certificate issued by a competent authority in the exporting country.

### INSPECTION REQUIREMENTS IN THE IMPORTING COUNTRY AND INSPECTION ON ARRIVAL

Not specified.

### WOOD PACKAGING MATERIAL, CONTAINERS, FASTENERS

Wood packaging material must be processed using any of the approved methods, as recommended in the relevant standard for phytosanitary measures.

### CARGO TREATMENT, INCLUDING FUMIGATION

Wood should be fumigated with methyl bromide in accordance with the following schedule: the gas concentration is maintained at any given exposure time and this concentration should not be lower than what was stated.

<sup>16</sup> You can see the details at: <http://www.unece.org/trade/agr/standard/fresh/ffv-standardse.html>

Temperature (oC)	Dosage (g/m3)	Minimum concentration (g/m3) after:		
		2 hours	4 hours	24 hours
21,0 or higher	48	36	31	24
16,0 – 20,9	56	42	36	28
10,0 – 15,9	64	48	42	32

## HEAT TREATMENT

Wooden packaging material must be heated at least to an internal wood temperature of 56oC for at least 30 minutes continuously.

Wooden packaging material treated by one of these methods shall bear a certification sign from the national NNOP in the country of production of this wooden packaging material.

## IMPORT OF GOODS (SPECIAL REGIMENS, IQP)

Today, IQP is not required for all plant products based on the provisions of the Thailand Plant Protection Act B.E. 2507 (№. 5 and №. 6) B.E. 2550 Import of any parts of this plant family is prohibited: «Solanaceae» (nightshade family) (the family includes: potatoes and eggplants), soil, organic fertilizers, agricultural microorganisms, living pests on plants, earthworms, insects, ticks, nematodes, snakes, slugs, weeds, parasites and predators are also prohibited for import.

However, the following varieties were excluded and can be imported into Thailand during the transition period, during which the country's authorities will conduct a risk assessment on organisms in relation to these products: corn seeds, corn starch, seed and ware potatoes.

Note: Phytosanitary certificate is required for the a.m. products. IQP is currently not required (but there are some products, like persimmon, that do require an IQP). The products, that are not classified as prohibited or partially prohibited in Thailand, are not prohibited for import. Phytosanitary certificate is required to import them into the country.

## UNITED ARAB EMIRATES (UAE)



### PHYTOSANITARY CERTIFICATE

Phytosanitary certificate is required for the import of all products of plant origin.

### INSPECTION REQUIREMENTS IN THE IMPORTING COUNTRY AND INSPECTION ON ARRIVAL

All batches of plants and plant products can be inspected at arrival.

### WOOD PACKAGING MATERIAL, CONTAINERS, FASTENERS

#### WOOD/TIMBER - CUT TIMBER

IQP is not required.

Exports is allowed within 60 days from the date of issue of the permit.

#### PHYTOSANITARY CERTIFICATE

Phytosanitary certificate is required.

#### MATERIALS PROHIBITED FOR IMPORT

Soil

## **CARGO TREATMENT, INCLUDING FUMIGATION**

Not specified.

## **IMPORT OF GOODS (SPECIAL REGIMENS, IQP)**

UAE utilizes IQPs that establish phytosanitary requirements for import.

IQP is required for some plants and products as stated below in the product requirements. IQP can also establish phytosanitary requirements such as additional declarations or product treatment.

### **FRUITS AND VEGETABLES (FRESH)**

IQP is not required for import. Phytosanitary certificate is required.

### **FRUITS AND VEGETABLES (DRIED)**

Not specified.

### **FROZEN FRUITS AND VEGETABLES**

Not specified.

### **SEEDS AND GRAIN FOR PLANTING**

IQP and phytosanitary certificate are required. Certification of germination and purity of the material is also required.

### **SEEDS AND GRAIN FOR CONSUMPTION**

IQP is not required. Phytosanitary certificate is required.

### **SEEDS AND GRAIN FOR PROCESSING**

Not specified.

## **JAPAN AND KOREA**

Japan and Korea are very strict to avoid introduction of pests (quarantine objects) into their territory up to visits to habitats of plants, fruits, and vegetables for familiarization with the phytosanitary situation on site. Therefore, you should request your national NPPO asking for the import permit from your country pending a long approval process for inspection of farms, fields, orchards, etc.

**Step 1:** NPPO of any CAR country sends an official request asking if the import of certain plant products from your country is banned. If yes, then what should be done to resolve the issue.

**Step 2:** In case of successful negotiations, specialists of the quarantine service might visit your farm to check the phytosanitary situation or they will strictly inspect your products on arrival.

**Step 3:** If the plant quarantine services of Japan and Korea answer that there are no safety issues, the next step will be the request to the quarantine services on the validity terms of phytosanitary certificates for each of these countries.

**Step 4:** Provide batches of goods to NPPO for lab tests and issue of documents (phytosanitary certificate).

**Step 5:** Start the export procedure taking into account possible long delivery time.



### PHYTOSANITARY CERTIFICATE

Phytosanitary certificate is required.

### INSPECTION REQUIREMENTS IN THE IMPORTING COUNTRY AND INSPECTION ON ARRIVAL

Japanese NPPO can request to visit the territories where the product will be imported and planted. All plants and plant products, except prohibited items, are subject to quarantine inspection. They can be imported if they pass the inspection. This category includes a wide range of plants (or plant products) such as seeds, nurseries for plant breeding (including shoots), flower bulbs, cut flowers, **fruits and vegetables**, grains and cereals, beans and legumes, dried flowers, wood (excluding cut timber), spices, medicinal herbs, etc. Your plants will be allowed to enter the country if no quarantine harmful organisms are detected during the import check. Import will be denied if any quarantine pests are detected. However, if any disinfection procedures are available, they can pass customs clearance and be further released for circulation after the treatment ends.

### WOOD PACKAGING MATERIAL, CONTAINERS, FASTENERS

Not specified.

### CARGO TREATMENT, INCLUDING FUMIGATION

Fumigation is mandatory upon detection of quarantine objects. .

### IMPORT OF GOODS (SPECIAL REGIMENS, IQP)

Japan prohibits import in its territory of a significant list of various plant products<sup>17</sup>.

Import permits: Import permits are usually not required. Entry of products banned for import requires a preliminary permit from the Ministry of Agriculture, Forestry and Fishery of Japan<sup>18</sup>. The annex contains the list of plants subject to special phytosanitary measures in exporting countries (Table 2-2 of the Decree on the Enforcement of the Plant Protection Act)

### FRUITS AND VEGETABLES

The following information is required for preliminary assessment of safety: product properties, method of treatment (including heating or freezing temperature, if applicable), English name and scientific name of the plant. Different rules might apply to one and the same product depending on methods of its treatment, the plant or the product properties, e.g., if the product is fresh, dried, frozen, warmed or treated in another way. However, the products that were definitely heated (fried grains, fried potatoes, etc.) or processed (salted cucumbers, canned beans, etc.) require no quarantine. Dried products (like dried tomatoes, beans, some fruits and vegetables) can be subject to inspection.

Fresh fruits and vegetables shall pass plant quarantine with the provision of an original copy of phytosanitary certificate during transportation. Getting the necessary papers needs time and money. Finding insects on arrival to Japan will cost you a lot of time and money for fumigation. In some case, they utilize the products immediately. Finding dirt or soil on the plants requires expensive procedures of cleaning, sorting, boiling, and disposal. After the plant quarantine, some plants are subject to check for the level of MPC (concentration of residual pesticides)<sup>19</sup>.

<sup>17</sup> Use the below link to acquaint yourself with the products banned for import (in English and Latin). <http://www.pps.go.jp/english/law/list2.html>

<sup>18</sup> See the annex on the list of products banned for import.

<sup>19</sup> Conducted by the Ministry of Health, Labour and Social Support.

The Law on Plant Protection prohibits import of fresh fruits and vegetables from some countries. Dried fruits are banned if they have been simply sun-dried without treatment by canning with sugar, heat or another method.

Frozen products can avoid quarantine if it is assumed that the insects die with complete freezing of the product. However, even slight thawing may interfere with import. If the phytosanitary certificate says "frozen up to -18 Celsius" and the original is attached, then thawed foods can be re-frozen and re-checked. Otherwise, they can be disposed of or sent back. Marinated vegetables shall be accompanied by a list of production processes with inspection during import since some marinated products are banned for import. Frozen dried fruits and vegetables mainly do not require a quarantine.

## **FRESH FRUITS AND VEGETABLES**

IQP is not required for import. Phytosanitary certificate is required for all fresh fruits and vegetables. Some fresh fruits and vegetables can be banned or subject to additional requirements

## **SEEDS AND GRAINS FOR FOOD CONSUMPTION**

IQP is not required for import. Phytosanitary certificate is required.

## **KOREA**



### **PHYTOSANITARY CERTIFICATE**

Import of fruits and vegetables requires a phytosanitary certificate issued by a competent authority in the exporting country. The national plant quarantine agency (QIA) inspects the imported plants and plant products.

### **INSPECTION REQUIREMENTS IN THE IMPORTING COUNTRY AND INSPECTION ON ARRIVAL**

According to Article 13 ("Inspection of imported plants and other goods in the exporting country") of the above Act, the Ministry of Agriculture and Forestry may send an official delegation to the exporting country to inspect the dispatched regulated materials and goods ("preliminary inspection"). This is possible if agreed between the parties when the exporting country itself comes up with such a proposal.

### **WOOD PACKAGING MATERIAL, CONTAINERS, FASTENERS**

No IQP is required for wooden packaging and plywood.

Wooden packaging and litter materials must be marked and fumigated in accordance with ISPM Standard No. 15. No phytosanitary certificate is required.

### **BANNED IMPORT**

Bark: wooden packaging and litter materials must be made of peeled wood in accordance with ISPM Standard No. 15.

### **CARGO TREATMENT, INCLUDING FUMIGATION**

Not specified.

## IMPORT OF GOODS (SPECIAL REGIMENS, IQP, BANS)

Today, IQP is not required for all types of plant products imported into the Republic of Korea.

Import of soil, plants with soil, as well as some plants or plant materials, is prohibited. Import of rice in husk or sowing, rice straw from all countries except Japan and Chinese Taipei (Taiwan), is prohibited for reasons related to pests. Plants for planting from most of the countries are also prohibited or limited.

Any person intending to import plants or the related plant containers and packaging shall provide a phytosanitary certificate.

- In the case of importing from a country with no NPPO;
- In case of importing via hand luggage or mail or in other cases when it is difficult to provide an established phytosanitary certificate;
- An Order of the Ministry of Food, Agriculture, Forestry and Fishery prohibits importing in Korea apples (*Malus Domestica*) and pears (*pyrus spp.*).

**Grapes, onion, sweet cherries, and cherries** require a phytosanitary certificate; the import of sweet cherries and cherries also requires an additional declaration stating that "The consignment was examined, no moth (*Cydia pomonella*) and shot-hole disease (*Stigmia carpophila*) was found in it." **However, the requirements for sweat are not stipulated.**

## USEFUL INTERNET-BASED RESOURCES

1. <https://www.ippc.int/en/> – International Plant Protection Convention
2. <http://www.eurasiancommission.org/ru/act/texnreg/depsanmer/regulation/Pages/%d0%a4%d0%b8%d1%82%d0%be%d1%81%d0%b0%d0%bd%d0%b8%d1%82%d0%b0%d1%80%d0%bd%d1%8b%d0%b5-%d0%bc%d0%b5%d1%80%d1%8b.aspx> – web-page on phytosanitary issues of Eurasian Economic Commission (EEC)
3. [https://ec.europa.eu/food/sites/food/files/plant/docs/ph\\_biosec\\_non-eu-trade\\_factsheet\\_open-market\\_plants-products.pdf](https://ec.europa.eu/food/sites/food/files/plant/docs/ph_biosec_non-eu-trade_factsheet_open-market_plants-products.pdf) – general information on the import of plants into the EU
4. [https://ec.europa.eu/food/plant/plant\\_health\\_biosecurity/non\\_eu\\_trade](https://ec.europa.eu/food/plant/plant_health_biosecurity/non_eu_trade) – official page of the European Commission on plant protection and quarantine issues
5. <https://www.ecolex.org/details/legislation/agricultural-quarantine-act-of-the-cooperation-council-of-arab-gulf-countries-lex-faoc069197/> – Gulf Agricultural Quarantine Act
6. <http://www.pps.go.jp/english/law/list2-2.html> – Government of Japan special measures against quarantine objects
7. [http://www.qia.go.kr/english/html/Plant/Plant\\_023-27.jsp](http://www.qia.go.kr/english/html/Plant/Plant_023-27.jsp) – Plant quarantine legislation, procedures, administrative acts of the Republic of Korea
8. <https://www.cbi.eu/market-information/fresh-fruit-vegetables/buyer-requirements> – the EU requirements (products that require a phytosanitary certificate)
9. <https://www.mpi.govt.nz/law-and-policy/requirements/icpr-importing-countries-phytosanitary-requirements/icprs-by-country/> – Information from the New Zealand Ministry of Primary Industries on the requirements of countries importing plant products
10. <http://www.pps.go.jp/english/jobs/import.html> – General information on plant quarantine in Japan
11. [https://www.eppo.int/ACTIVITIES/plant\\_quarantine/AI\\_list](https://www.eppo.int/ACTIVITIES/plant_quarantine/AI_list) – Quarantine pests (listed) EPPO
12. <http://www.fao.org/faostat/en/#data/QC> – FAOSTAT, online database, 2018 Database Permalink:
13. <https://comtrade.un.org/pb/downloads/2016/VolII2016.pdf> – a source for statistical purposes
14. [http://atr.asean.org/links/result?level=4&id\\_topic1=44&id\\_topic2=62&id\\_topic3=105&id\\_topic4=106&country\\_code=ph&key=](http://atr.asean.org/links/result?level=4&id_topic1=44&id_topic2=62&id_topic3=105&id_topic4=106&country_code=ph&key=) – ASEAN Secretariat Information
15. <http://www.unece.org/trade/agr/standard/fresh/ffv-standardse.html> – UNECE standards for plant products
16. [http://www.eurasiancommission.org/ru/act/texnreg/depsanmer/regulation/Documents/Перечень%20продукции\\_03.04.2017.pdf](http://www.eurasiancommission.org/ru/act/texnreg/depsanmer/regulation/Documents/Перечень%20продукции_03.04.2017.pdf) – EEU list of quarantine products (EEC website).

## LINKS TO THE LISTS OF QUARANTINE PESTS BY COUNTRIES

Country	Internet link
EU (2017)	<a href="https://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=CONSLEG:2000L0029:20100113:EN:PDF">https://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=CONSLEG:2000L0029:20100113:EN:PDF</a> EU List of quarantine pests
Malaysia (2011)	<a href="https://www.ippc.int/static/media/files/reportingobligation/2015/04/09/1309926372_4th_Schedule_PQ_Regs_MY_06072011_2014050711-28En.pdf">https://www.ippc.int/static/media/files/reportingobligation/2015/04/09/1309926372_4th_Schedule_PQ_Regs_MY_06072011_2014050711-28En.pdf</a> List of regulated pests
Indonesia (2016)	<a href="https://www.ippc.int/static/media/files/reportingobligation/2016/09/07/LAMPIRAN_REV.">https://www.ippc.int/static/media/files/reportingobligation/2016/09/07/LAMPIRAN_REV.</a>
Thailand (2014)	<a href="https://www.ippc.int/static/media/files/reportingobligation/2014/04/11/quarantine_pest_1.pdf">https://www.ippc.int/static/media/files/reportingobligation/2014/04/11/quarantine_pest_1.pdf</a> - pests banned from entering Thailand  <a href="https://www.ippc.int/static/media/files/reportingobligation/2014/04/11/quarantine_pest_2.pdf">https://www.ippc.int/static/media/files/reportingobligation/2014/04/11/quarantine_pest_2.pdf</a> - pests banned from entering Thailand
Philippines	Lists of quarantine objects not found on the Internet.
Saudi Arabia	<a href="https://www.mpi.govt.nz/dmsdocument/685/loggedIn">https://www.mpi.govt.nz/dmsdocument/685/loggedIn</a> The text refers to the pests banned from entering Saudi Arabia
United Arab Emirates	<a href="https://www.mpi.govt.nz/dmsdocument/700/loggedIn">https://www.mpi.govt.nz/dmsdocument/700/loggedIn</a> - UAE List of quarantine pests
Korea (data for 2011)	<a href="https://www.ippc.int/en/countries/republic-of-korea/reportingobligation/2014/04">https://www.ippc.int/en/countries/republic-of-korea/reportingobligation/2014/04</a> Korean list of quarantine pests  <a href="https://www.ippc.int/en/countries/republic-of-korea/reportingobligation/2012/12/list-of-regulated-plant-pest-in-republic-of-korea-2011/">https://www.ippc.int/en/countries/republic-of-korea/reportingobligation/2012/12/list-of-regulated-plant-pest-in-republic-of-korea-2011/</a> Korean list of regulated pests
Japan (data for 2017)	<a href="http://www.maff.go.jp/j/syouan/keneki/kikaku/sps_notif_4ji.html">http://www.maff.go.jp/j/syouan/keneki/kikaku/sps_notif_4ji.html</a> Lists of quarantine pests And the lists of plants that require inspection control at the places of growth  <a href="http://www.pps.go.jp/english/law/list2-2.html">http://www.pps.go.jp/english/law/list2-2.html</a> Japan quarantine service list for special requirements of exporting countries
EEU (2016)	<a href="http://www.eurasiancommission.org/ru/act/texnreg/depsanmer/regulation/Documents/Для%20Сайта_ЕПКО_из.%20№%2025.pdf">http://www.eurasiancommission.org/ru/act/texnreg/depsanmer/regulation/Documents/Для%20Сайта_ЕПКО_из.%20№%2025.pdf</a> EEU List of quarantine objects

## LIST OF COUNTRIES THAT REQUIRE IQP BEFORE THE PROCEDURE FOR SENDING GOODS, AND THE ADDRESSES OF RELEVANT SERVICES

### PHILIPPINES

IQP and export requirements can be requested at:

Chief, Plant Quarantine Service  
Bureau of Plant Industry  
Department of Agriculture and Natural Resources  
692 San Andres  
Malate, Manila  
Republic of the Philippines

### SAUDI ARABIA

Quarantine authorities require IQPs for certain products. E.g., IQP is required to import seeds, grain, and nuts for consumption.

IQP is not required to import fresh vegetables and fruits.

A request for IQP shall be sent to:

Rashed AL-KHEDHER  
Director General- Animal and Plant Quarantine Department  
Ministry of Agriculture and Water  
King Abdulaziz Road  
Riyadh 11195  
Kingdom of Saudi Arabia

### UNITED ARAB EMIRATES

UAE apply IQPs that establish phytosanitary requirements for import.

No data was found on the organization that issues the IQPs. It is recommended to apply to the NPPO.

Mr. Abdullah AL MANSOORI  
Head, Plant Health Section  
Ministry of Climate Change and Environment  
P.O.Box 1509, Dubai - Abu Hail, United Arab Emirates  
Phone: 0097 14021 48433  
Fax: 0097 14026 55822  
Email: aaalmansoori@moccae.gov.ae

## VIETNAM

Vietnamese plant quarantine authorities require to receive an IQP before starting the import of plant and plant products.

A request for IQP shall be sent to:

**Mr Hoang Trung**  
**Deputy Director General**  
**Plant Protection Department**  
149 Ho Duc Di St  
Dong Da  
HANOI  
VIETNAM  
Telephone: (00 84) 3 5334813  
Email: hoangtrungppd@fpt.vn

## MALAYSIA

Malaysian authorities can require receiving an IQP, but you better check if it applies to CAR.

You can send a request to:

**Plant Quarantine,**  
**Crop Protection Division,**  
**Department of Agriculture,**  
Jalan Gallagher,  
50480 Kuala Lumpur,  
Malaysia  
Tel: 603-26973077  
Fax: 603-26977164

A phytosanitary certificate may not be required, but if it is required, delivery must be made within 14 days from the date of its issue, which makes it very problematic for the CAR region.

## SINGAPORE

Singapore plant quarantine authorities issue an IQP only on the arrival of goods to the ports. IQP is valid for two weeks. A phytosanitary certificate might not be required. To make sure, better contact the instance below in advance:

IQP is issued by

**Plant Regulatory Branch - Plant Health**

**Agri & Food and Veterinary Authority**

**Sembawang Research Station**

Lorong Chencharu

Singapore 769194

Tel: 67519842/843

Email: [ava\\_phytosanitary@ava.gov.sg](mailto:ava_phytosanitary@ava.gov.sg)

Website: <http://www.ava.gov.sg/AgricultureFisheriesSector/ImportExportTransOfPlants/>

## SULTANATE OF OMAN

The Oman authorities require an IQP.

You should address:

**Mr. Nasr Saif Abdullah ALSHAMS**

**Director of Plant Quarantine Department**

**Ministry of Agriculture & Fisheries, Plant Quarantine Department**

P.O. Box 467 P.C. 100 Muscat, Oman

Phone: +968 24952560

Mobile: +968 992 065 43

Fax: +968 24692659

Email: [nalshamsi74@gmail.com](mailto:nalshamsi74@gmail.com)

Alternate Email: [nasir.alshamsi@maf.gov.om](mailto:nasir.alshamsi@maf.gov.om)

A complete list of contacts in IPPC Secretariat is available at the IPPC website:

<https://www.ippc.int/en/countries/all/list-countries/>

## AN EXAMPLE OF THE EXPORTER'S LETTER IN ENGLISH TO THE IMPORTING COUNTRY NPPO ASKING TO PROVIDE INFORMATION ON PHYTOSANITARY QUARANTINE REQUIREMENTS

To:

From:

Date:

Place:

Subject: phytosanitary requirements of

in relation to

from

Dear Sir/Madam,

I am a producer of

from

I intend to export this product to your country. I ask for clarification regarding the fulfillment of phytosanitary requirements for the delivery of the above goods to your country, in particular, whether import permit is required. If this is necessary, I kindly ask you to send a form for registration of the relevant documents.

I would highly appreciate if you could provide information concerning:

1. Whether this product(s) is/are banned for entry in your country from \_\_\_\_\_
2. Whether Import Permit is required and what is the fee to issue it.
3. The period of validity of the phytosanitary certificate issued by local Plant Quarantine Authority.
4. If advance notice on arrival of goods and place of first arrival is necessary to provide, if yes what is the time for such a notice.
5. Regulated/ non-regulated quarantine pests harmful for the product(s) listed above which are either absent or being restrictedly present in your country.
6. Other information, which you may decide to be important for exporter.

Please accept the assurances in our highest consideration for your kind cooperation.

Sincerely,

## AN EXAMPLE OF THE LETTER FROM THE PARTNER IN THE COUNTRY OF IMPORT IN ENGLISH TO THE EXPORTING COUNTRY NPPO ASKING TO PROVIDE INFORMATION ON PHYTOSANITARY QUARANTINE REQUIREMENTS

To:

From:

Date:

Place:

Subject: phytosanitary requirements of

in relation to

from

Dear Sir/Madam,

I am an importer of

from

I intend to import this product to \_\_\_\_\_, I ask for clarification regarding the fulfillment of phytosanitary requirements for the delivery of the above goods to our country, in particular, whether import permit is required. If this is necessary, I kindly ask you to send a form for registration of the relevant documents.

I would highly appreciate if you could provide information concerning:

1. Whether this product(s) is/are banned for entry in your country from \_\_\_\_\_
2. Whether Import Permit is required and what is the fee to issue it.
3. The period of validity of the phytosanitary certificate issued by local Plant Quarantine Authority.
4. If advance notice on arrival of goods and place of first arrival is necessary to provide, if yes what is the time for such a notice.
5. Regulated/ non-regulated quarantine pests harmful for the product(s) listed above which are either absent or being restrictedly present in your country.
6. Other information, which you may decide to be important for exporter.

Please accept the assurances in our highest consideration for your kind cooperation.

Sincerely,

## AN EXAMPLE OF A LETTER IN RUSSIAN TO THE IMPORTING COUNTRY NPPO ASKING TO PROVIDE INFORMATION ON PHYTOSANITARY QUARANTINE REQUIREMENTS

Куда и кому

От кого

Дата

Место

Тема: фитосанитарные требования \_\_\_\_\_

в отношении \_\_\_\_\_

из \_\_\_\_\_

Уважаемый \_\_\_\_\_,  \_\_\_\_\_

Я, \_\_\_\_\_, являюсь производителем \_\_\_\_\_,

из \_\_\_\_\_

Я намерен экспортировать данный товар в вашу страну. Прошу дать разъяснения касательно выполнения фитосанитарных требований по поставке указанного выше товара в вашу страну, в частности требуется ли получение импортного карантинного разрешения. Если такое необходимо, прошу Вас направить форму для оформления соответствующих документов.

Я буду признателен/признательна, если Вы предоставите информацию касательно нижеприведенных пунктов:

1. Находится ли данный продукт или продукты под запретом к ввозу в вашу страну из \_\_\_\_\_  (укажите название своей страны).
2. Импортное карантинное разрешение и его стоимость.
3. Срок действия фитосанитарного сертификата.
4. Необходимо ли предварительное уведомление о месте первого прибытия товаров.
5. Карантинные объекты, свойственные данному виду продуктов, которые отсутствуют либо

ограниченно присутствуют на территории \_\_\_\_\_ .

6. Прочая информация, которую вы посчитаете необходимой для экспортеров.

С уважением,