



# MARKET QUICKSTART PROGRAM

3rd Dec.2012-Pavilion Hall, Taj Deccan Hyderabad(Full-day programme)

7th Dec 2012-Lal Parade Grounds, Bhopal (Introductory programme-(Free Seminar for Pharmexcil Members))

**Market Quickstart** is a teaching program, offered exclusively by Engredea, a division of New Hope Natural Media, that helps companies in the healthy and natural products industry prepare for international business especially in the United States. Focused mostly on companies providing healthy ingredients for supplements, food, beverage and persona care, this 1-day workshop brings international experts to places like Beijing and Shanghai in China and Mumbai, Hyderabad, and Bangalore in India. It is truly intended to help international companies be more successful in the competitive North American and European Marketplaces.

## Discussion Topics include:

- ✎ Regulations
- ✎ Markets and opportunities
- ✎ How best to communicate
- ✎ Best practices
- ✎ Quality and Standards
- ✎ Supply issues

## Companies will learn:

- ✎ What are regulators currently thinking and enforcing?
- ✎ What segments of the market have the most opportunity?
- ✎ When do you need a distributor or local agent or office?
- ✎ What channels, shows, magazines are there and how do you communicate with these groups?
- ✎ What do your potential customers look for in a supplier?
- ✎ How can you be different and get the attention of potential Clients?