

EGDISTRISELECTA
益精行



VANDERGEETEN
万多吉

VANDENBROUCK (Business with China)

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12.09.2019



Content



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1. Antoine Bolly



8 years in China with 7 years
in FMCG.

Team of 45 in Shanghai
7 Mio EUR Turnover

China

G.M. of Shanghai
Vandergaeten (East Area)

Import and distribution of
Belgian brands all over China.

Trade since 2016
400,000 EUR of turnover

Team of 4 and responsible
for local production.

Belgium

Director at Vandebrouck
Export of Belgian products to
China with focus on craft.
Host Chinese tourist to Belgium
& Director at local brewery.

2. Group Introduction



25 years / 250 staff
45 Mio EUR income
20% through e-commerce

WHO WE ARE IN

>400 skus, >50 brands, 17
breweries, 18 suppliers
from 9 countries.
Mondelez preferred partner

3 warehouses (18k sqm)
with 3 temperatures. Own
logistic service & packing

STRENGTHS IN

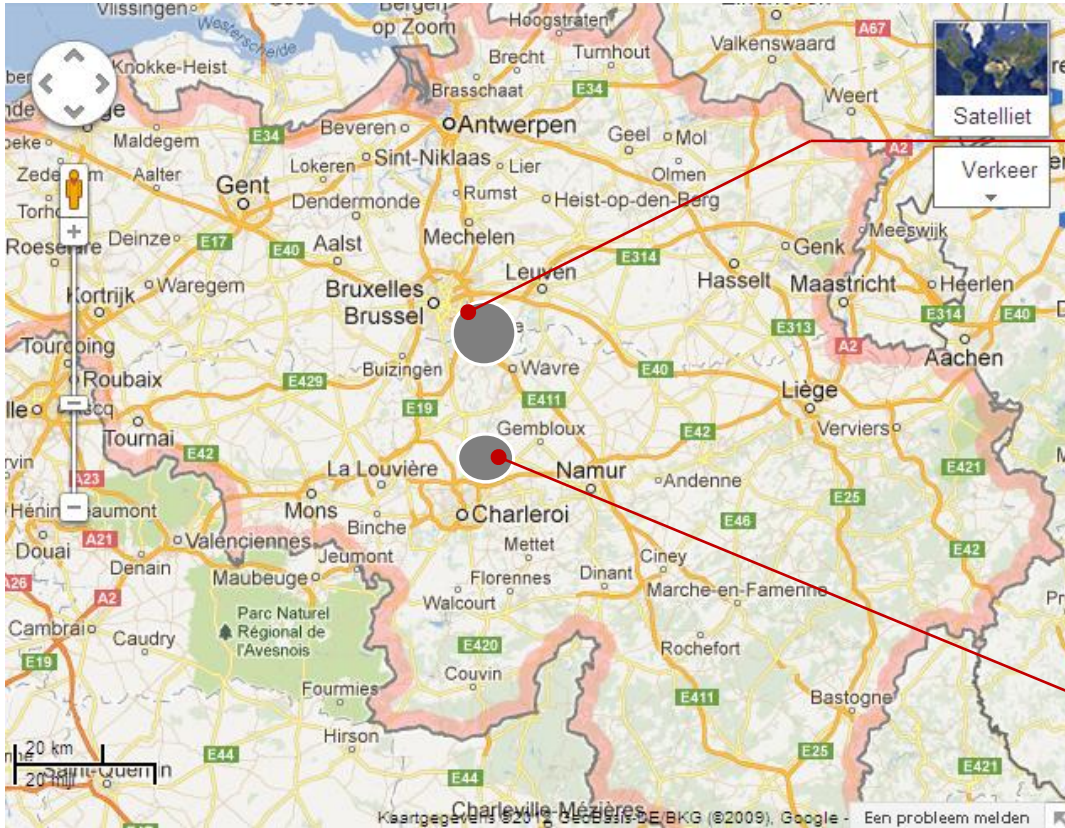
Extensive network with above
300 sub-distributors.
Above 1200 direct clients &
Key retailers (500 pos)

2. Group Introduction



China Geographical Distribution

2. Group Introduction



Waterloo

Belgium Trade & Export

Ecaussinnes

Production site – Belgian brewery

Belgium side



2. Group Portfolio



Chocolate



Biscuits



Beverages



Snack & Cans



Frozen



3. Approaching China



China, a huge demand and potential for Belgium products ?

- Why Belgian products ?
- Locally produced international brands?
- Other imported products from Belgium?
- Other imported products from other countries?

The large Chinese market with a small share of imported products is growing rapidly for importers and brand owners. There is room for everyone that does a good job on the market to grow and increase the size of the pie together.

Belgian Products Needed in China ?

3. Approaching China



Business View:

✓ Strategy

- Set up of an office, team.
- Distributor: exclusivity, multi-entry point

✓ Differentiation

- Pricing, branding, product strength, uniqueness, recognition

✓ Market

- Cultural difference, habits
- Know your consumers
- Size (mass vs niche)

✓ Investment

- How to reach your consumers

3. Approaching China



Human View:

✓ Partner

- Dutch approach vs Belgian approach ?
- 419 vs forever ?

✓ Staff

- Finding the right person
- Qualified ? Understand my brand and products ?

✓ Trust

- Step by step

✓ Time

- "Hate toi lentement"

4. Staying in China



Channels

Brand Awareness

Education

How to succeed and what is success for an imported brand?

4. Staying in China: Channels



OFFTRADE

ONTRADE

B to B

B to C

E-COMMERCE



4. How to succeed in China : Brand Awareness



- Being present: exhibition, events, sponsor.
- Adapt: online presence and promotion, to local consumers. Wechat, KOL, Weibo,....
- Engage with the community through local media but also use local Belgians and then locals as your brand ambassador.



4. How to succeed in China : Education



China Union 11:55

万多吉欧洲啤酒坊

厂的酿造师创立了1830啤酒系列。180啤酒继承了该酒厂的风格特色，同时也象征了Ecaussinnes酒厂。
In the year 1830, the Walloons volunteers march on Brussels and the participation in the revolution gave birth to Belgium, the country of Beer. In honor of these brave men, Scassenes Brewers have created the range 1830, beers of character and pride of their brewery.



11:58 42%

万多吉欧洲啤酒坊



活动咨询 | Lindemans First Cocktail Event in Shanghai @Captain Bar
The Lindemans Cocktail Event had an excellent turnout and Captains Bar was bustling throughout the evening!



- Communicate about your brand: key selling point, value, history.
- Allow consumers to discover the product through tasting, reviews,...

5. What's next for the Chinese market?



Models to move from foreign investment and external demand to greater domestic consumption and make the Chinese economy less dependent on export = OPPORTUNITY

1. Increase purchase power
2. Be more attentive to sustainable development
3. Keep improving the "opening policy"
4. Reform of the education system



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THANK YOU!

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