



www.exportmarketresearch.com

Your smooth market entry

Export Market Research | Market Entry Services
in the CEE region | Scandinavia & beyond

Who We Are

- ✓ **Export Market Research Ltd.** is a privately owned company
- ✓ Established in **2006**
- ✓ Specialises in **tailor-made market entry services** for companies who wish to export their products or services to our markets
- ✓ Associate offices and in-market consultants in all our markets
- ✓ Experienced international team. All our consultants have **10+ years** of hands-on experience in market research and business development
- ✓ Our consultant network includes more than **50 people**
- ✓ We have assisted hundreds of companies with their market entry projects in our markets and they have been very satisfied with the results

Our Markets

- ✓ Our services are available in all CEE markets
- ✓ Scandinavia
- ✓ UK & Ireland
- ✓ Germany
- ✓ Italy
- ✓ Spain
- ✓ And other countries in Europe, Northern America, Latin America and Asia



What we do

Our service portfolio includes a number of services to make our clients' market entry as smooth as possible



What we do

Our Market Research Services

- ✓ We are focused on **tailor-made b2b & b2c** market research projects
- ✓ The methods vary depending on the client's specific objectives and include:
 - Desk Research
 - In-Depth Interviews
 - Phone / F2F interviews (CATI / PAPI, CAPI)
 - Online surveys (CAWI)
 - Mystery Shopping
 - Store Check etc.



What we do

Our Business Partner Search & Profiling

- ✓ A tailor-made solution and a hands-on approach to market entry
- ✓ Designed to assist our clients in finding, researching and establishing contact with potential buyers, distributors, JV partners, etc.
- ✓ We conduct a full market scan to identify best fit companies
- ✓ We approach selected companies to make an introduction to the client's product or services and verify their interest in co-operation
- ✓ We provide information regarding all contacted companies, their responses regarding co-operation and company profiles of selected companies & present the project results in an easy-to-read report



What we do

Our Market Visit Services

- ✓ Designed to support both Trade Mission participants and individual clients
- ✓ Our assistance is based around setting up meetings with selected local companies and supporting the client during and after the meetings (as Market Consultant & Translator)
- ✓ Meetings can also be arranged with selected trade show participants, if the client is going to participate / attend a trade show in the target country
- ✓ We can also help you to prepare for participation in a trade show by conducting a short presentation with useful tips on how to participate in a trade show efficiently



What we do

Our Pre-export Analytics

- ✓ Designed to help exporters to get familiar with specific export/import regulations in their new target market
- ✓ Our assistance is based around outlining their export strategy helping you to understand the market and best ways to export your specific products / services



What we do

Development & Fulfillment of Sales Strategies

- ✓ Aimed at businesses who plan to sell or are already selling (exporting) their products or services in our markets
- ✓ Our assistance is based around outlining & fulfilling their sales strategy (dealing with sales in the target market). For example, we can act as your Sales Representative in our region.



What we do

Market News Monitoring

- ✓ Provided as part of a market research project or as a separate service
- ✓ Developed for keeping an eye on relevant developments in a specific market sector for a certain period of time



What we do

Our Support Services

- ✓ Through our partners we are able to offer you various support services (document translation, legal advice, notary services etc.) that you may require in our markets



Our experience by industry

- ☐ Aerospace Products (Hi-Rel)
- ☐ Agricultural & Dairy Machinery
- ☐ Animal Nutrition & Food Supplements
- ☐ Animal Pharmaceuticals
- ☐ Automobile Parts Manufacturing
- ☐ Automotive
- ☐ Building Materials
- ☐ Cement
- ☐ Chemicals
- ☐ Client Management Software
- ☐ Construction
- ☐ Cutting Tools for the Paper Industry
- ☐ Digital Publishing
- ☐ Energy & Renewable Energy
- ☐ Equipment for Energy Generation
- ☐ Education & Training
- ☐ Embedded Software
- ☐ Fishery
- ☐ Franchising (Fast Food)
- ☐ Frozen Foods
- ☐ Household Appliances
- ☐ Industrial Drives
- ☐ IT & Software
- ☐ Jewellery Distribution
- ☐ Medical Equipment & Devices
- ☐ Metals
- ☐ Mining
- ☐ Passenger Aircraft Maintenance Repair & Overhaul
- ☐ Pharmaceuticals
- ☐ Plastic Extrusion
- ☐ Potato Pre-Processing /Processing Machinery
- ☐ Power and Turbine Maintenance Repair & Overhaul
- ☐ Pulp & Paper
- ☐ Publishing & Digital Publishing
- ☐ Packaging
- ☐ Recruitment
- ☐ Sanitary ware
- ☐ Solid Wood Flooring
- ☐ Sports Nutrition & Sports/Energy Replacement Drinks
- ☐ Translations
- ☐ Transport Logistics
- ☐ Waste Management Machinery
- ☐ Weight Management /Meal Replacement Products
- ☐ Vitamin & Health Preparations
- ☐ ...and others

Case Studies

Case Study 1: Czech Trade Mission to Estonia

- ✓ We organised meeting itineraries to 6 Czech companies - participants of the Czech Trade Mission.
- ✓ Provided on-the-ground support (inviting speakers from local export/ trade promotion organisations to an event in Tallinn, booking hotels, restaurants, organising transportation, interpreters etc.)

The areas of business in which the companies operated included: Production of access control devices; Development and production of in vitro diagnostic preparations; Production of container carriers, containers, cranes and sale of trucks; Sanitary ware production; Manufacturing of cutting tools for the packaging industry; Manufacturing of transformers and chokes.

- ❑ **As a result** of our work, the 6 Czech companies received a brief overview of their business sector in Estonia, detailed company profiles of their potential partners (including potential direct customers and distributors) and individual meeting itineraries in Estonia

Case Studies

Case Study 2: Energy / Renewable Energy Market Study in Estonia for one of the world's leading technology company

- ✓ Conducted detailed research into the Estonian energy market (overview of the development of renewable energy (types of RES in electricity/heat generation, capacities etc.), environmental regulations, energy strategy;
- ✓ Detailed analysis of past/current/up-coming modernisation/investment projects in power plants;
- ✓ Detailed overview of state support model for renewable energy and detailed analysis of existing/planned capacities in power generation, district heating and power station operating companies with verification of relevant technical data and direct contact details)
- **As a result**, the client obtained all necessary information about the local energy/renewable energy sector and its players and was able to successfully establish a connection with relevant local players (initial introduction of the client's company was made by our team during the project.)

Case Studies

Case Study 4: Partner Search Project for CKE Restaurants (USA), Ukraine

CKE Restaurants is one of the leading USA companies in the fast food industry that owns 2 brands - Carl's Jr.® and Hardee's®

- ✓ We identified potential franchisees in the Ukraine (based on the client's criteria)
- ✓ Contacted them on behalf of the client to introduce their business proposition
- ✓ Organized meetings with interested parties
- ✓ Accompanied CKE Restaurant's representative to the meetings in Kyiv to help with translation during the meetings
- ❑ **As a result**, the client was able to meet with 4 potentially interested franchisees to discuss the deal (franchise contract).

Case Studies

Case Study 3: Market Research / Partner Search for Enterprise Ireland, Russia

- ✓ We produced a study of the largest pharmaceutical manufacturers in Russia for an Irish producer of blister packaging equipment.
- ✓ During the project we identified and interviewed (by phone, 10 open-end questions in the project questionnaire) 60 of the largest Russian pharmaceutical companies located in various Russian regions, that use blister packaging in their manufacturing processes.
- ❑ **As a result**, the client received detailed information (with direct contacts) about their potential customers in Russia.

Our recent projects

EMR at the Berlin Fruit Logistica 2014 helping to promote Pakistani fruits to buyers in Europe



We participated in UNIDO /TRTA project on “[Linking 10 Pakistani producers of kinnow and mango with Buyers in Europe](#)”

Our assistance was based around:

- ✓ Preparing for the Fruit Logistica – we identified and contacted potential buyers from CEE
- ✓ Introduction of the CEE region at a workshop organised for the Pakistani producers. EMR presented a lecture on “Doing Business in CEE & Being Efficient At a Trade Show”.
- ✓ Business matchmaking activities during Fruit Logistica
- ✓ Work at the booth



Building Locally
Competing Globally



MOONFISH MEDIA



"We were looking for a new research partner from Estonia. From EMR we got an excellent and professional service."

Helena Levonmaa, Mediradix OY, Finland www.mediradix.fi

More client references are available at:

www.exportmarketresearch.com/client-references

"We have used the services of EMR to gain valuable market information on the processed meat sector in Eastern Europe. On every occasion I found the level, quality and format of the information provided by Kateryna and her colleagues in EMR to be of the highest standard. I found Kateryna to be always engaged in the project from briefing right through to final report. In terms of communication, EMR gave regular and timely updates on how the project was progressing. One of the big barriers for us doing business in Eastern Europe was language. However, working with Kateryna and her team in EMR helped us enormously as they were capable intermediaries between us as potential suppliers and potential customers. As a result, Rosderra Irish Meats developed new business in Eastern Europe due in, no small part, to the help and support of EMR"

Leonard O'Brennan, Sales Manager, Rosderra Irish Meats (Sept 2013)

www.rosderra.ie

Our Clients

The Management



Kateryna Levkovska – Managing Partner

It was Kateryna's idea to start offering EMR services. Before founding her own business in 2005, Kateryna worked previously as a Country Manager for a well-known British Marketing and Business Development company; she managed the company's projects in the Baltic States and in the UK.

Kateryna has a Masters Degree in Economics (Project Management and Consulting) and has more than 10 years of work experience in key managerial positions within various sectors including trade, manufacture and consulting in the Baltic States, Russia and the Ukraine.

Kateryna co-ordinates and takes part in all EMR projects. Since starting the company she has gained more extensive experience in managing various market research and business matchmaking projects in various countries.

She can speak several languages including English, Estonian, Ukrainian and Russian.

E-mail: kateryna@exportmarketresearch.com
GSM: +372 5 3456 991

The Management



Urmas Murumets – Managing Partner

Urmas is the co-founder of Export Market Research Ltd. Before joining the team in 2006 he worked for over 5 years at Tallinn University of Technology, managing various construction and real estate projects and leading a team of more than 70 co-workers.

Urmas has a Degree from Tallinn University of Technology and has 20-years of work experience in the areas of construction, trade, real estate and consulting. Urmas takes an active part in EMR projects and co-ordinates our fieldwork teams. Urmas can speak Estonian, Russian, Finnish and English.

E-mail: urmas@exportmarketresearch.com

GSM: +372 51 31 61 7



Export Market Research Ltd.

**Address: Narva mnt.5
10117 Tallinn
Estonia**

Tel./Fax: +372 603 05 20

E-mail: info@exportmarketresearch.com

Web: www.exportmarketresearch.com

[Facebook](#) | [Twitter](#) | [LinkedIn](#) | [YouTube](#) | [Google+](#)

Contact Us