



10 Vital Tips to Consider When Exporting or Importing Products



Compiled by Ken Brown

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10 Vital Tips...

1. **Have first hand knowledge of country exporting to.** If you don't know the country and its customs and business practices, it is difficult to arrange the best trade agreement.
2. **Respect local customs / lifestyle which can be misconstrued in translation.** Having experienced people representing your company can smooth negotiations and ensure your project is handled in the best possible way.
3. **Acquire local knowledge of statutory requirements.** KMB Management keeps up with the most recent import/export regulations.
4. **Accurately prepare paperwork to prevent holding up delivery.** Poor or incomplete paperwork can slow a shipment and cost the owner money and valuable time.
5. **Understand product labelling regulations and pricing requirements.** These can vary from country to country and failure to comply could slow or stop acceptance of your project at the border.
6. **Freight forwarding requirements.** It is imperative that you must include the proper freight forwarding documentation and that it reaches the right person in full and on time wherever the destination. Our success rate for achieving this goal speaks for itself.
7. **Direct competitive activity.** Who are your competitors? Like any market, the import /export market has traditional key players in each sector. Knowing who the competition is and what features, benefits and points of difference you can offer will enhance your marketing approach.
8. **General logistic difficulties.** How far, what weights, what transport will be used, temperature requirements, what facilities will be receiving your shipment? Knowing the logistics is crucial to ensuring your goods are handled appropriately and arrive in excellent condition.
9. **Language barriers.** Exporters and importers deal in countries with many different languages. Therefore, negotiating contracts involving large sums of money under these circumstances suddenly becomes a little more difficult. KMB

Management looks after your interests in these and all other facets of the relationship.

10. **Credit facilities & credit checks.** How secure is the foreign party's credit and where do you go to check it? Do you even have the time or the resources to find out? KBM Management can manage this process for you.

Additional tip

11. **Debt recovery.** Debt collection is not easy and gets even more complicated with dealing with another country.

Many overseas and local projects require specific expertise and experienced business intelligence in their key areas.

This experience is what can save you from making costly mistakes when exporting or importing, and can help you avoid the pitfalls of trading with other countries.

With **KMB Management**, Ken Brown, and his team are dedicated to making your experience as productive, beneficial and realistic as possible to gain maximum market penetration in other continents and major regions.

For more information about exporting or importing please:

Visit our website at: www.kmbmanagement.com.au

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We'd be delighted to hear from you

Ken Brown

