



cutting through complexity

Supporting Irish Food
& Agribusiness in
New Markets:

**An Appetite
for Success**



Supporting Irish Food & Agribusiness in New Markets

Irish businesses and brands are prominent across the UK, Europe and North America and exporting to these markets will continue to remain important.

However, KPMG believes that expansion into new markets, from Africa to Asia, presents huge opportunities. For Ireland as a food island with the capacity to feed ourselves 10 times over, these new markets remain, to date, largely untapped.

Is China's growing middle class an obvious example for your premium exports? Does South Korea and its Free-Trade Agreement present another opportunity? Or perhaps your company is thinking of the rising consumer demand across Sub-Saharan Africa?

Wherever your focus, actions in the new markets of today will have a lasting impact on your international success for decades to come.

But where to start?

Approaching the opportunity



Key considerations

Sizing the opportunity

- Initial market analysis & country prioritisation
- High-level assessment of profitable opportunities, your route to market & the need for local partners
- Identification of regional test markets, price point and marketing approach
- Business plan based on robust market assumptions

Controlling the risks

- Consideration of political, legal, regulatory, tax, quality, reputational and IP risks
- Mitigation through suitable partner agreements, government relationships, and local management

How KPMG can help you in new markets

- New market identification and prioritisation
- Market entry, growth and commercial strategy
- Target / partner identification and introductions
- Integrated due diligence (financial, commercial, tax)
- Talent recruitment and retention
- Financing, tax and regulatory support
- Customs and trade support
- Location assessments and site selection support
- Review of existing business model and commercial assumptions with robust challenge and counter-suggestions
- Cultural acclimatisation and relationship-building with State and Private Sector introductions

For more information, contact:



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KPMG in Ireland has access to the KPMG network of Food & Agribusiness specialists across more than 170 countries.

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