



Agents are not frequent in Eastern Europe.

In most cases, it is highly recommended to work with an importer / distributor capable of dealing with sales, logistics and services, ... or to hire your own sales force

- ✓ In Poland, market is often fragmented and distributors are often quite small comparing to the potential of the domestic market. In the other countries, it is more frequent to find distributors with capacity to cover the whole market and even the neighboring countries
- ✓ There is **no reliable existing database of agents or distributors** in these countries: it usually takes several months to build your network
- ✓ Except for trade shows in Russia and in some key sectors in other countries (construction, industry), **fairs are often quite small** with presence of only few local players
- ✓ A permanent follow-up, or even a local presence on the field, increase strongly your chances of success with your local partner
- ✓ In the retail sector, it is important to bring commercial and marketing support to your partner
- ✓ In the industrial sector, it is valuable to invest in the training of the local team of your partner and to consider added-value by transfer of technology



Expert's opinion

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« Like most markets at the moment, agents and distributors in Eastern Europe are very much canvassed to represent new products or services in their market. Within this frame, it is quite certain that companies who will

with the most support will benefit the most from their local partners. A 1st contact in the local tongue, frequent visit to the final clients, adaptability to the local market in terms of pricing, positioning, product or even packaging: all these factors will give your partner the chance to be more effective and the will to provide you with the best resources in terms of sales and logistics.

After the fall of communism, numerous self-entrepreneurs and small commercial entities were created but only just a few of them did really manage to grow consequently and to have a size comparable to those we can see in Western Europe. The typical agents are quite rare.

It is still necessary to support your distributor in its sales process in order to boost your chances of success. The keys to success : to be properly assisted while identifying your local partner, come and visit your partner regularly, train him, educate, support and assist him, adapt your approach to its local vision while bringing your personal know-how.»



I WISH TO SCHEDULE A MEETING WITH A VALIANS INTERNATIONAL EXPERT

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