



Riga, Latvia 10th June 2020

DOING BUSINESS IN SOUTH-EAST ASIA

Presenter: «Silv EXPO», LTD R&D Project Manager
Mg.Sci.Sal. Ilona Vanaga



SilvExpo

Nature Driven Technologies



EUROPEAN
REGIONAL
DEVELOPMENT
FUND

EUROPEAN UNION

NovelBaltic

Webinar «Exporting Nordic natural
products to Asian markets»



About «Silv EXPO»

- We are a «green» phytopharmacy company
- Our product basis are smart technologies and unique natural ingredients
- We manufacture biologically active substances from conifer tree foliage and other plant biomass for food, pharmacy, cosmetics and plant protection industries
- Our know-how is age reversal and extension of human health span





NovelBaltic project objectives

- We follow the current world trend of replacing synthetic products with natural, non-toxic ones on the basis of plant raw materials
- We aim to maximize the use of renewable forest resources by applying waste-free technology solutions
- We are dedicated to producing high-quality, authenticated plant extracts from local ingredients such as forest berries, conifer needles, tree bark etc.

Our partners in Asia



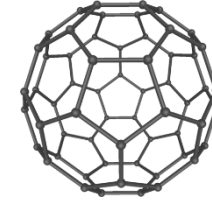
- Singapore-based pharmaceutical company founded in 1997
- Started as SRS Chemicals with products such as Cephalosporin (antibiotic)
- Today it's a multinational company with multiple entities spanning Singapore, India, Vietnam, Philippines, US, Latin America and Africa
- **Food supplements (anti-aging and senolytic products)**



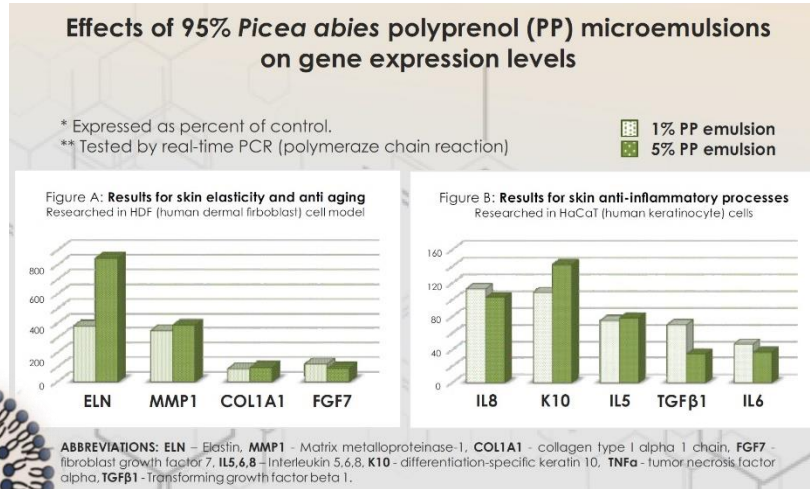
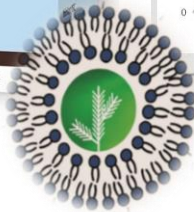
Our partners in Asia

- Hyowon HM is Korean company that specializes in skin safety products
- Silv EXPO's conifer active substances and liposomes based cosmetics

 **Rimac**
COSMETIC
www.rimaccosmetics.com



Rimac Essential Cleansing Cream - Natural Facial Cleanser and Makeup Remover with Rice Bran, Aloe Vera, Lemon Balm and **Fullerene** – for All Skin Types



Our partners in Asia

- Food supplements (vitamins, health boosters)



www.aswatson.com

1828

The Canton Dispensary, the forerunner of A.S. Watson, opened in Guangzhou, China.

1832

Established the first soda-water factory in China (one of the very first companies in the world to manufacture soda-water).

2004

- Enters Eastern Europe through acquisition of Droga's health & beauty retail chain in the Baltics.



- Purchases a 40 percent stake in Rossmann Germany, adding 786 stores to the Group's retail portfolio.

2018



- A.S. Watson continues to expand and reaches 14,500 stores, operating 12 international retail brands in 24 markets across Asia and Europe
- Watsons China exceeds 3,400 stores
- A.S. Watson global loyalty member reaches 130 million



Product export requirements for Asian region

- Multiple meetings in international arena (CPhI Worldwide, Vitafoods Asia etc.)
- Product registration issues: food supplements, herbal medicine or something else?
- Existing EU (especially France) product registration – a bonus
- Product sample preparation and testing
- Product authenticity, certification and distribution agreement
- Branding questions (local brand vs. global brand)



National specificities

- Working with just one partner in Asia is not really enough (exclusivity agreements, payment delays, special discounts)
- Many long meetings before any business
- Big difference between E-mail/skype correspondance and personal meetings
- Business over loyalty
- You need local agent's aid
- Quality > Price



SilvExpo

Nature Driven Technologies

Interreg
Baltic Sea Region



EUROPEAN
REGIONAL
DEVELOPMENT
FUND

EUROPEAN UNION

NovelBaltic



Thank you for your attention!

“Silv EXPO” LTD
ilona.vanaga@silvexpo.lv
www.silvexpo.lv