

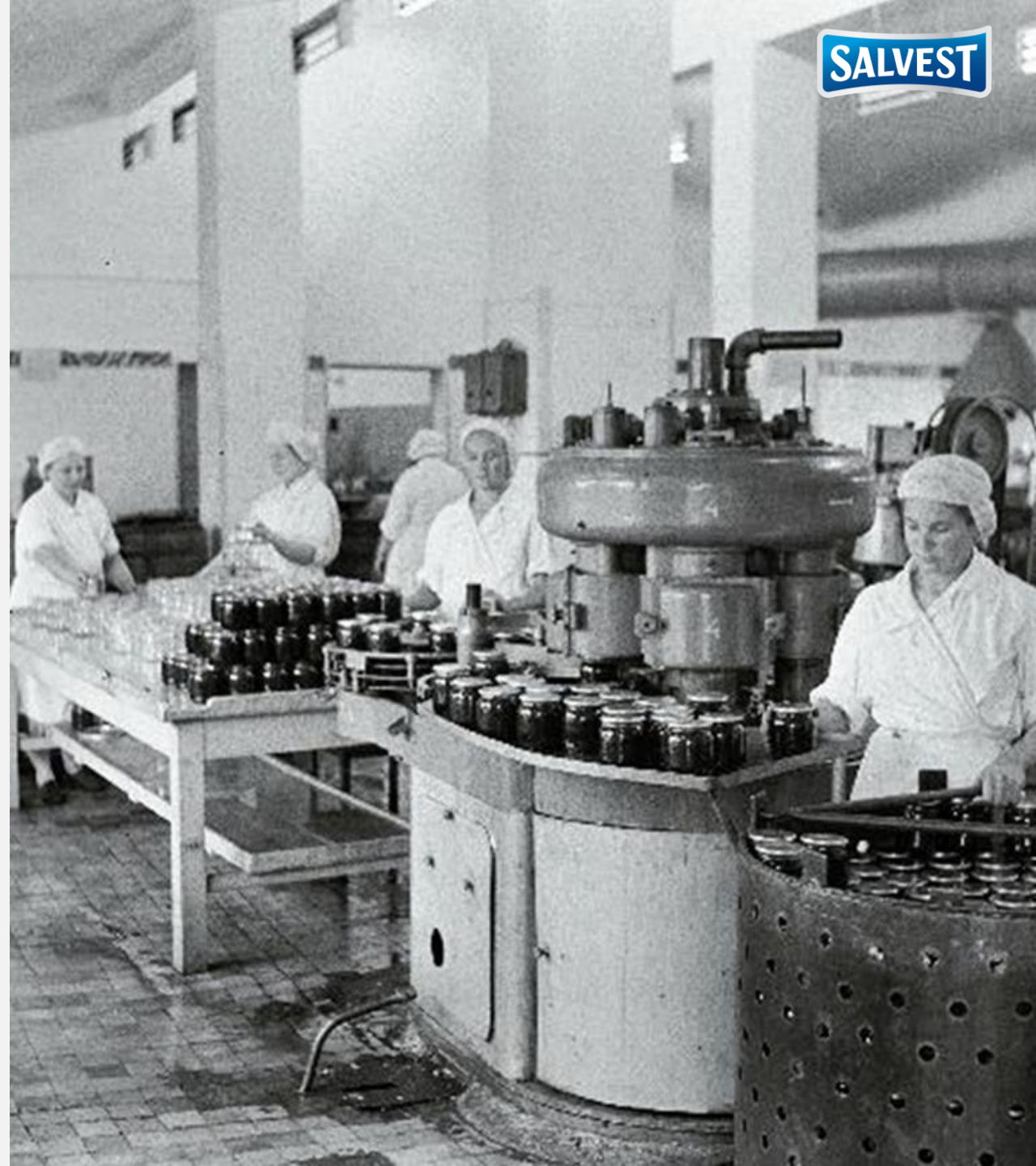
Experiences of Salvest Ltd. exporting to China in the post- COVID era

Martin Flink



Salvest – 74 years of food production history

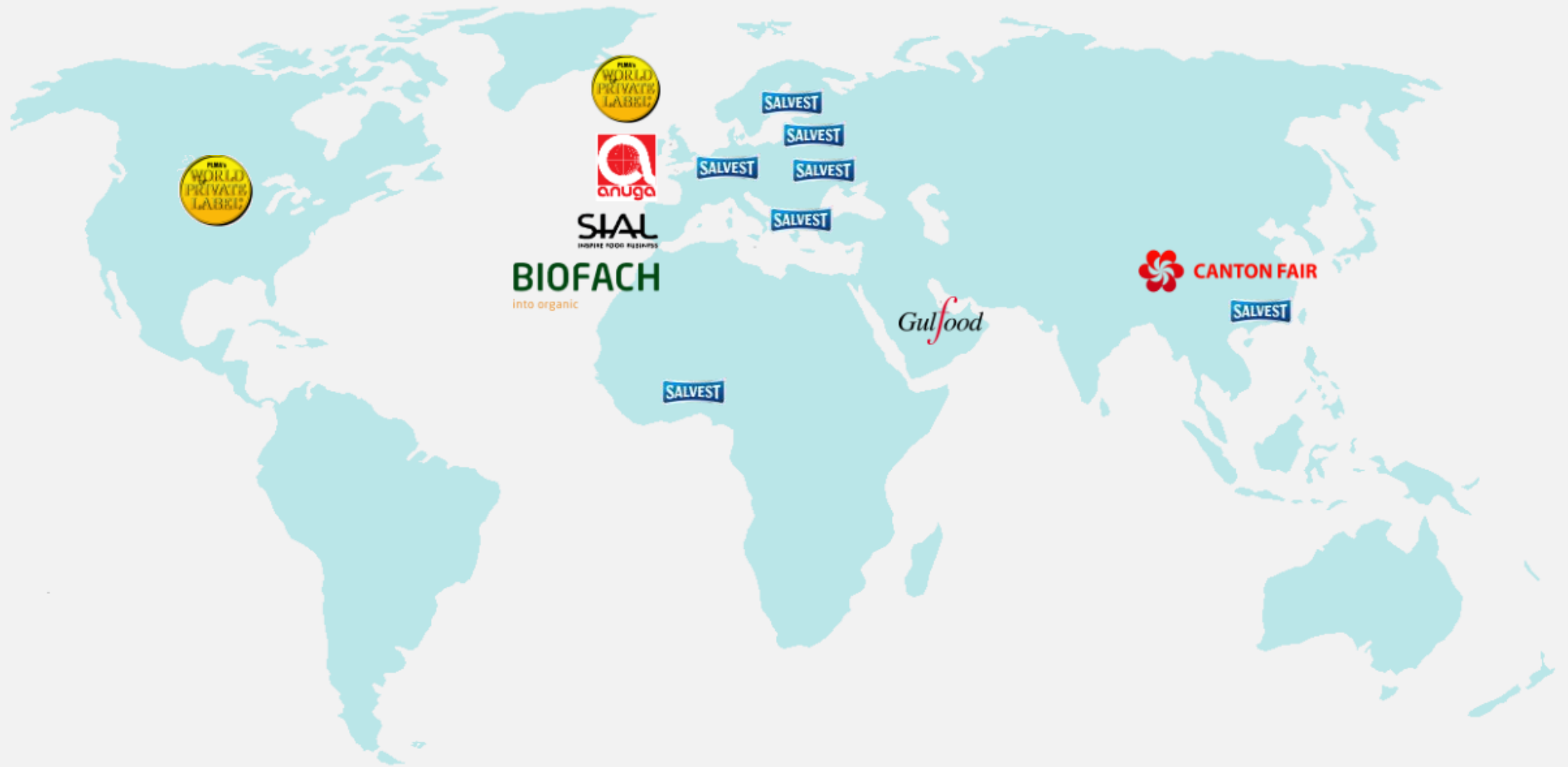
- Established in 1946 as a state owned company, privatized in early 90s.
- Owner Mr. Veljo Ipits
- CEO Ms. Triin Kõrgmaa
- Main products – canned food (soups, vegetables, baby food, smoothies etc.)
- Number of employees 190



Portfolio



Main export markets and exhibitions



China baby food tragedy in 2008

- 300,000 children were poisoned and six babies were killed after drinking infant milk formula that contained melamine, a chemical used in plastic.
- China's parents haunted by melamine baby milk scandal still favour foreign brands. *South China Morning Post 22.02.2020.*
 - Foreign brands are seen as “way more trustworthy” and this reputation is likely to last for very long time
- Ten years after China's infant milk tragedy, parents still won't trust their babies to local formula. *Quartz 2018*

Our first steps in entering the Chinese market

- 2015 - Canton Fair in Guangzhou
 - focused on the internal market
 - few contacts
 - new partners from EU market
- Entering the Chinese market was put on hold.



Next steps

- More and more examples of EU baby food brands entering the Chinese market.
 - Little Freddie – entered the market in 2015, quickly became one of the top-selling baby food brands in China.
- We needed a local agent - from our own network we found one.
 - Couple of meetings, setting the strategy ect.



Next steps

- On 11th of October 2019 meeting in Estonia with Yiming food co,.ltd.
 - Key to success – be an excellent host!
- In January 2020 meeting in China with New Born Group.
- First container agreement signed with Yiming in April 2020.
- Container sent out in the beginning of June, arrived in the end of August.



Thank you for listening!

Martin Flink

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