



Icelandic Lamb on the German market

Opportunities, threats and experiences from two importing companies



Agenda

- Development history – why Icelandic lamb?
- Common mistakes on export
- Groundwork to generate export success on lamb
- Strength through partnership (Albert Rauch and RW-Warenhandel)
- German market in general and for lamb (customers structure, numbers, specifics)
- Business case in pictures
 - Bottom-up approach - why it is sometimes better (and for Icelandic lamb a must)
 - How we entered the german market – a step by step explanation
 - Structure
 - Preparation
 - Approach
 - Execution
- Questions



Action without **Vision** is only passing time.

Vision without **Action** is merely day dreaming.

But **Vision** with **Action** can change the world."

Nelson Mandela




Common mistakes on Export

- Being unprepared – don't know about the structure of the target market, competition, price structure, volumes, forget a SWOT Analysis, etc.
- Not using contacts / partners (agents) - "I can do it better / on my own" mentality
- Not Understanding the local market needs / Don't do product adaptations to meet the consumer requirements in the target market
- Too short timeline
- Too high expectations
- Wrong tactic (Bottom up vs Top Down and Volume vs "Being Exclusive")
- Wrong price structure (Germany is not Iceland)
- Underestimating the "rough wind" in Germany
- Lack of focus on the core value of the product
- Every market must be conquered from zero
- Intercultural inability

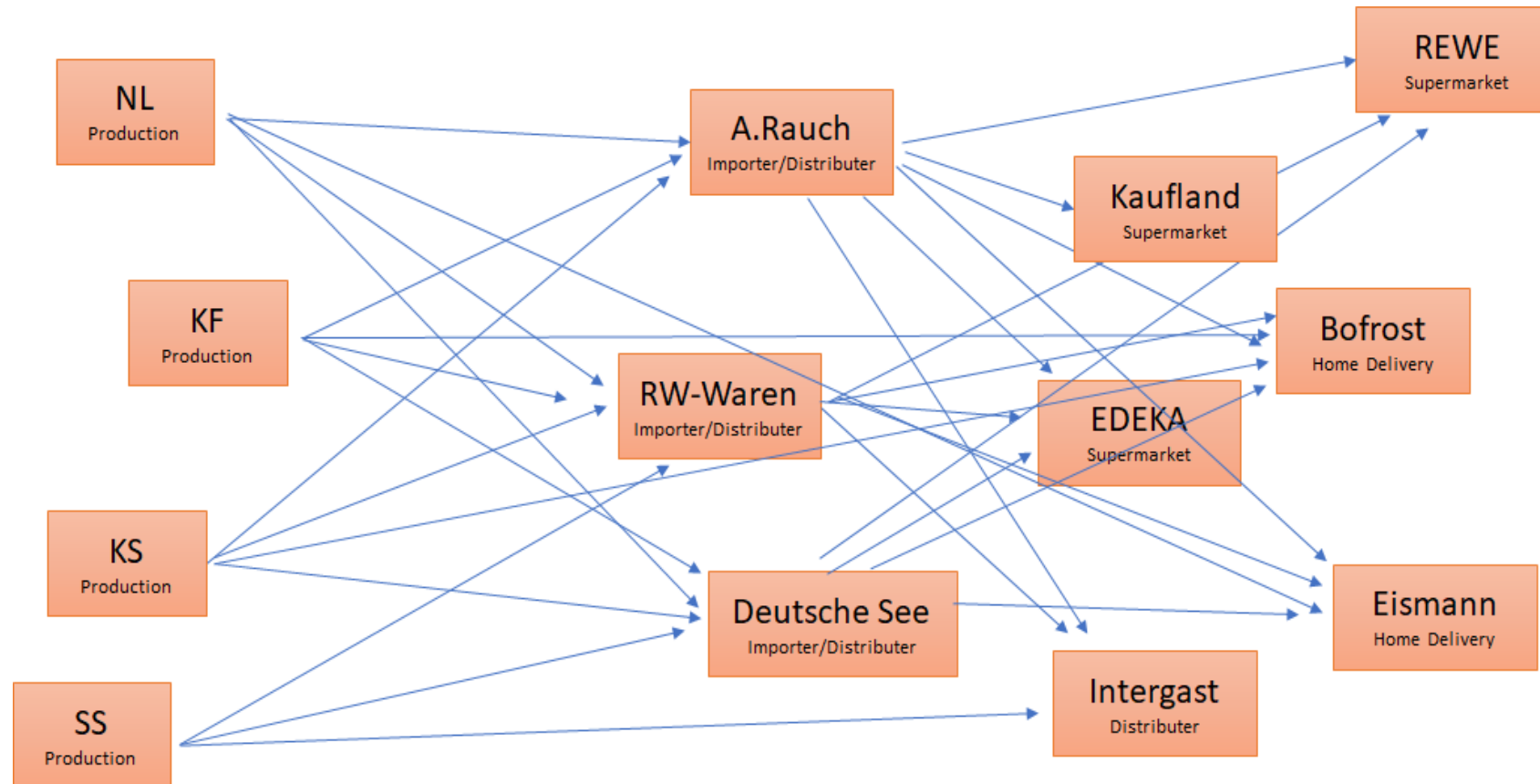


Groundwork to generate export success (on lamb)

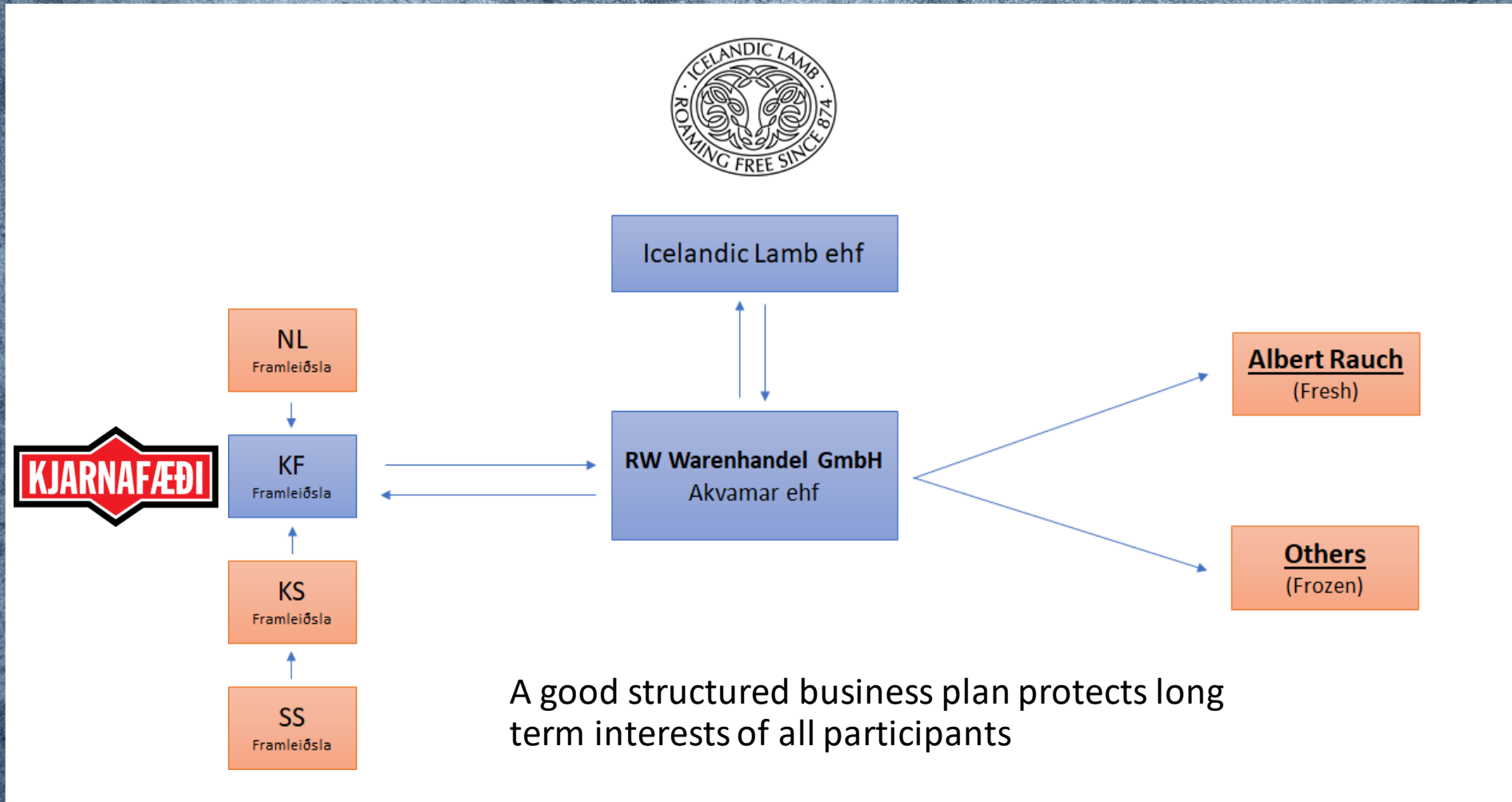
- Knowing the domestic market / Building structure
(Kjarnafæði )
- Knowing the competition in the target market
- Collecting all information on the target market: Prices, Volumes, Distribution channels, etc.
- SWOT Analysis
- Build a tactic to conquer the market
- Using support (Akvamar ehf / Mr. Hlynur Arsaelsson, Kjarnafæði, Icelandic Lamb Board) and partnerships (Albert Rauch GmbH)



Groundwork to generate export success (on lamb)



Groundwork to generate export success (on lamb)





Strength through partnership (Albert Rauch and RW-Warenhandel)



Why?:

- Everyone has its own strength (Networking, Export/Import, Cutting, Sales)
- Don't stress yourself with things, which is not your core business
- Take advantage of different opinions and experiences
- Create dynamic/optimism, but also allow critics and doubts > are we on the right track?



German Market in General and for lamb

General:

- Most price competitive market in the world > "Discount mentality"
- The "BIG 4" retailers (EDEKA, REWE, Aldi, Schwarz-Gruppe/Kaufland/Lidl, Aldi) have a market share of around 80%
- The total turnover in food retail is around 260 Billion €
- Consumption:
 - 60kg meat
 - 15kg fish

Lamb:

- 88.000t consumption
- 53.600t of imported lamb meat
 - 22.300t from EU
 - 15.000t from New Zealand
- 34.600t from Germany



Business case in Pictures

PROD .N O.		
SCENE	TAKE	ROLL
DATE		SOUND
PROD .C O.		
DIRECTOR		
CAMERAMAN		

Click to start

Questions?





Takk kærlega