

Johanson and Associates Export and Marketing Advisory Service

1. About Johanson and Associates Export Advisory Service

J&A Export Advisory Service represents over 50 years involvement in the natural product industry world wide including regulatory, accounting, sales, business management, export, networking, negotiations and more. The comprehensive knowledge and expertise of the principals involved provides a unique service to assist Australian and New Zealand companies seeking to take advantage of the high reputation and credibility of our natural products in the global market.

Val Johanson with over 25 years experience in the food / supplement/ complementary medicine/natural health and beauty industry from both a regulatory and an industry perspective nationally and internationally, with experience in leading trade delegations and organising Australian pavilions at international trade expos.

Associates with specific experience in:

- Asia- including Product Review, Classification and registration, Trademark Registration, IP Protection, Holding facility, Transfer of Market Authorisation
- EU
- Middle East

J & A provides a results oriented service with focus on providing practical solutions and specific recommendations tailored to the individual (Company) concerned rather than detailed analyses of markets.

Contact details of satisfied clients can be provided.

2. Service

Provides an advisory service for companies wanting to enter the global market including:

- Analysing product range and export objectives
- Identifying the target markets- mass health foods/pharmacies/spas, direct selling, practitioner use etc.
- Developing tailored export strategies that integrate into existing business
- Identifying potential pitfalls
- Advising on:
 - regulatory requirements
 - product placement
 - appropriate route and the identification of potential partners
 - the best way of handling the exports for each product range, taking into account:
 - existing infrastructure and capabilities
 - experience of the particular markets involved (mass market product, a me-too product, a top-end exclusive range, direct marketing etc).
- Market reviews and advice on distribution options

3. Process

- Review of the Company's product range, infrastructure, export objectives and international experience
- J&A analyse the information and provides a report with options and recommendations tailored to fit each individual company and its objectives
- Options are many and varied ranging from introducing appropriate contacts to assisting with initial market introduction in a new market or on ground support with regular contacts with overseas regulators and agents.

3. Cost

- Cost is based on hourly rate of \$250 per hour and will include the report and recommendations, plus minimum travel costs and accommodation if required.
- Cost of service is based on level of involvement and will be negotiated with the individual client dependent on the option taken and may include a commission on sales.
- Consideration may be given to deducting the initial advisory costs from commission received on initial sales.

4. More Information

Contact Val Johanson on 0412887857, or at val@nhm.johanson.com.au

'Natural Health Matters'