

Southeast Asia - 11 Countries – 700M people F&B Market

**UUKU Consulting Oy
Juha Ritvala**





More than 50% of the people on Earth live within this circle.

660 million of them live in Southeast Asia.

Thailand and Vietnam in centre of both Asia and Southeast Asia.



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Southeast Asia

Fastest-growing economic region in the world

5 -10%

ANNUAL GDP GROWTH

200 000 000

MIDDLE CLASS



Southeast Asia Facts



Young Population

Southeast Asia : 60% under 35 years old = 400.0M

Finland : 39.7% under 35 years old = 2.1M



Growing Population

Average growth rate (2015-2019)

Southeast Asia : 5.8%

Finland : 1.15%



Rapid Urbanization

Enables effective marketing-distribution of products



Health Conscious Trends

Willing to spend more money on Imported food



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Most Populous Cities in Southeast Asia 2015-2025



Urban Area	2015	2025	Change
Manila	12.9	15.2	17.4%
Jakarta	10.3	12.6	22.0%
Bangkok	9.3	11.0	18.2%
Ho Chi Minh	7.3	9.2	27.4%
Kuala Lumpur	6.8	8.7	27.3%
Singapore	5.6	6.3	12.7%
Yangon	4.8	6.0	24.3%
Hanoi	3.6	5.0	37.5%
Surabaya	2.9	3.4	19.2%
Bandung	2.5	3.1	22.0%
Samut Prakan	1.8	2.9	62.3%
Medan	2.2	2.7	21.1%
Phnom Penh	1.7	2.3	30.7%
Batam	1.4	2.2	60.8%
Davao City	1.6	2.0	21.9%
	83.0	99.9	23,9%

Helsinki	0.6	0.7	11.1%
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“ 95% Know Who – 5% Know How ”

Common Mistakes in Southeast Asian F&B Market

Entering the market before you are ready



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Not recognizing the uniqueness of F&B markets in Southeast Asia

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Common Mistakes in Southeast Asian F&B Market

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Not recognizing the uniqueness of F&B markets in Southeast Asia

Missing out on collaboration opportunities with Finns

Trying to do business with many local partners in one country

Surprising Factors in Southeast Asia F&B Market

1. Influence of ethnic Chinese

Southeast Asia is home to 25M ethnic Chinese + 20M Chinese tourists per year

Positive Impact : Number 8, Gold color, Red color,

Negative Impact : Number 4, White color, Black color

Need to pay special attention to local Chinese traditions.

Keeping in touch regularly - be available at all times.

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3. Importance in timing of the year when selling



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EU-VIETNAM FREE TRADE AGREEMENT

Benefits from Tariff Elimination for EU Exporters

Wines and spirits will be liberalised after 7 and beer after 10 years.

Frozen pork meat will be duty free after 7 years.

Dairy products duty free after 5 years and food preparations after 7 years.

Chicken will be fully liberalised after 10 years.

Vietnam has accepted liberalisation at entry into force for salmon, halibut, trout and rock lobster and others after 3 years.

CURRENT TARIFFS

Wine and Spirits 50/48%

Beer 35%

Mineral Waters 35%

(UHT) Milk Drinks 30%

Chocolates up to 30%

Beef 20%

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Benefits from Tariff Elimination for EU Exporters

Product category	Base (%)	Year										
		1	2	3	4	5	6	7	8	9	10	11
Beer	35	31.8	28.6	25.5	22.3	19.1	15.9	12.7	9.5	6.4	3.2	0
Wine	50	43.8	37.5	31.3	25.0	18.8	12.5	6.3	0			
Spirits	48	42.0	36.0	30.0	24.0	18.0	12.0	6.0	0			
Mineral waters and. Aerated waters	35	30.6	26.3	21.9	17.5	13.1	8.8	4.4	0			
Flavored ultra-high temperature processing (UHT) milk drinks	30	26.3	22.5	18.8	15.0	11.3	7.5	3.8	0			



THAILAND

Population 70M people – High number of wealthy and middle class people.

35Million tourists per year – 80Million tourists via Thailand Airports.

ANUGA-THAIFEX

2700 Exhibitors - 67 000 visitors - 130 countries.

Bangkok is F&B gateway to all of Southeast Asia.

CHALLENGES

Taxation – Regulations

UUKU SERVICES

Training Seminars

Market Research – Market Entry

Marketing Support



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Juha Ritvala
Founder, CEO

+358 44 974 65 21

juha.ritvala@uuku.fi

www.uuku.fi