



Webinar 3rd May 2022

A Belgian pavilion on RangeMe as a means to attract more USA & global buyers' attention



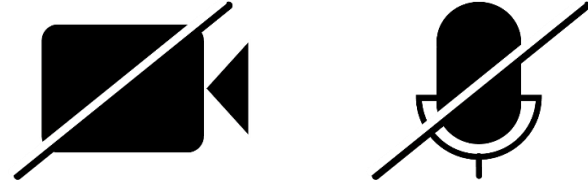
FLANDERS
INVESTMENT
& TRADE

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Fevia

Some practical arrangements



- Please mute your mic and turn off your video when you enter the meeting.
- This webinar is being recorded. We will send you the recording and the slides afterwards.
- You can ask questions during the Q&A. Please turn on your mic and video when you intervene.
- Questions and remarks are always welcome in the chatbox.

Agenda

Introduction, conditions & benefits

Tine Vandervelden, International Business Manager Fevia

Dimitri Duong, E-business Project Manager Fevia

RangeMe: live demo on how to set up and connect with buyers

Vir Satyan, VP of Supplier Success at RangeMe

John van der Valk, CEO ECRM Europe (RangeMe Parent Co.)

Q&A

E-business in the food industry

E-business project



- Project Fevia Wallonie, AWEX, Wagrallim
- Extra channels for sales and exportation
- Lack of interest and information
 - Dedicated support and incentives from Fevia in collaboration with the 3 trade promotion agencies to help companies boost online sales
 - Coordination of several Belgian pages on different platforms/markets

E-business guide for Walloon companies

Guide e-business à l'international dans l'industrie alimentaire



<https://www.fevia.be/fr/guide-e-business>

Brands from Belgium page on RangeMe: conditions and benefits

Brands from Belgium page on RangeMe

- What: A special “Brands from Belgium” collection will be created for participating Belgian brands and featured on all relevant buyers’ dashboards
- Why: stimulate international sales of Belgian F&B through online buyer-seller matchmaking
- By who: Fevia, the 3 regional trade promotion agencies and RangeMe
- For who: Belgian food & beverage companies – min. 30
- When: June 2022 – May 2023

Brands from Belgium page on RangeMe

- How: step by step approach
 - ✓ Research on RangeMe business model & opportunities for Belgian F&B companies
 - ✓ Outreach to regional trade promotion agencies on partnership
 - ✓ Check interest of Belgian F&B companies already active on RangeMe
 - ✓ RangeMe proposal for the Belgian pavilion
 - ✓ Introduction of proposal to Belgian F&B companies
- Check interest of Belgian F&B companies via mailing – confirmation of min 30 companies needed
- Set-up of the page in collaboration of Premium Success Manager from RangeMe
 - Brands from Belgium page by Fevia and 3 regional trade promotion agencies
 - Brand pages by companies

Brands from Belgium page on RangeMe

- Conditions:
 - Subscription format: RangeMe Premium
 - Duration: valid for 1 year
 - Premium membership support:
 - Dedicated Premium Success Manager to help throughout (12-month) subscription
 - Includes an onboarding call and regular support when needed
 - 2x weekly webinars with refreshers on how best to use Premium benefits
 - Communication and promotion of the Belgian pavilion insured by Fevia and the 3 trade Agencies
 - Minimum 30 companies to setup the Belgian Pavilion
 - Pricing:
 - \$450/brand/year in case of 30+ companies
 - To be paid by each Belgian F&B company on the page
 - Fevia and the three regional trade promotion agencies take care of branding, communication and promotion of the page

RangeMe: live demo on how to set up and connect with buyers

Contact

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