

BOOK 1

DISCOVERING YOUR EXPORT MARKET

**Find Your Buyers.
Position Your Brand.**

Amine HBI

AMINE HBI

Discovering Your Export Market

Find Your Buyers. Position Your Brand.



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First edition

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About the Author

Also by amine hbi

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How to Use This Book

This is not theory. It's a sprint.

Each book in the **90-Day Export Sprint™** focuses on a specific milestone, from discovering your market to scaling long-term success. You'll find:

- Short lessons you can apply immediately
- Learning summaries after each chapter
- Printable tools and checklists
- AI prompts to use with AI Executaire™
- Simple illustrations to help you visualize your next move

Chapter 1:
Introduction to Global
Trade Today

Why now is your time to go global

The Trade Game Has Changed

Once upon a time, global trade was a playground for multi-nationals. Today, it's open to small businesses, cooperatives, farmers, and entrepreneurs, **anyone** with a quality product and a clear value offer.

The combination of **digital tools**, **logistics platforms**, and **AI-powered trade assistants** has eliminated old barriers. What used to take months of travel, translators, and expensive consultants can now be done from your phone or laptop using platforms like **HBI Group Asia™** and **AI Executaire™**.

If you're reading this, you're already ahead.

Why Small Exporters Have an Advantage

Here's the truth global buyers are waking up to: Smaller suppliers are often more **flexible**.

They offer **better margins** and **closer sourcing**.

And they bring unique **stories** and **authentic value** to the table.

In fact, demand is growing in key markets like the **Middle East, India, and Southeast Asia** for:

Raw materials Organic or ethical farm goods Processed agroproducts

Unique packaging or niche innovations, If you can present your product **clearly**, and prove you're **ready to ship**, **buyers will listen**.

The Real Problem: Visibility and Trust

Here's why most small exporters fail:

- They don't understand **what markets to target**
- Their pitch is vague, outdated, or unprofessional
- They lack the **digital presence** or certifications that buyers expect
- They're not using tools like **AI Executaire™** to their advantage

The result? Missed deals, ignored messages, and wasted potential.

What This Book Will Do For You

This isn't a lecture. It's a roadmap. In this book, you'll:

- Learn how to identify real market demand
- Discover who your ideal buyers are
- Use AI tools to save time on research
- Craft a unique export pitch and message
- Ensure you're ready for real international inquiries

This is **Step 1** in your **90-Day Export Sprint™**. Once you've completed this book, you'll be ready to **create visibility, attract leads, and negotiate deals**.

Powered by HBI Ecosystem™ + AI Executaire™

This isn't just theory. Every method you'll use is backed by real tools:

- **Y HBI Group Asia™**: List your products, get verified, use our shipping/tracking tools
- **E AI Executaire™**: Get instant buyer prompts, write sales messages, plan your outreach
- **U Trade Bridge Connect™**: Track shipments and manage inquiries live

No more guessing. You now have a system.



Visual of a cooperative exporting goods to global regions via AI, platforms, and shipping tools.

Learning Summary

- The world is open for small and medium exporters
- Demand is rising; but trust, visibility, and clarity are the keys
- Tools like AI Executaire™ give you a real edge
- This book is your first serious step to go global

Conclusion Quote

***Don't ask if there's demand. There is. The
real question is: will they trust you to
deliver it?***

Chapter 2:
How to Choose a
Target Export Market

Don't export everywhere. Export where you can win.

Why Market Selection Matters

The fastest way to fail in exporting is to “try everywhere.”

Not every market is right for your product and not every buyer is right for your business.

Smart exporters choose **one or two focused regions** to dominate first.







You’ll use simple filters to identify:

- Where the **demand is growing**
- Where you can **access buyers easily**
- Where **regulations and logistics** are manageable

Your goal isn’t to guess. Your goal is to **strategically target**.

Key Factors to Filter Your Market

Use this checklist to score each potential export market:

Factor	Description	Weight
 Demand Potential	Are buyers actively importing your product?	High
 Logistics Access	Do you have good freight access to this country?	High
 Trade Barriers	Are duties/tariffs low? Is documentation simple?	Medium
 Buyer Visibility	Can you find buyers online or via platform search?	High
 Currency & Payment Risk	Is the buyer's market stable? Can you get paid safely?	Medium
 Competition	Is the market already dominated by big players?	Low/Medium

Example: Coconut Oil Exporter (Indonesia)

🧠 Example: Coconut Oil Exporter (Indonesia)	
Market	Score Summary
UAE	High demand, good freight, halal standards match product. 
Japan	High quality standards, tough certifications.  start later
India	Nearby, similar market needs, easy B2B communication. 
USA	High value, but requires FDA + strong packaging.  not first

Smart move: Begin with India and UAE. Enter USA later when branding and certification are stronger.

Use AI Executaire™ to Narrow Markets

Example prompt:

"List 5 countries with high coconut oil import volume, low tariff from Indonesia, and strong B2B distribution."

AI Executaire™ will instantly generate data-backed suggestions along with basic import stats, sourcing behavior, and pricing ranges.

↩ You can repeat the same process for any product:

- Natural ingredients
- Raw agricultural goods
- Packaging products
- Processed foods
- Essential oils, etc.

↩ AI saves you hours of research and eliminates bias.

📌 Practice Task: Create Your Market Shortlist

1. Write down **your product name**
2. List **3; 5 possible export markets**
3. Score each using this matrix:

Market	Demand	Logistics	Barriers	Buyer Access	Total Score

Pick the **top 1–2 markets** with highest combined score.



Visual showing how to use filters like demand, logistics, and barriers to “radar scan” your best export markets.

Included Template: Market Selection Matrix (Printable)

Simple worksheet that you can fill out digitally or print includes:

- Filter checklist
- Scoring table
- Final recommendation prompt

↪ Available in the bonus tools pack at the end of the book.

Learning Summary

- Choosing the right market is more important than chasing all markets
- Use filters like demand, logistics, and trade ease
- Let AI Executaire™ recommend and refine your shortlist
- Use your shortlist to focus marketing, pitching, and freight

Conclusion

***Export success isn't about being everywhere.
It's about being exactly where you're
needed and trusted.***

Chapter 3:

Identifying High-Potential Buyers

***Not all buyers are good buyers.
Learn who's worth your time.***

What Is a “High-Potential Buyer”?

Not all inquiries are equal. Some buyers are serious and ready to order. Others are time-wasters, price hunters, or small players with no intention to commit.

A **high-potential buyer** is:

Actively sourcing your type of product. Imports at a consistent or growing volume. Located in your **target market**.

Open to dealing with new or emerging exporters. Professional in communication and follow-up.

Your goal is to build a short list of 10–20 such buyers.

Types of Export Buyers You'll Encounter

Type	Description	Risk Level
✓ Importers / Distributors	Buy in bulk, sell B2B, usually repeat buyers	Low
✓ Wholesale Traders	Flexible on MOQ, work with many suppliers	Medium
⚠ Retailers	Often request private labeling, small MOQ	Medium
✗ Intermediaries	Price-sensitive, may ghost or resell your info	High

Best targets: Verified importers, mid-size distributors, B2B wholesale agents.

How to Find These Buyers (Free & Paid Methods)

Free Buyer Sources:

- Google Search: “Importers of [product] in [country]”
- LinkedIn: Use filters like “Import Manager” or “Procurement”
- Trade Directories: Yellow Pages, Kompass, Global Buyers

List

- Industry Forums: Export-focused WhatsApp or Telegram groups
- Chamber of Commerce websites or trade agency databases

Paid Sources:

- B2B Marketplaces: Alibaba, Tradekey, ExportHub
- Customs Data Tools: ImportGenius, Panjiva, Trademo
- Trade Events: Buyer lists from previous expos (Agro, Food, Packaging)

AI Executaire™ in Action

Example Prompt:

“Give me 10 verified importers of dried mango in UAE, with company name, country, and type of buyer.”

AI Executaire™ will fetch structured results, and you can then filter:

- What platform are they active on?
- Do they match your target MOQ or product type?

You can save this list and build custom outreach scripts (see Chapter 7).

Buyer Qualification Framework

Use the **BPI** method: **B**udget, **P**roduct Match, **I**ntent

Question	What to Look For
Do they have the budget to buy?	Mid-large volume orders, distributor role
Do they buy a matching product?	Similar SKUs, sourcing same category
Do they show intent to deal now?	Questions about MOQ, incoterms, specs, etc.

→ Practice Task: Build Your Buyer List (Mini Version)

Use this table:

Company Name	Country	Type	Product Match	Source

Aim for 10 real entries by the end of this chapter.

Buyer Types Breakdown

Identifying High-Potential Buyers



Visual comparison of 4 types of buyers with icon, risk level, and example email behavior.

Included Template: Buyer Persona Builder

Printable template that helps define:

- Industry
- Purchase volume
- Payment terms
- Decision process
- Preferred communication style

↪ Included in the bonus tools pack at the end of the book.

Learning Summary

- Not all buyers are worth chasing
- Distributors and importers are your sweet spot
- Use a mix of search tools, AI, and directories
- Build a qualified list using the BPI framework

Conclusion

*In export, finding buyers isn't the problem.
Finding the right ones is the
game-changer.*

Chapter 4:
Competitor Analysis & Product
Bench-marking

Know your rivals. Then win with better positioning.

Why Competitor Analysis Matters Before you pitch a buyer, ask this:

“Who else are they already buying from?”

Buyers compare. They look at:

- Product presentation
- Pricing
- Packaging
- Certifications
- Country of origin
- Responsiveness

If you don't **match or exceed** your competition in key areas, you lose the deal.

This chapter will help you analyze what your competitors offer and position your product more smartly.







Who Are Your Competitors?

There are 3 main types:

Type	Example	Strategy
 Global Giants	Multinational brands with heavy branding	Don't compete differentiate instead
 Mid-Tier Exporters	Verified companies on B2B platforms (Alibaba, Tradekey)	Analyze closely you're in their league
 Local Producers	Similar SMEs in your region/country	Learn what they're missing
 Your goal is not to copy it's to position differently .		

What to Benchmark

Use this checklist to analyze at least 3 competitors:

Area	What to Look For
 Packaging	Type, design, labeling language
 Pricing	MOQ, per-unit FOB or CIF pricing
 Certifications	ISO, organic, Halal, HACCP, etc.
 Platforms Used	Where are they listed? Are they active?
 Product Pitch	How is their offer worded? Benefits? Photos?
 Country of Origin	Is the buyer sourcing from a known region?

→ Practice Task: Create a Competitor Matrix

Use this format:

Competitor	Packaging	Price	Certs	Platform	Advantage
ABC Exports	Box + Label	\$2.10/kg	HACCP	Alibaba	Lower MOQ
ZYX Agro	Plastic sack	\$1.85/kg	None	Tradekey	Lower price

Then ask:

“What is my edge?”

Using AI Executaire™ to Analyze Competitors

🔊 Prompt Example:

“Find 3 coconut sugar exporters listed on Alibaba. Show their price, MOQ, certifications, and product format.”

You'll get quick summaries like:

- o Company A: \$1.90/kg, MOQ 2 tons, Organic Certified
- o Company B: \$2.20/kg, 25kg bags, Halal only
- o Company C: \$1.75/kg, no certs, but strong visuals

Now you can position your product at \$2.00 but with **organic + branded packaging** to stand out.

Competitive Comparison

EXPORTER	PACKAGING	PRICE	CERTIFICATION	KEY VALUE
ABC Exports	 Box + Label	\$2.10/kg		Lower MOQ
ZYX Agro	 Plastic sack	\$1.85/kg		Lower price
Company C	 None	\$1.75/kg	 Organic	Branded packaging

Visual matrix comparing 3 exporters with icons for packaging, price, certification, and key value offered.

Pro Positioning Tip:

If your price isn't the lowest, be the most **trustable, attractive, and prepared**.

Buyers pay extra for:

- Professional presentation
- Verified compliance
- Clear communication
- Fast documentation turnaround

Included Template: Competitor Benchmark Worksheet

Simple printable template to compare:

- 3 to 5 direct competitors
- Strengths and gaps
- Your unique positioning advantage

↪ Included in the bonus tools pack at the end of the book.

Learning Summary

- Study 3–5 real competitors before pitching buyers
- Analyze their pricing, packaging, and certifications
- Don't try to be the cheapest, try to be the most reliable
- Use AI Executaire™ to gather trade data and positioning ideas

Conclusion

*You don't need to be cheaper. You need to be
clearer, faster, and smarter than your
competition.*

Chapter 5: Crafting a Unique Value Proposition

Tell buyers why you're the best option in one sentence.

What Is a Unique Value Proposition (UVP)?

Your **Unique Value Proposition** (UVP) is a one-sentence answer to this question:

“Why should I buy from you instead of someone else?”

It’s not just marketing fluff. It’s the core message that:

- Buyers see in your email
- You mention in your catalog
- You post on your trade listing or social bio

(15) A good UVP removes confusion and builds **instant trust**.

Anatomy of a Powerful UVP

Here's the formula:

[Who you are] + [What you offer] + [Why it matters / proof]

Let's break that down.

Element	Example
Who you are	"We are a verified Indonesian cooperative..."
What you offer	"...exporting organic dried mango..."
Why it matters	"...with full traceability and flexible MOQ."

Put it together:

"We are a verified Indonesian cooperative exporting organic dried mango with full traceability and flexible MOQ trusted by buyers across Southeast Asia."

Common Mistakes to Avoid

“We are the best.” (Empty claim)

“We provide high quality.” (Everyone says this)

“We are cheap.” (Bad positioning)

Instead, use **data**, **trust signals**, and **buyer-oriented language**.

Using AI Executaire™ to Refine Your UVP

Prompt example:

“Write a value proposition for a Moroccan argan oil exporter targeting French distributors. Include trust elements and unique selling points.”

Sample AI output:

“We are a certified Moroccan exporter of cold-pressed argan oil, offering EU-standard packaging and traceable sourcing; trusted by beauty retailers in France and Spain.”

Save and reuse this line in:

- WhatsApp messages
- Email signatures
- Trade profiles
- Buyer calls

→ Practice Task: Write Your UVP

1. Start with who you are (country + producer type)
2. Define your product clearly
3. Add 1–2 specific strengths (certification, MOQ, freshness, packaging, etc.)

Use the template:

“We are [WHO], offering [WHAT], with [WHY/PROOF] for [TARGET BUYER].”

Bonus: Add a Tagline or Slogan

Optional but helpful : this is shorter and catchy:

“Pure. Traceable. Export-ready.” “From Our Farm to Global Shelves.” “Smart Supply for Smart Buyers.”

Crafting a Unique Value Proposition



"We are a verified **Vietnam** cooperative exporting organic dried mango with full traceability and flexible MOQ trusted by buyers across Southeast Asia."

Visual showing the components of a great *UVP*: who, what, why , with examples.

Included Template: UVP Builder Worksheet

Printable tool with fill-in-the-blank fields:

- Brand voice
- Country positioning
- Trust signals
- Short vs long form UVP

↪ Included in the bonus tools pack at the end of the book.

Learning Summary

- A UVP tells buyers why you're different
- Use the [Who] + [What] + [Why] formula
- Let AI Executaire™ help you write and refine multiple UVP versions
- Put your UVP everywhere your buyer will see it

Conclusion

Buyers don't need long stories.

They need one good reason to trust you fast.

Chapter 6:
Using AI Executaire™
for Market Research

*Let AI do the heavy lifting; research, insights,
and buyer analysis in seconds.*

Why Use AI for Market Research? Traditional

research is:

- Time-consuming
- Full of outdated reports
- Hard to filter by product-specific needs

With **AI Executaire™**, you can:

- Get real-time insights
- Personalize your research
- Ask questions like a human and get structured answers

You don't need to be a data analyst.

You need to ask the right questions and AI will guide you.

Types of Research You Can Do with AI Executaire™

Use Case	Example Prompt
 Market Trends	"Which 5 countries import the most turmeric from Asia in 2024?"
 Buyer Lists	"List verified importers of virgin coconut oil in UAE with company names."
 Price Benchmarks	"What is the average FOB price of dried mango from Philippines to Europe?"
 Competitor Study	"Compare 3 top sellers of rice on Alibaba with their strengths."
 Compliance Info	"What certifications are needed to export organic ginger to Germany?"

You can save time and money by skipping the need for paid databases early on.

How to Write the Perfect AI Prompt

Use this formula:

“Give me [data type] for [product] in [market] + include [details].”

Examples:

- “Give me 5 verified buyers of hibiscus tea in Egypt. Include contact method and import volume.”
- “List compliance documents required for cassava starch exports to South Africa.”
- “What ports are best for shipping coconut oil from Indonesia to USA?”

The clearer your input, the more valuable your result.

Create Your Own Research Workflow (Weekly Routine)

Try this weekly schedule:

Day	Task	AI Prompt
Monday	Market Trends	"Top 3 growing markets for {your product} in 2025?"
Tuesday	Buyer Scan	"Find 10 buyers of {product} in {country}."
Wednesday	Competitor Check	"Compare 3 sellers of {product} on {platform}."
Thursday	Compliance Review	"Documents needed to export {product} to {market}?"
Friday	Update Pitch	"Refine UVP for {buyer type} in {market}."

Pro Tip: Save and Tag Everything

Use a simple Google Sheet or Notion board to:

- Save AI results
- Tag them by product, market, and date
- Reuse the best insights for your catalog, pitch, and website copy

AI-Powered Research Workflow

Weekly tasks and AI prompt AI Executaire™



Friday Update Pitch

"Refine UVP for [buyer type]
in [market]"

Wednesday Compliance Review

"Documents needed to
export [product] to [market]"

Info graphic showing weekly tasks and prompt inputs across five export-related research themes.

***Included Template: Research Prompt
Pack Includes:***

- 15 ready-to-use prompts
- Editable fields for your product + market
- Sample responses to guide your own

↳ Included in the bonus tools pack at the end of the book.

Learning Summary

AI Executaire™ gives you an edge in speed, insight, and targeting

- Learn prompt structure: [Data Type] + [Product] + [Market]
- Build a weekly habit for research to stay export-ready
- Save, sort, and reuse insights in your business materials

Conclusion

In today's trade game, research is no longer about who has time it's about who uses smart tools.

Chapter 7: ***Building Your Export Pitch***

*Say the right thing, to the right buyer,
at the right time.*

What Is an Export Pitch?

Your **export pitch** is your first message to a buyer : through email, LinkedIn, WhatsApp, or B2B platforms.

It must be:

- Clear
- Short
- Professional
- Personalized

Focused on **benefits** (not just features)

(15) Think of it like speed dating: 15 seconds to get their interest, or they move on.

What Buyers Want to Hear

Before crafting your message, remember this:

Buyers don't care who you are until they know **what's in it for them**.

A good pitch answers:

- What do you export?
- Is it relevant to their business?
- Can you meet quality, pricing, and shipping needs?
- Are you reliable and ready?

Part Export Pitch Framework

Use this simple formula:

Section What to Write

Introduction

Who you are, what you do

Offer

What product you're offering, with 2–3 key strengths

Action

Ask to connect, send samples, or schedule a call

Sample Export Pitch (Email Format)

Subject: Organic Turmeric Powder; Direct from Verified Cooperative

Hello Mr. Malik,

My name is Aisha from GreenSpice Agro Cooperative in Indonesia. We specialize in the export of certified organic turmeric powder, with full traceability, EU compliance, and attractive pricing.

We're currently shipping to Malaysia and UAE, and would be happy to send you a product catalog and pricing sheet.

Are you currently sourcing turmeric for your 2025 supply?

Best regards,

Aisha Rahman

WhatsApp: +62 xxxx Website:

www.xxxx.xx

Using AI Executaire™ to Generate & Personalize Pitches

Prompt example:

“Write a 3-paragraph export pitch for a Kenyan hibiscus tea supplier, targeting a French herbal importer. Include pricing, certifications, and contact info.”

Then tweak it with:

- Company name
- Product form or packaging
- Your MOQ or delivery terms

You can generate 5+ variations for different buyer segments.

→ Practice Task: Write 2 Export Pitches

1. Email to a buyer you found in Chapter 3
2. WhatsApp or LinkedIn message (shorter version)

☞ Optional: Test it with AI Executaire™ to get feedback or tone adjustment.

(15) Pro Tip: Build a Swipe File

Keep a folder of:

- Great export messages
- Replies from buyers
- What worked / what failed

You'll start to see patterns in what gets attention and what gets ignored.

EXPORT PITCH FORMULA



Visual layout showing the 3 parts of a pitch with examples and do/don't icons.

Included Tool: Pitch Builder Worksheet

A plug-and-play format for:

- Writing 3 versions of your pitch
- Adapting based on buyer type (retail vs distributor)
- Copy/paste fields for email, WhatsApp, or platform messages

↪ *Included in the bonus tools pack at the end of the book.*

Learning Summary

- Export pitch = short, sharp, and personalized
- Use the 3-part formula: Introduction → Offer → Action
- Let AI Executaire™ build multiple versions and test responses
- Keep improving based on what buyers actually reply to.

Conclusion

*“Every buyer you win starts with one smart,
simple message. That’s your pitch.”*

Chapter 8: Export-Ready Checklist

***Before you approach buyers, check your readiness
and fix the gaps.***

Why This Chapter Matters

Many exporters fail not because of bad products but because they approach buyers **unprepared**.

Before reaching out, confirm your **readiness** in 4 areas:

- Product
- Market
- Documentation
- Communication

This chapter gives you a **final checklist** to avoid failure and start strong.

Product Readiness

Ask yourself:

- Do I have samples or stock ready to ship?
- Is my product **clearly labeled and compliant** with target market requirements?
- Can I **meet MOQ** and delivery timelines if I get an order tomorrow?

If not, delay outreach and fix these first.

Market Understanding

- Have I selected 1–2 target countries based on real demand?
- Do I know the **import trends**, pricing, and competition in those markets?
- Did I benchmark at least 3 competitors and identify my **positioning advantage**?

Use AI Executaire™ to quickly review these again if unsure.

Documentation & Trust Signals

- Do I have basic export documents ready? (Proforma Invoice, Packing List, HS Code sheet)
- Are my **certifications clear** and valid? (Organic, Halal, HACCP, etc.)
- Do I have a PDF **catalog or company profile**?

If not: create a simple version now.

Use AI Executaire™ templates.

Communication & Outreach Materials

- Have I written my **export pitch** using the 3-part formula?
- Do I have a short company intro saved for email or chat?
- Am I listed on **at least one trade platform** or LinkedIn?

Buyers want to **Google you** and see you look serious. Set it up.

Illustration: Export Readiness Radar

(To be generated)

Visual circle showing the 4 zones of readiness: product, market, documents, and outreach with examples.

Included Tool: Export-Ready Self-Assessment Form

Score yourself on each area from 1–5 Final

Score →

- 18–20: Ready to pitch
- 15–17: Fix 1–2 weak spots
- <15: Refine before outreach

↪ **Included in the bonus tools pack at the end of the book.**

Learning Summary

- Readiness is not about being perfect, it's about being **reliable**
- Buyers will test you. Be ready to impress in product, paperwork, and pitch
- Use this checklist before every new market or outreach campaign

Final Conclusion of Book 1

Global trade is not about

Chance it's about Preparation.

*Start smart, start prepared and the world
Becomes your market.*



About the Author

Amine Mohamed is a visionary entrepreneur, digital strategist, and founder of the HBI Ecosystem.

With over a decade of experience in international trade, digital business, and AI innovation, AmineHBI has helped dozens of organizations embrace next-generation technologies to scale globally.

Specialties: AI leadership, export innovation, business automation, cross-border strategy

Mission: To empower ambitious leaders with the tools and mindset to win in the digital era.

Brands: HBI GROUP ASIA, AI Executaire, Import Export Bridge Connect & BCoin

Connect with AmineHBI:

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Also by amine hbi

As the founder of the **HBI Ecosystem™**, I've dedicated my work to building tools that empower exporters, cooperatives, and entrepreneurs to succeed globally.

This ecosystem includes trade platforms, AI-powered assistants, real-time tracking tools, and a full learning system, all created with one mission:

Global Business, Local Power.

Welcome to the future of trade.

Amine HBI

Check our HBI Store.