



## Our Network: London

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### Pastry producer acquires a taste for export success

**Company Name:** Ming Foods Ltd

**MING FOODS LTD, an innovative London-based thin pastry manufacturer, specialising in crispy duck pancakes, spring rolls, samosas and other snacks, is finding the recipe for international success with help from UK Trade & Investment.**

Certified to BRC Global Standards for Food Safety (Issue 5) and under the supervision of the London Beth Din Kashrut Division for Kosher certification, Ming Foods already has a thriving domestic business, supplying the majority of UK supermarkets, including Makro's 33 cash-and-carry stores, as well as specialist ethnic supermarkets, wholesale suppliers and restaurants.

It was during a visit to the London World Food Market in November 2005 that Managing Director Sam Duong approached the UKTI stand to discuss the company's overseas potential. After speaking to London International Trade Adviser Robert Furse, he decided to take the first steps towards exporting and signed up to UKTI's Passport to Export programme for new and inexperienced exporters at the SIAL show in Paris in 2006.



Managing Director Sam Duong

Underlining the importance of communications to successful international trade, Robert recommended an Export Communications Review (ECR) as part of the company's trading strategy.

The review of Ming's internal and external communications was carried out by Joanne Alexander-Sefre, a London Export Communication Consultant, registered by the British Chambers of Commerce to deliver this service for UKTI. One of her recommendations, based on the company's success to date and its sales development plans, was that, to save money, Ming should translate all relevant material into French and Spanish simultaneously and to compile a glossary in the process.

The company was also advised to communicate with continental European customers in their own languages and to familiarise itself with the local business culture. For example, professional German translations, produced for a new Austrian client, could be used at the 2009 ANUGA exhibition in Cologne.

Sam cites the objectivity of the ECR as its principal advantage. The review also emphasises the importance of translating product specifications and price lists into the language of the target market. Sam also mentions the information from trade facilitation body SITPRO he was given at

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a UKTI event as being essential in underlining the importance of having an overseas "tool kit" at hand for overseas visits.

**deal with an international market, beyond the cultural connections that the company already had.**

Since commissioning the ECR, the company has taken part in a UKTI Market Visit to Barcelona to meet an existing supplier and has commissioned an OMIS (Overseas Market Introduction Service)

Managing Director Sam Duong

report into India as part of a Trade Mission to explore opportunities there. Sam also plans to take part in missions to Brazil, China and Vietnam to explore potential in these high-growth emerging markets. Following a meeting with Nicola Marx, a Trade Officer based at the British consulate in Düsseldorf, he intends to commission an OMIS report on Germany next year.

As Sam says: "Through Rob Furse, UKTI provided a handrail, guiding us, as a young company, to acquire the experience and competence needed to deal with an international market, beyond the cultural connections that the company already had. Financial support came through schemes such as TAP (Trade Show Access Programme), as well as Passport to Export. However, we found the most invaluable aspect to be the advice and encouragement provided, and the networking opportunities afforded to us via functions and events."

For more information, contact [penelopeparkin@uktilondon.org.uk](mailto:penelopeparkin@uktilondon.org.uk) or visit the company's website at <http://www.mingfoods.co.uk/>.

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**London International Trade Team:**

**Tel:** +44(0) 20 7234 3000

**Email:** [info@uktilondon.org.uk](mailto:info@uktilondon.org.uk)

**UK Trade & Investment Contact:** [penelopeparkin@uktilondon.org.uk](mailto:penelopeparkin@uktilondon.org.uk)

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