

## Exporting Kent

### Strategy, Branding and Route to Market for the Food & Drinks Sector in Kent

Wednesday 6 December 2017 - Sibson building - Canterbury Campus

#### PROGRAMME

17.00 – 17.00	Event registration
17.15 – 17.20	Introduction Martin Meyer (Director, Kent Business School)
17.20 – 17.30	<b>Nicola Thomas</b> - Head of Food and Drink Sector, Santander; Food and Drink Export Thought Leader  <u>Developing an export strategy</u>
17.30 – 17.50	<b>Ben Lowe</b> - Kent Business School Professor of Marketing  <b>Sean Harvey</b> - Creative/Founder branding consultancy Sand Creative  <u>The theory and practice of branding</u>
17.50 – 18.00	<b>Richard Bond</b> - International Trade Advisor UKDIT Southeast  <u>Routes to market</u>
18.00 – 18.10	<b>Laura Bounds</b> - Owner/MD Kent Crisps  <u>My personal export journey</u>
18.10 – 19.00	Panel discussion
19.00 – 20.30	Kent Christmas Food and Drinks Fair, refreshments and music

#### Panel Discussion Moderators



**Dr Fragkiskos Filippaios**  
Reader in International Business



**Dr Zita Stone**  
Senior Lecturer in International Business Strategy

## SPEAKER PROFILES



**Nicola Thomas**

*Head of Food and Drink Sector for Santander Corporate and Commercial*

Developing an export strategy

Nicola Thomas is a food and drink export thought leader, strategy expert and coach. Her goal is to help individuals, management teams and small groups of like-minded industry players to tackle the 'pain points' they encounter as they develop their overseas business. Alongside her role at Santander, Nicola is an active management team member for the Food and Drink Exporters Association.

*Nicola will share her insight into export strategy, having helped hundreds of businesses to find the right market for their products and services. She will help you recognise the importance of having an export strategy, provide you with the tools to assess your export potential and more importantly, help you understand how you can identify the best markets for you.*



**Ben Lowe**

*Kent Business School Professor of Marketing*

The theory of branding

Ben Lowe is Professor of Marketing and Head of the Marketing research group at Kent Business School, University of Kent. Ben has been a marketing academic in the UK and Australia for over ten years and has a PhD in marketing from Griffith University. Ben's primary research interests relate to consumer behaviour and consumer acceptance of innovations. Specifically, Ben's research interests are in pricing innovations, consumer evaluations of introductory prices and promotions, pioneer brand advantage and the Theory of Planned Behaviour. Ben has published over thirty refereed articles in national and international research journals.

*Ben will talk about how consumer's perception of country of origin affects brand equity.*



**Sean Harvey**

*Creative/ Founder branding consultancy Sand Creative*  
[Kent brand case study](#)

After 20 years as Senior Designer and Design Director at the UK's top agencies in London, 14 of those at award-winning agency Jones Knowles Ritchie, Sean moved to the north Kent coast and founded Sand Creative, a brand identity and packaging design studio that 'tells the story of your brand'. Sean has a wealth of experience ranging from redesigns for global brands such as Budweiser, through to smaller local breweries. Sean enjoys working with businesses of all sizes, from start-ups to more established brands, both local and international.

*Sean will talk about amplifying what makes you different by means of a case study on a new Kent cider called Yowler, for which Sand Creative undertook the brand design.*



**Richard Bond**

*International Trade Advisor UKDIT Southeast*  
[Routes to market](#)

Richard Bond has been an International Trade Advisor for the last four years, helping local companies to develop their business overseas. His business career spanned many years with Unilever, where he started in Sales and Marketing roles, later moving into General Management. He has worked across a number of Unilever businesses including logistics, Fast Moving Consumer Goods (Food and Drink sector) and speciality Chemicals (Fragrances and Flavours). Richard lived and worked in Africa (Nigeria, Kenya and South Africa), moving on to India and Thailand, where he was responsible for the Unilever ASEAN region. His last position with Unilever was in Paris.

*Richard will speak about the importance of the market selection process, understanding who will buy your product and why, market regulation and business norms, and the advantages and disadvantages of the various routes to market through consolidators, agents and distributors.*



**Laura Bounds**  
*Owner/MD Kent Crisps*  
My personal export journey

From a Kent food and drink background, Laura joined the company in 2013 as a sales executive and after a management take-over by AMC Foods in 2014 became its commercial director. Under the new regime, Kent Crisps saw a 52 per cent growth in turnover and won several awards in 2016 – including Taste of Kent’s Food Producer of the Year and Ambient Product of the Year for its lemon rapeseed oil.

In March 2017, Laura became sole owner of the business and since has secured a deal with several airlines to serve Kent Crisps on-board their flights, is working on partnerships with other outlets and is intent on entering at least four new export markets within the next 18 months. Her vision is ‘to create a global brand and promote Kent as a destination for visitors’.

*Laura will talk about the up’s and down’s of exporting a competitive product into new markets. The challenges and the importance of brand strength and resources are some of the areas outlined. Kent Crisps: A regional brand with international vision!*