

Getting Export Smart

Exporter case study



Ecospecifier

Ecospecifier’s aim is to help building professionals including architects, designers, builders and specifiers, as well as keen homeowners, to shortcut the process of sourcing eco and healthy materials.

Its broader aim is to help create a more sustainable natural environment by increasing the use of environmentally preferable and healthy products, materials and design processes.

Ecospecifier provides high-quality knowledge about innovative products that represent high value over their life – not only in the traditional sense, but also in the expanded sense of health, wellbeing and productivity of their total life, in the context of the people, buildings and systems they serve.

Motivations to export

Ecospecifier is IT-based, so the company essentially began exporting as soon as its website went live. However, it started considering targeting the Middle East market when Trade Queensland approached the company to join the Big 5 trade mission to Dubai.

The company says they had not considered Dubai before, but trusted Trade Queensland’s international expertise and knowledge of opportunities in the Middle East market.

Activities that contributed to its export success

Ecospecifier says that one of the keys to the company's success was attending numerous training seminars on a wide variety of topics, from marketing and exporting to finance and business planning. The company says that you can always pick up at least one useful piece of information that will become a building block to success. The company sought to take advantage of the services on offer and the knowledge of experts outside its own organisation.

Planning is also crucial to exporting success. Ecospecifier found that it was useful to have a written plan to go back to and step forward from. However, it was also important to be flexible so that new opportunities could be embraced when they came along.

Lessons learned and mistakes made along the way

Ecospecifier learned that it was important to be flexible with its approach. When the company first started exporting, it believed it would need to find agents in other countries to provide service in-market. Whilst Ecospecifier continues to pursue this area, its consulting division has also increased with the signing of a contract to write the Green Building Code for the Abu Dhabi Government.

How exporting has benefited the business

Ecospecifier's aim, to help create a more sustainable natural environment, is being realised on a global scale rather than just a local one. Exporting allows the company to help implement and maintain environmental standards across the world.

Assistance received from the Queensland Government

Along with talking to green building councils around the world, Ecospecifier has used Trade Queensland's overseas network to help identify global opportunities. The company considers Trade Queensland's groundwork, talking every day to architects, developers, building designers and governments and providing feedback on whether an environmental policy exists or is ready to be initiated, instrumental in its early exporting success.

Ecospecifier also values Trade Queensland's follow-up support to its trade mission to the Big 5 in Dubai.

Words of advice for exporters

As a company committed to the environment, Ecospecifier believes companies considering exporting should assess whether their product or service is going to be of value to the progression of the planet, as it believes the global community is moving into a humanitarian stage.

This case study was prepared for the **Getting Export Smart** workshop series.

For more information about the Queensland Government's export services contact:

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