

Marketing and Sales Concept for Forage and Turf Grasses in China for Euro Grass B.V

Euro Grass B.V is one of the biggest grass breeding, production and sales companies in Europe. Up to now it has the main activities in Europe. The grass market in China is a very high and competitive market to European companies' exporting business; thus Euro Grass B.V purposes to try to develop their products into East Asia, particularly focus on Chinese Market.



In recent years, China became the most potential and beneficial target market to different commercial fields of enterprises. As a leading grass seeds production company, Euro Grass B.V. also regards China as very interesting area to develop its business activities to the Asian market.

As four months desk and field researches in China, Euro Grass chose the most beneficial regions for their main cool season grass seeds export, are focus on the north area of China because the climate factors and the demands of Chinese market.

According to field interviews in China and the import statistics, a good overview to the Chinese grass seeds market was achieved. Most of the imported seeds of the plant species have a stable increase since 2005, according the import statistics and the verbal statements of the domestic

suppliers in China, forage grass seeds are covering only 10 % of the total forage grass market. In other word, the demands of forage grass seeds are much less than turf grass seeds.

In addition, Chinese clients were visited and the overseas' suppliers who export cool season grass seeds to China for several years were indicated. It was realized that China still has huge demands of turf grass seeds and very high quality forage grass seeds.

Most of the suppliers have set up an own business in China. Chinese customers became much stronger and price-sensitive in choosing suppliers and purchases. The loyalties of the Chinese customers are very low.



Euro Grass B.V. has strong abilities to produce good quality grass seeds to support a matured business operation in China. Meanwhile, China is a developing market in grass seeds industry, which can be regarded as a high potential target for Euro Grass B.V.

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