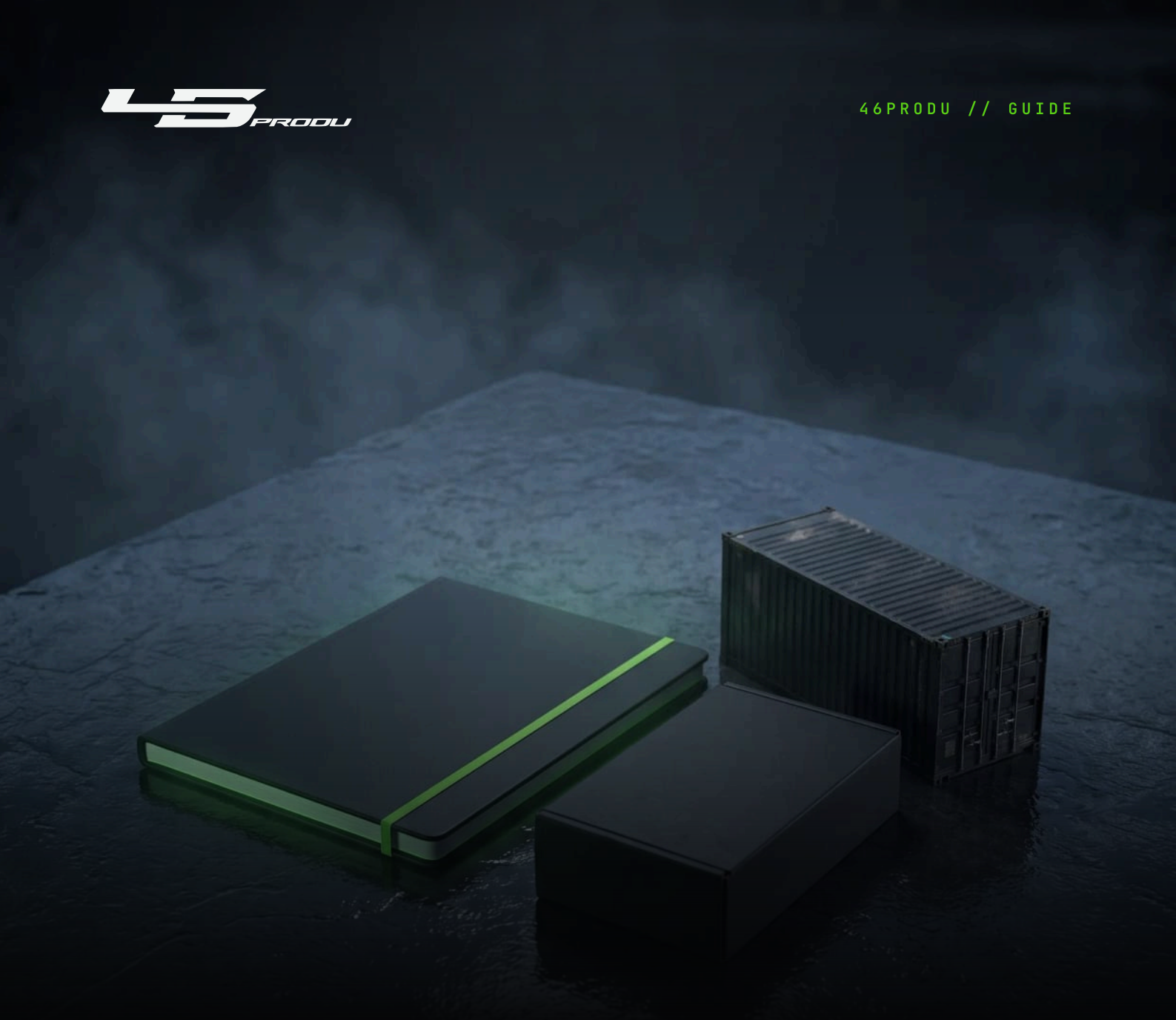


THE MARKETS · 6

SELLING IN SIX MARKETS.

WHAT EACH MARKET EXPECTS FROM A BRAND FROM ABROAD, AND HOW TO GET THERE

Portugal, home to our production base, and the five markets we serve: Spain, the United States, Angola, Brazil and Argentina. One page per market, all built the same way, so you can compare them before you invest.

PT ES US AO BR AR

HOW TO USE THIS GUIDE

You don't need to read it all. Start with the market you care about most and read its page from top to bottom. The last part of each page is a list of what to confirm with your importer, your distributor or your advisor: we don't give figures here, because they change and depend on your product.

EACH PAGE HAS FIVE PARTS

01	WHAT IT EXPECTS	What buyers expect from a brand that comes from abroad: language, presentation and trust.
02	HOW TO GET THERE	The usual channels to reach customers. You don't need all of them at once.
03	COMMON MISTAKES	What tends to cost first-timers the most.
04	GET READY FIRST	What to have in place before you invest, and where we can help.
05	CHECK	What to confirm with a local professional before you sell.

THE MARKETS

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A tip: pick one or two markets to start. Arriving well prepared in one beats arriving half-ready in six.

PLEASE NOTE

General guidance prepared by 46PRODU. This is not legal, tax or customs advice. Rules, taxes and requirements change and depend on your product: always confirm them with a professional in the destination country before you sell.

01 / 06 · PRODUCTION BASE · AVEIRO

PT PORTUGAL

LANGUAGE European Portuguese CURRENCY Euro

A nearby market where it pays to speak to buyers in their own language and tone, and to give them everything they need to compare.

01 WHAT THIS MARKET EXPECTS

- Copy in European Portuguese, not Brazilian: buyers notice the difference right away.
- Clear product pages and photos that really show the product, so buyers can compare with confidence.
- Trust: company details in plain sight, real reviews and an easy way to get in touch.

02 HOW TO REACH CUSTOMERS

- Distributors and specialty stores in your category.
- Your own online store, with the payment methods buyers use there.
- Marketplaces, general or in your sector.
- Trade shows and industry events.

03 COMMON MISTAKES

- Using copy written for Brazil and calling it done.
- Assuming that, because it's close, nothing needs adapting.
- Leaving shipping and returns unexplained.

04 GET READY FIRST

- Store and product pages in European Portuguese, reviewed by someone local.
  → ONLINE STORE
- Product photos and videos in the formats your store and social channels need.
  → 3D AND VIDEO PRODUCTION
- A simple sales deck to introduce yourself to distributors and stores.
  → GRAPHIC DESIGN

05 CHECK BEFORE YOU SELL

- [ ] Which payment methods your buyers use and whether your store accepts them.
- [ ] The labeling requirements for your category, with your distributor or an advisor.

GENERAL GUIDANCE. NOT LEGAL OR TAX ADVICE.

02 / 06 · A MARKET WE SERVE · MADRID

ES SPAIN

LANGUAGE Spanish (Spain) CURRENCY Euro

A market with plenty of competition in almost every category: a brand from abroad has to stand out from the very first image.

01 WHAT THIS MARKET EXPECTS

- Copy in Spanish from Spain, with the local tone and words.
- Polished product imagery, on par with the brands buyers already know.
- Clear shipping and returns before checkout, and support in their language.

02 HOW TO REACH CUSTOMERS

- Distributors and sales agents, by region or by sector.
- Direct sales through your own online store.
- Marketplaces, general or specialized.
- Trade shows in your sector.

03 COMMON MISTAKES

- Translating your store word for word from Portuguese or English.
- Treating the whole country the same: each region has its own habits, and some have their own language too.
- Running ads before your photos and product pages can hold up to comparison.

04 GET READY FIRST

- A store adapted to Spanish buyers, with their payment methods.
  → ONLINE STORE
- Product imagery and short videos for social and ads.
  → 3D AND VIDEO PRODUCTION
- A list of distributors and stores to approach, with a message for them.
  → LEAD GENERATION

05 CHECK BEFORE YOU SELL

- [ ] How taxes apply to your sales into another country, with your tax advisor.
- [ ] The labeling requirements for your category, with your distributor or an advisor.

GENERAL GUIDANCE. NOT LEGAL OR TAX ADVICE.

03 / 06 · A MARKET WE SERVE · FLORIDA

US UNITED STATES

LANGUAGE US English (in Florida, Spanish too) CURRENCY US dollar

A large market with plenty on offer in almost every category: arriving well prepared matters more than arriving early.

01 WHAT THIS MARKET EXPECTS

- Natural US English, with the units and formats buyers actually use.
- Professional-grade photos and video: competitors take great care with theirs.
- Proof you can be trusted: reviews, clear shipping and return policies, and quick replies.

02 HOW TO REACH CUSTOMERS

- Importers and distributors who already know your category.
- Major marketplaces and your own online store.
- Sales to stores and business accounts (B2B).
- Trade shows in your sector.

03 COMMON MISTAKES

- Seeing the United States as one single market: it's better to start with one state or region.
- Pricing without counting shipping, tariffs, taxes and the distributor's margin.
- Running ads without a store that charges in dollars and explains shipping clearly.

04 GET READY FIRST

- An English-language store that charges in dollars and calculates shipping to the destination.
  → ONLINE STORE
- Product imagery and video that match the competition, in landscape, vertical and square.
  → 3D AND VIDEO PRODUCTION
- A lead generation plan for one specific region, with its message and contact list.
  → LEAD GENERATION

05 CHECK BEFORE YOU SELL

- [ ] Tariffs, taxes and entry requirements for your product, with a customs broker or your importer.
- [ ] Labeling and, if your category calls for them, any registrations or certifications.
- [ ] Whether you're better off selling direct or through an importer, and what each option involves.

GENERAL GUIDANCE. NOT LEGAL OR TAX ADVICE.

04 / 06 · A MARKET WE SERVE · LUANDA

AO ANGOLA

LANGUAGE Portuguese CURRENCY Kwanza

A market where it pays to go in with a local partner and a direct contact, and where shipping and importing are planned well ahead.

01 WHAT THIS MARKET EXPECTS

- Communication in Portuguese and a brand that comes across as serious.
- Trust: references, direct contact and someone who answers.
- Clear sales materials to present the product in person.

02 HOW TO REACH CUSTOMERS

- Local importers and distributors, often the first step.
- Sales to stores, companies and professionals (B2B).
- Social media and messaging apps, to get known and to serve customers.
- Trade shows and trade missions.

03 COMMON MISTAKES

- Arriving without a local importer or distributor who knows the process.
- Assuming people buy the same way as in Portugal or Brazil.
- Leaving shipping, customs and delivery times out of your price.

04 GET READY FIRST

- A catalog and a sales deck in Portuguese, to send and to present in person.
  → GRAPHIC DESIGN
- Product photos and videos that look good on phones and on social media.
  → 3D AND VIDEO PRODUCTION
- A list of importers and distributors to write to, with a message for them.
  → LEAD GENERATION

05 CHECK BEFORE YOU SELL

- [ ] The import and labeling requirements for your category, with your importer or a customs broker.
- [ ] How you'll get paid and in which currency, with your bank.

GENERAL GUIDANCE. NOT LEGAL OR TAX ADVICE.

05 / 06 · A MARKET WE SERVE · SÃO PAULO

BR BRAZIL

LANGUAGE Brazilian Portuguese CURRENCY Real

A very large market with habits of its own: the Portuguese version of your website isn't enough, and getting in takes careful import planning.

01 WHAT THIS MARKET EXPECTS

- Copy in Brazilian Portuguese: buyers notice straight away when the text comes from Portugal.
- Polished imagery and a steady presence on social media.
- Local payment methods and quick support, including over messaging apps.

02 HOW TO REACH CUSTOMERS

- Importers and distributors with experience in your category.
- The country's major marketplaces.
- Your own online store, once logistics inside the country are sorted out.
- Trade shows and events in your sector.

03 COMMON MISTAKES

- Using your Portugal website as is.
- Underestimating imports: paperwork, timelines and costs change the final price.
- Trying to cover the whole country from day one.

04 GET READY FIRST

- A version of your store and product pages in Brazilian Portuguese.
  → ONLINE STORE
- Content for social media: short videos and vertical photos.
  → 3D AND VIDEO PRODUCTION
- A lead generation plan for one region and one type of customer.
  → LEAD GENERATION

05 CHECK BEFORE YOU SELL

- [ ] Whether your product needs a registration or certification to enter, with your importer or a customs broker.
- [ ] Import taxes and costs, so you can set a realistic final price.

GENERAL GUIDANCE. NOT LEGAL OR TAX ADVICE.

06 / 06 · A MARKET WE SERVE · BUENOS AIRES

AR ARGENTINA

LANGUAGE Spanish (Argentina) CURRENCY Argentine peso

A market where it pays to check import conditions before setting prices, and to go in with someone who already imports.

01 WHAT THIS MARKET EXPECTS

- Copy in the local Spanish: “vos” and local words, not Spanish from Spain.
- A brand with personality and polished imagery.
- Clear information on price, timelines and how to pay.

02 HOW TO REACH CUSTOMERS

- Local importers and distributors.
- The country’s marketplaces.
- Sales to stores and professionals (B2B).
- Social media, to build your brand.

03 COMMON MISTAKES

- Using your copy from Spain without adapting it.
- Setting prices without first checking the current import conditions.
- Setting a price once and never reviewing it.

04 GET READY FIRST

- Store and product pages adapted to Argentine Spanish.
  → ONLINE STORE
- Product imagery and content for social media.
  → 3D AND VIDEO PRODUCTION
- A list of importers and distributors, with a message written for them.
  → LEAD GENERATION

05 CHECK BEFORE YOU SELL

- [ ] The current import conditions for your category, with your importer or a customs broker.
- [ ] How you’ll get paid and in which currency, with your bank.

GENERAL GUIDANCE. NOT LEGAL OR TAX ADVICE.

NEXT STEP

WHICH MARKET WILL YOU START WITH?

On a 20-minute intro call we look at your product, the market you care about most and what we'd get ready first. No strings, and under NDA if you need it.

WHERE WE CAN HELP

GRAPHIC DESIGN	Brand, packaging, catalogs and sales decks to present yourself abroad.
3D AND VIDEO PRODUCTION	Product imagery and video for your store, social media and ads, without depending on photo shoots.
ONLINE STORE	Your store in the buyer's language and currency.
LEAD GENERATION	Campaigns, SEO and B2B prospecting to reach buyers and distributors.
6-WEEK PROGRAM	All of the above, in order, to get your brand ready for one market.

EXPORT DIAGNOSTIC

Week 1 of the program, done on its own. We review your brand, your website and your target market and hand you an action plan within a week. Fully credited if you then sign up for the 6-week program.

• LAUNCH SPOTS

4 spots until December 31, 2026, with a social media kit (9 posts and 3 reels) at no extra cost.

REQUEST A CALL →

46produ.com/en

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