

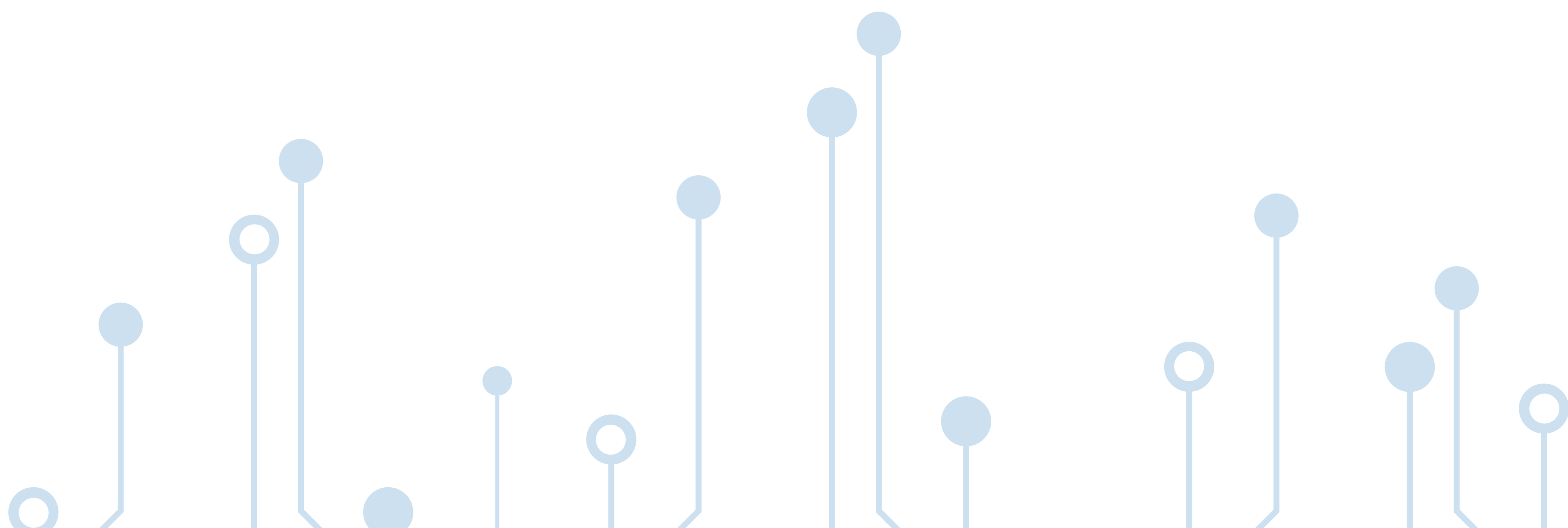


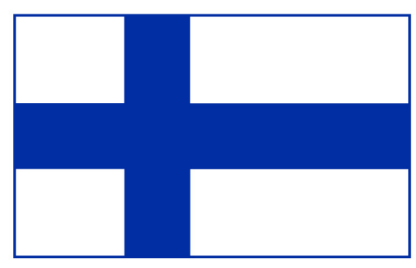
**SUOMI
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GUIDELINES

product sample preparation





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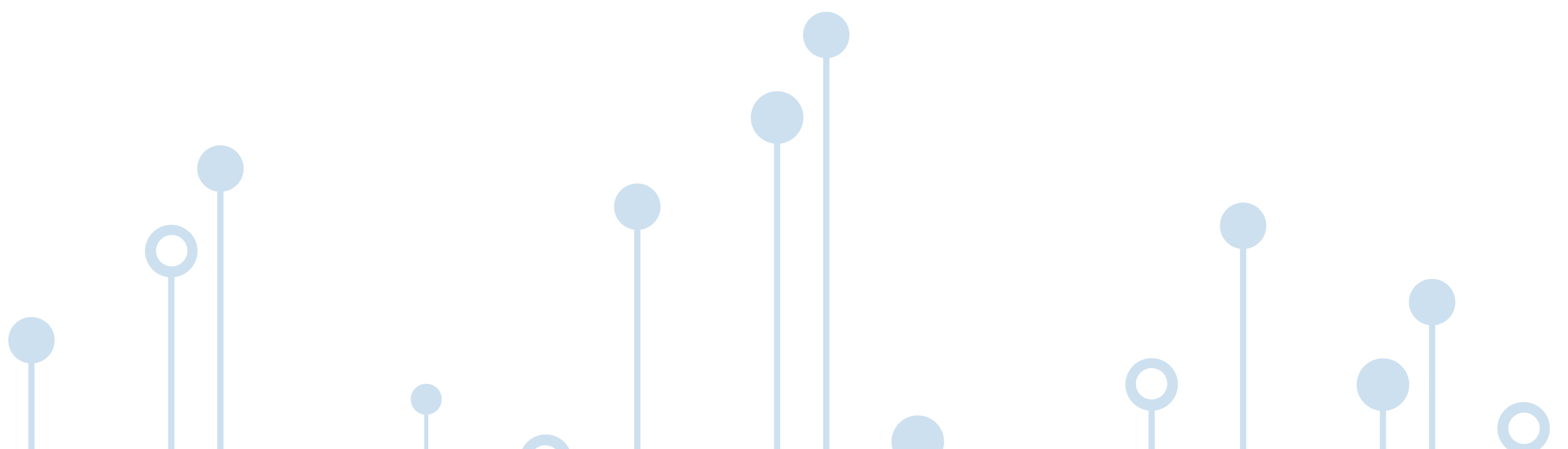
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INTRODUCTION

Preparing product samples for international exhibitions, business missions, and other export-oriented events plays a critical role in forming a first impression of the company and its products. A sample is not just a physical product. This is a concentrated expression of the brand, quality level, readiness for foreign markets and ability to meet the expectations of partners. The perception of the company's export maturity depends on how well the samples are prepared and presented.

This guide is designed to systematize the approach to preparing product samples, present best practices, and take into account industry-specific nuances. The main focus is on practical recommendations and compliance with international requirements, including packaging, labeling, logistics and accompanying materials. The guidelines are applicable to manufacturers, exporters and service companies from Kyrgyzstan that seek to improve their competitiveness in the international arena.

Why is sample preparation critical?

In international trade, there is a strict quality perception framework. In countries with a high level of consumer culture (for example, the EU, Japan, the United Arab Emirates), the presentation of a sample can "sell" the company even before negotiations. At the same time, a poorly designed sample (poor-quality packaging, lack of information, non-compliance with standards) can destroy even a promising business model.

A sample is a proof:

- compliance with the declared characteristics;
- availability of real production/services;
- readiness for foreign economic activity;
- understanding the specifics of a foreign consumer.

Who is this guide for

This document is intended for:

- representatives of small and medium-sized enterprises;
- export and marketing departments;
- consultants and managers for international development;
- export service organizations and industry unions.

The materials are adapted to the realities of export from Kyrgyzstan, taking into account frequently encountered restrictions: budgets, availability of packaging, transportation, and document management.

What is included in the concept of "product sample"

A physical sample is a product unit prepared for demonstration purposes that meets the stated characteristics, but is not necessarily intended for sale.

Visual / digital sample — applicable to services and IT projects (for example, site layout, demo video, interface visualization, interactive prototype).

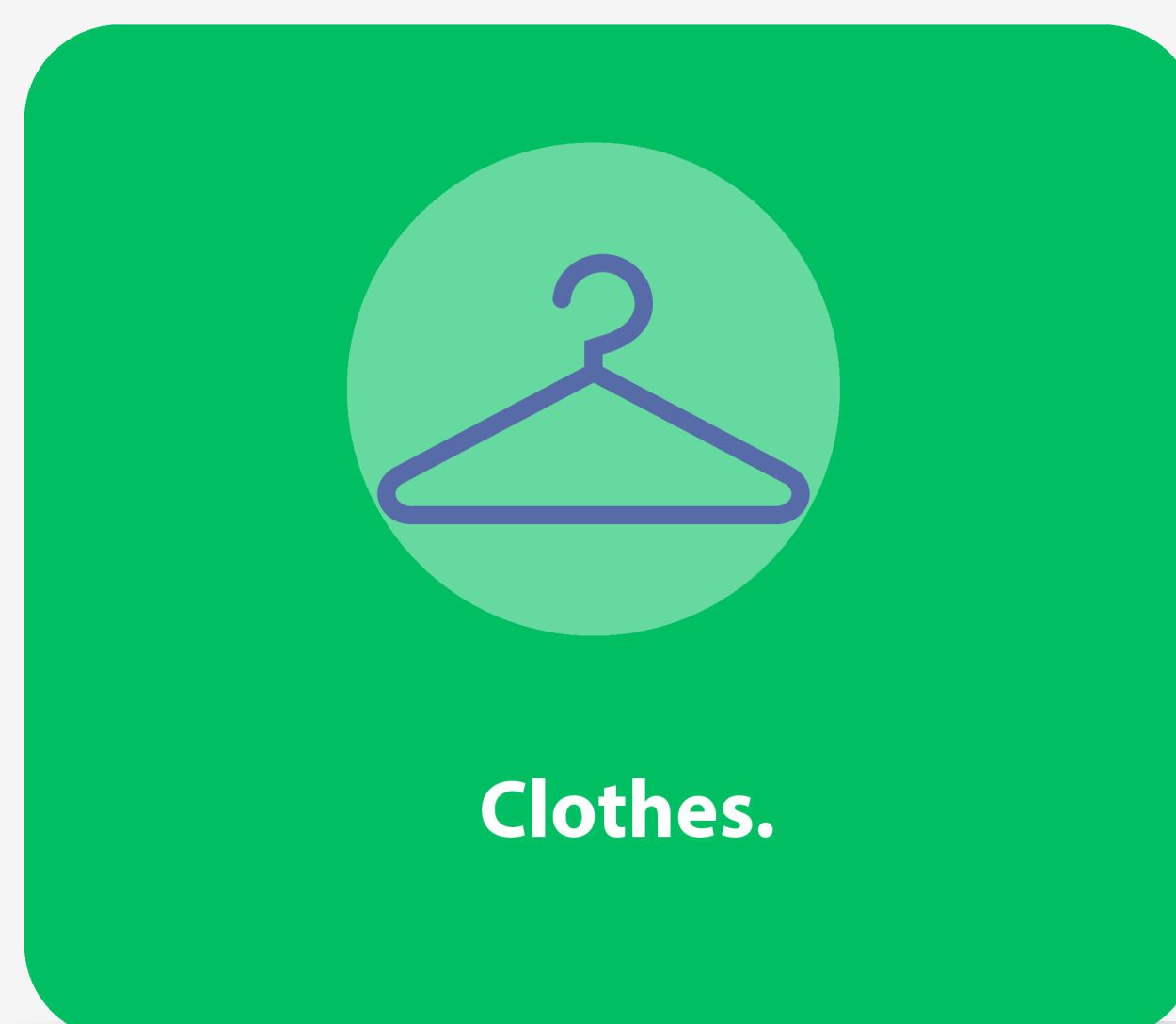
In both cases, the sample should be:

- convenient for transportation and storage;
- safe (including for food products).
- accompanied by accurate and complete information (technical, commercial, visual).
- designed in accordance with market expectations and the cultural context of the destination country.

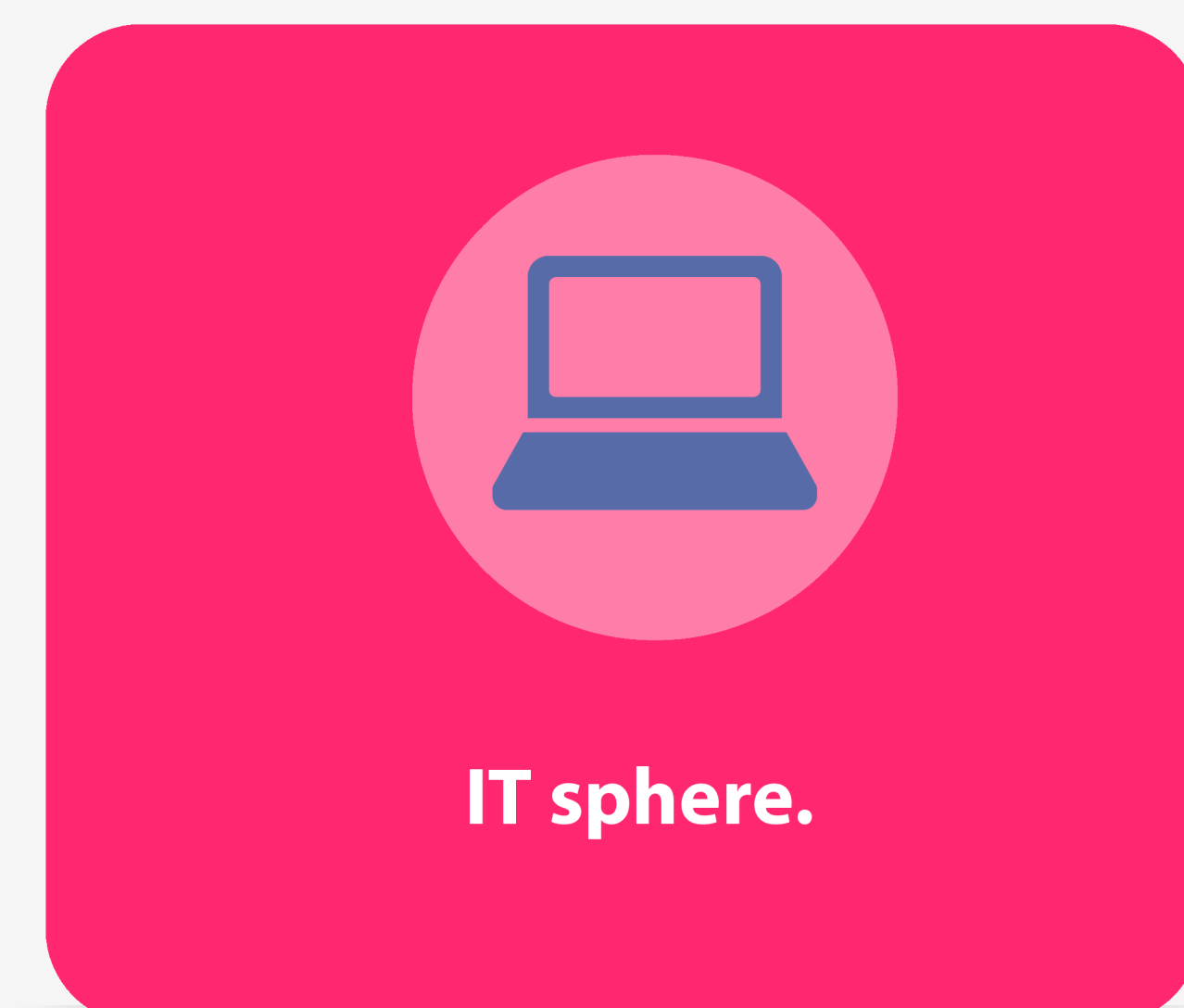
Examples of the significance of samples in practice



At the exhibition in Dubai, the Kyrgyz company presented packaged lentils in bags with a logo in Russian and without marking in English. Despite the good quality of the product, the potential buyer from Saudi Arabia did not express interest: the packaging did not correspond to the market and looked "local".



At the international exhibition in Istanbul, the Kyrgyz brand showed a capsule collection of 8 products. Each sample was labeled with a QR code for the website, a fabric card, and a price list. Right at the stand, we managed to agree on the delivery of 1000 units.



A company that provides solutions for e-commerce has developed a demo interface that can be adapted to three languages. Participation in the business mission in Poland yielded a result: after the product demonstration, a request for a pilot project was immediately followed.

Role of the sample in the export transaction process

Stage of the transaction	Role of the sample
Attracting attention	Visual / tactile assessment, "hook" for contact
Initial presentation	Confirmation of competencies, trust in quality
Partnership negotiations	Specification detailing, interest generation
Contract finalizing	Verification of characteristics, packaging, delivery conditions
Post-sales interaction	Quality and brand stability control

The sample serves as a bridge between the company and the future contract: on the one hand, it is a way to visually and tactilely convey the value of the offer, on the other hand, it is a confirmation of the stated capabilities and professionalism.

Common problems with samples

- Using "leftovers" or custom packaging instead of a representative sample.
- No translation of information on the package.
- The size or format doesn't meet the exhibition requirements (for example, they are too large or fragile).
- Insufficient protection during transportation.
- Lack of technical / presentation support (booklet, card, QR code, price list, etc.).

Structure of further sections

To help exporters take a systematic approach to sample preparation, the guide will be structured along the following key blocks:

- Sample goals and objectives in the export strategy.
- General requirements for samples.
- Packaging and labeling with an emphasis on universal and regional standards.
- Logistics and registration: marking, weight, temperature conditions.
- Presentation support: how to "pack" a marketing sample.
- Industry features: 5 sectors (agricultural products, honey, clothing, tourism, IT).
- Practical tips and mistakes collected based on company feedback.
- Applications: checklists, label templates, description forms.

Sample preparation is not a secondary task, but a strategically important element of export activities. A professionally designed and well-presented sample can not only complement the commercial offer, but also become its core, ensuring interest, negotiations and in the future — stable export deliveries.



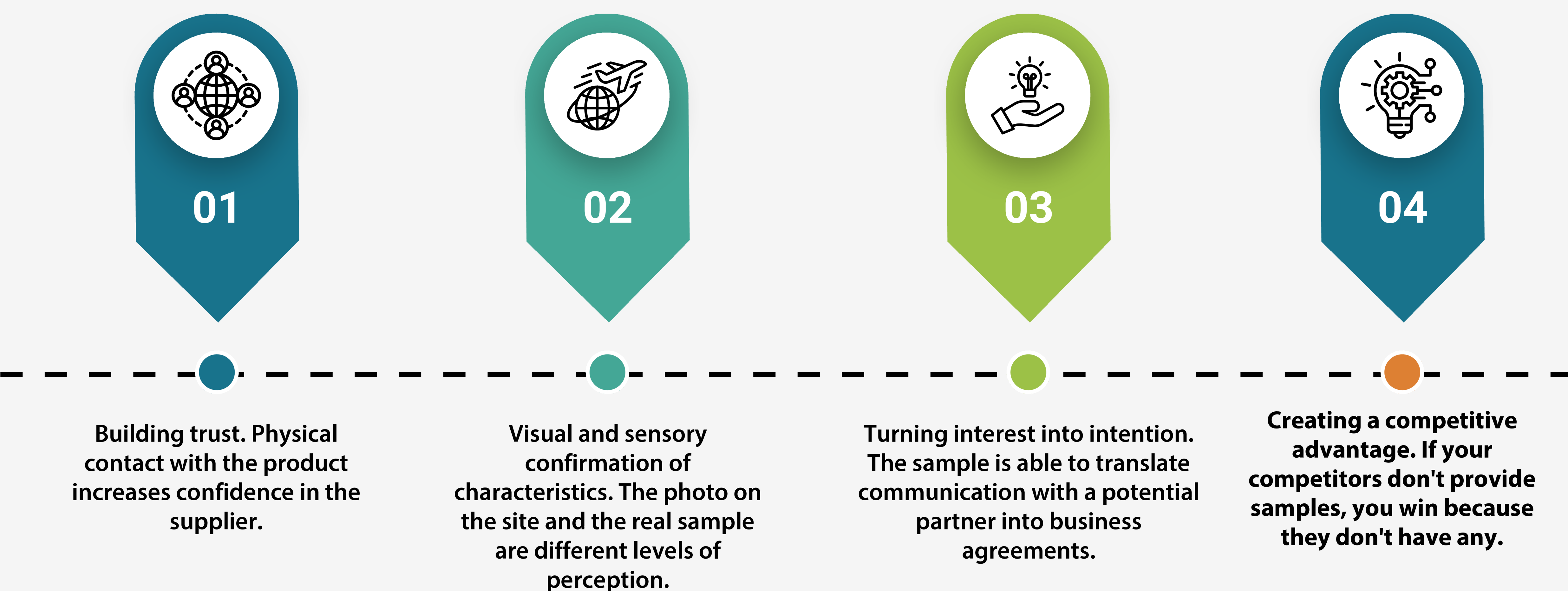
2. OBJECTIVES AND ROLE OF PRODUCT SAMPLES IN EXPORT ACTIVITIES

A product sample is not just a product sent or displayed as part of a marketing campaign. It is a tool of strategic influence on the partner's decision-making, confirmation of the company's export readiness and an important element of promotion to foreign markets. A well-prepared and directed sample can significantly shorten the negotiation cycle, reduce the risks of misunderstanding and increase the likelihood of concluding an export contract.

2.1 | Why do companies need samples when entering the international market

When entering foreign markets, companies, especially from developing countries, have several limitations: lack of recognition, weak trust on the part of foreign partners, language and cultural barriers. The sample becomes a tool that can partially level these barriers through direct perception of the product and empirical belief in its quality.

Main goals:



2.2 | Sample as a B2B sales funnel tool

In export practice, companies face "cold interest" when a partner reviews dozens of offers. The sample helps move your company down the sales funnel:

Funnel stage	Role of the sample
Awareness	Increases brand awareness through physical media
Consideration	Confirms promises, removal of objections
Interest	Generates questions, involves the partner
Intent	Leads to a discussion of the terms of delivery
Transaction	Accelerates the signing of the contract

A sample is an argument that speaks for itself.

2.3 | Role of the sample in decision-making by a foreign partner

A foreign buyer or buyer cannot come to the factory in Kyrgyzstan, view the processes, or personally check all the products. It evaluates you by three parameters:

1. A foreign buyer or buyer cannot come to the factory in Kyrgyzstan, view the processes, or personally check all the products. It evaluates you by three parameters:
2. Product quality — by eye, touch, and analysis.
3. Packaging quality — transport stability, aesthetics, informative content.
4. Quality of communication — accompanying documents, instructions, marketing.

A well-prepared sample covers the first two points and helps to cope with the third.

2.4 | When and in what cases should the sample be sent or used

The sample can be used at several stages of export activity:

1. Before the exhibition

- For demonstration at the stand, in cases, as part of a catalog or exhibition. For example: 3 types of honey, 2 samples of packaging, a set of vegetables in a transparent package.

2. After a business meeting

- How to follow-up on the results of negotiations. Often the partner asks you to "send" a sample — readiness and efficiency are important.

3. During online negotiations

- If the communication takes place via Zoom/WhatsApp, send a sample-a way to give a "physical confirmation" of the promise.

4. Within the framework of competitive procedures

- Some distributors / retail chains require you to provide a sample before including it in the product line.

5. During certification

- For obtaining sanitary and technical opinions, certification on the import market.

2.5 | What tasks should the sample solve?

The sample must simultaneously perform commercial, marketing, and logistics functions:

Task	How to implement
Quality demonstration	Representative appearance, real characteristics
Brand protection	Packaging, label, logo
Submission of information	Inserts, sheets, QR codes, price
lists Confidence	building Marking in the buyer's language, accuracy
Preparation for the transaction	Clear parameters (weight, volume, packaging, expiration date)

2.6 | Requirements for a sample as a "product" for international interaction

For a sample to truly perform its functions, it must meet a number of requirements:

- Relevance: the sample should reflect the current state of the product, packaging, and design.
- Versatility: it is not always clear who will watch it (technologist, marketer, buyer) — it should be clear to everyone.
- Scalability: it should be obvious that such products can be produced in large volumes.
- Adaptability: language, graphics, packaging-focused on the market where the sample is going.
- Security: if it is food, clothing, or a digital device, it is protected from damage and tampering.

2.7 | When not to send a sample

Samples are not always appropriate or effective:

- If you can't ensure quality stability and repeatability.
- If logistics are excessively expensive and the sample is no longer economically viable.
- If the customer does not have the infrastructure to analyze/receive the sample (for example, a complex product).
- If you can't attach accurate documentation to the sample.



Important:

Don't send a sample if it's not representative — it's worse than not sending it at all.

2.8 | Mistakes of companies in understanding the role of samples

1. Sending "leftovers" or outdated packaging.
2. Ignoring cultural aspects (for example, using symbols that cause distrust).
3. No marking in the partner's language.
4. Inappropriate volumes — too little or too much (the sample should not be a sales batch).
5. The manager is not prepared to explain the contents of the sample (he doesn't know what was put there).

2.9 | Sample as a branding element

This is especially important for new exporters: each sample is a small "brand ambassador". It not only represents the product, but also reflects:

- visual identity of the brand.
- approach to partnership;
- willingness to engage in professional dialogue.

Example:

instead of just a jar of jam — a stylish glass vessel with a branded lid, bright sticker, booklet, QR-link to the catalog. This is a presentation of the level, not just taste.

2.10 | Communication with presentation materials

The value of a sample is not in the cost of the product, but in its representativeness and communication power. The sample is a bridge between your office in Kyrgyzstan and the potential buyer's desk in Warsaw, Dubai or Berlin. With this in mind, every export-oriented company should treat sample preparation as a key investment tool in business development, rather than as a routine addition.

A sample doesn't exist in a vacuum — it should always be part of the presentation. Ideally, each sample should be accompanied by:

- a short booklet (1-2 pages) about the company;
- product catalog (if available).
- certificates or technical specifications.
- business card or QR code for the site.
- instructions for use (if applicable).

3. GENERAL REQUIREMENTS FOR SAMPLES

A product sample intended for demonstration at international exhibitions, business meetings, and sending to potential partners must meet a set of requirements that ensure its safety, representativeness, ease of handling, compliance with regulations, and aesthetic quality.

These requirements are not a formality. They reflect the standards adopted in international practice, and failure to comply with at least one of them can negatively affect the perception of the company and undermine the trust of a potential partner.

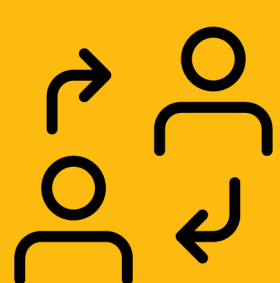
3.1 | Technical requirements for samples

Technical requirements ensure that the submitted sample meets the characteristics stated in the descriptions, and confirm the company's production capabilities.



3.1.1 | Compliance with the current product range

- The sample should represent a product that is actually produced and available for order.
- You can not show an experimental or "unstable" product that is not ready for mass production.



3.1.2 | Representativeness

- The sample must be standard: no defects, defects, or accidental differences.
- If the product has variations (colors, packaging, shapes), it should be indicated in the accompanying materials.



3.1.3 | Identity and stability

- The series of samples sent or submitted in different locations must be the same.
- The discrepancy between samples from different batches (taste, shape, size, color, smell) causes distrust.



3.1.4 | Transportability

- The product should be selected taking into account possible logistics loads: vibrations, temperature, pressure, travel time.
- If necessary, use individual transport protection.

3.2 | Visual requirements

The appearance of the sample is the first (and sometimes only) channel of perception of the product. In export activities, the visual factor is key.

3.2.1 Cleanliness and presentability

- The sample must be free of dust, fingerprints, smudges, and other contaminants.
- The packaging must not be crumpled, damaged or incomplete.

3.2.2 Modern design

- The graphic style used must meet the current expectations of the target market.
- You don't want to use outdated design elements (fonts, colors, and shapes).

3.2.3 Branding

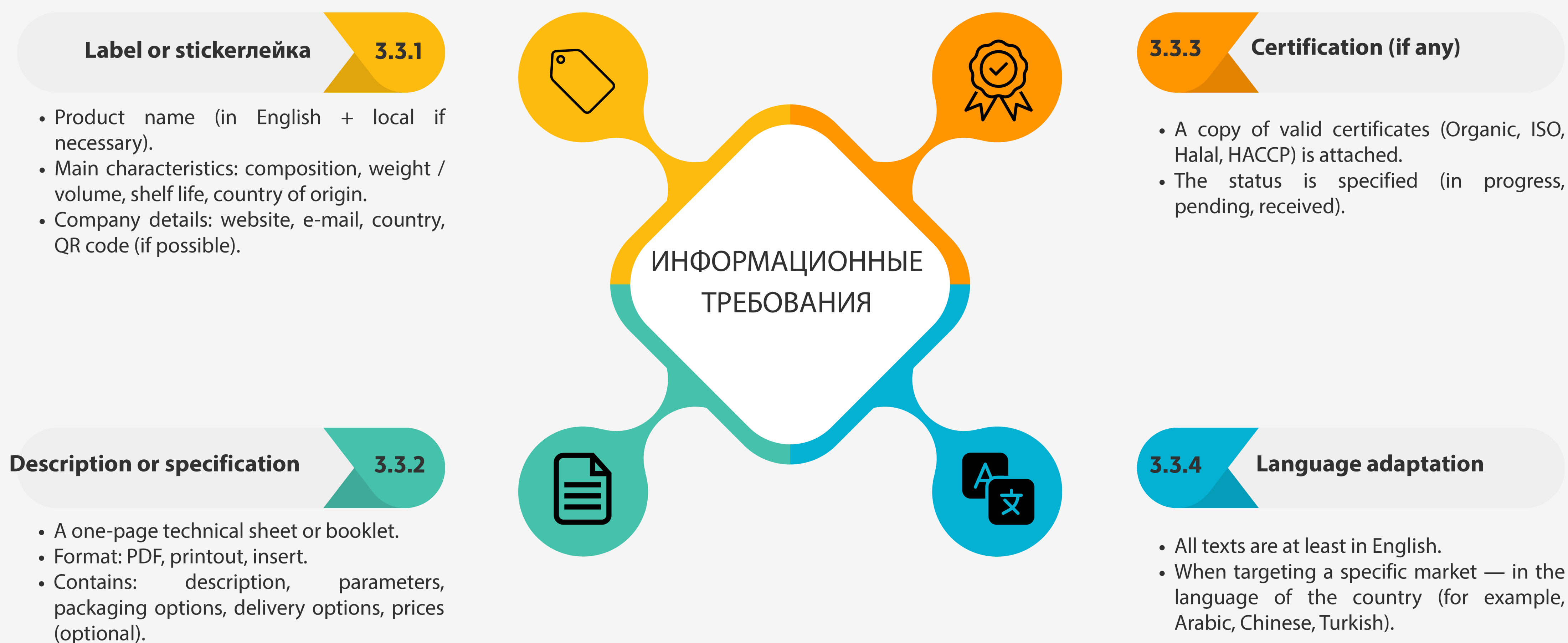
- The sample must contain the company's logo or name.
- If this is a white-label offer — focus on customization options.

3.2.4 Composition

- It is important to take into account the visual balance: the combination of elements, the font, the location of the text, and the focus on the main thing.

3.3 | Information requirements

The information accompanying the sample is critical for understanding it. The lack or incompleteness of data causes distrust.



3.4 | Packaging as a requirement element

Sample packaging is not only a security feature, but also a presentation element that creates a first impression

- **3.4.1 Primary (internal) packaging**
 - Direct contact with the product: bottle, jar, sachet, box.
 - Durability, tightness, hygiene.
 - Material: preferably eco-friendly (if there is a market request).
- **3.4.2 Secondary packaging**
 - Group policy: box, tray, tube, tape.
 - It must be branded or clean, without excessive color.
 - Convenient for transportation and storage.
- **3.4.3 Individual protective packaging**
 - Mandatory for fragile and sensitive goods (glass, food, electronics).
 - It uses bubble wrap, cardboard inserts, foam, etc.
- **3.4.4 Compactness**
 - The packaging should not be excessive in volume.
 - Priority is lightness, compactness, and visual accuracy.

3.5 | Marking and compliance with regulations

Labeling is one of the most sensitive elements for buyers in other countries.

- **3.5.1 Standardized information**
 - Product name, production date, expiration date, storage conditions.
 - For clothing-composition, size, and care rules.
 - For products — ingredients, allergens, and nutritional value.

• 3.5.2 Transparency

- No hidden information.
- If this is a trial batch, please indicate so.

• 3.5.3 International symbols

- Packaging standards (e.g. recyclable, fragile, keep dry).
- Temperature conditions.

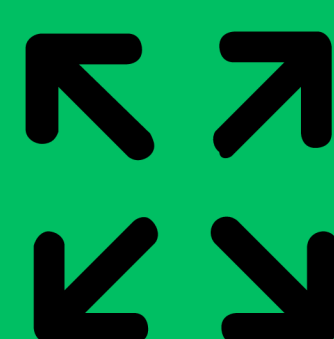
3.6 | Logistics and weight and size restrictions

Samples, especially for shipment, must meet the requirements of logistics companies and practicality.



Weight

- Recommended weight of one sample: up to 2 kg.
- Total shipping weight: up to 10 kg (unless otherwise agreed).



Size

- The sample must pass according to the standards of air transportation.
- Exclude non-standard forms unnecessarily.



Delivery specifics

- If the product is sensitive to temperature or humidity, please indicate this in the documents.
- Products with import restrictions — contact with the broker is required.

3.7 | Unification and scalability

Each sample should be:

- Unified — the same design template.
- Scalable — demonstrate what can be produced in large volumes.

This means:

- the same printing service.
- identical labels.
- the same type of packaging (if a series).

3.8 | Presentation integrity

The sample is not perceived in isolation — it should be part of a single presentation logic.

Set of accompanying components:

- Catalog (paper or QR link).
- Price list (optional).
- Business card.
- Cover letter.
- Packing list (for sent samples).

3.9 | Professional approach

A quality sample reflects the maturity of the company. Its preparation should be organized as a separate process:

- A quality sample reflects the maturity of the company. Its preparation should be organized as a separate process:
- Responsible employee.
- Preparation checklist.
- Internal control (before sending).
- Photo recording of the sample (for duplication and archiving).

3.10 | Presentation recommendations

If the sample is used as part of an exhibition or personal meeting, it must:

- Be placed on a clean, dedicated surface.
- Have a name/description card next to it.
- Don't overload the space (smaller is better, but better designed).
- Don't introduce yourself without verbal support — the manager should be able to tell you exactly what is unique about the sample.

4. PACKAGING AND LABELING: UNIVERSAL PRINCIPLES

Preparation of an export sample is not possible without a clear understanding of the packaging and labeling requirements. In practice, these aspects are often underestimated, although they primarily affect the perception of the product abroad. In the eyes of a foreign partner, packaging is an indicator of production culture, the quality of internal organization and respect for the future client. If the packaging looks sloppy, the labeling logic is broken, or there is no English translation, confidence in the supplier decreases regardless of the product itself.

4.1 | The role of packaging in international communications

Packaging solves several problems. First, it protects the product from damage during transportation. Even the most durable and high-quality goods can be damaged if they arrive in damaged, opened or contaminated packaging. Secondly, it represents the company. An exhibition, business meeting or individual dispatch is always a brand demonstration, and packaging becomes the first channel of visual contact. Third, it should be convenient for logistics, including storage, accounting, transportation, and demonstration.



Packaging is especially important in those sectors where the consumer evaluates the product visually — for example, in the field of food products, cosmetics, souvenirs or clothing. Even if the products are exceptionally high-quality, insufficiently neat or overloaded packaging can spoil the impression. At the same time, for B2B deliveries, excessive "smartness" may also be inappropriate — it is important to maintain a balance between functionality, visual appeal and business tone.

4.2 | Basic requirements for the packaging of export samples

When preparing samples for an exhibition or sending them to a foreign partner, you must take into account:

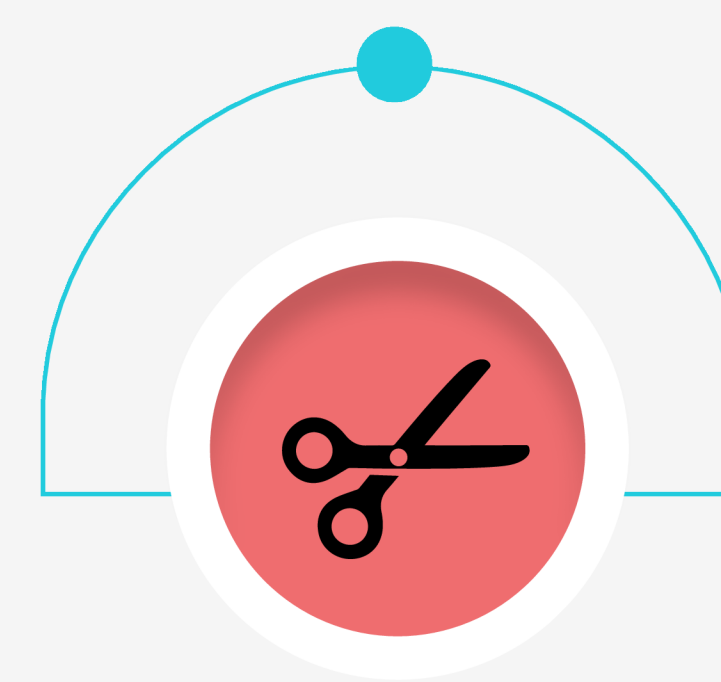
Durability—the packaging must withstand not only transportation, but also movement inside the pavilions, repeated opening/closing, and accidental impacts.



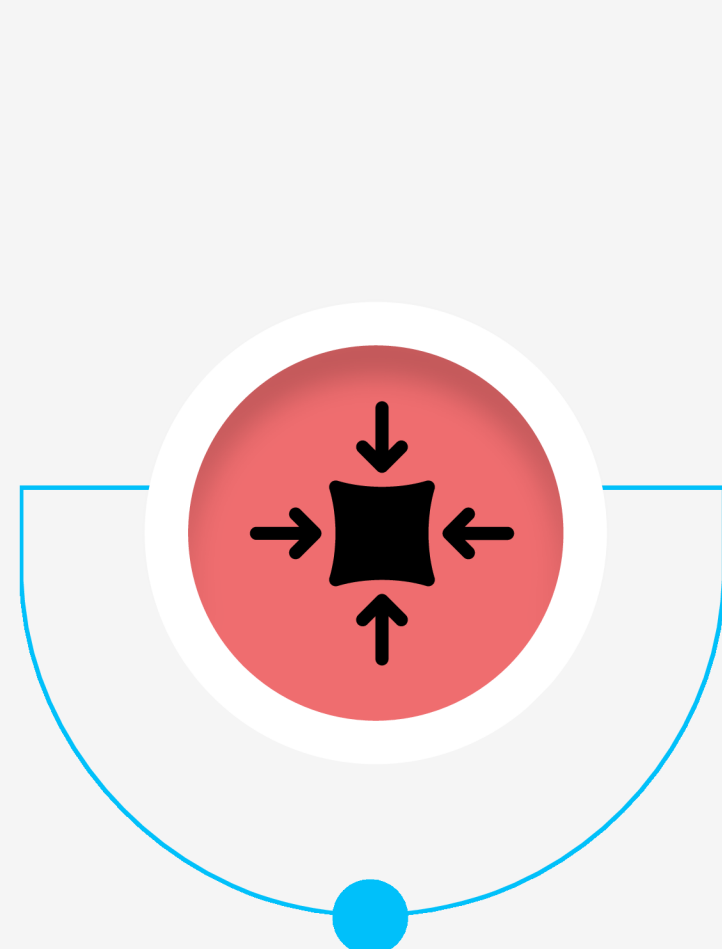
Hygiene is especially important for food and cosmetic products. The packaging must be clean, free of dust, stains, and traces of glue.



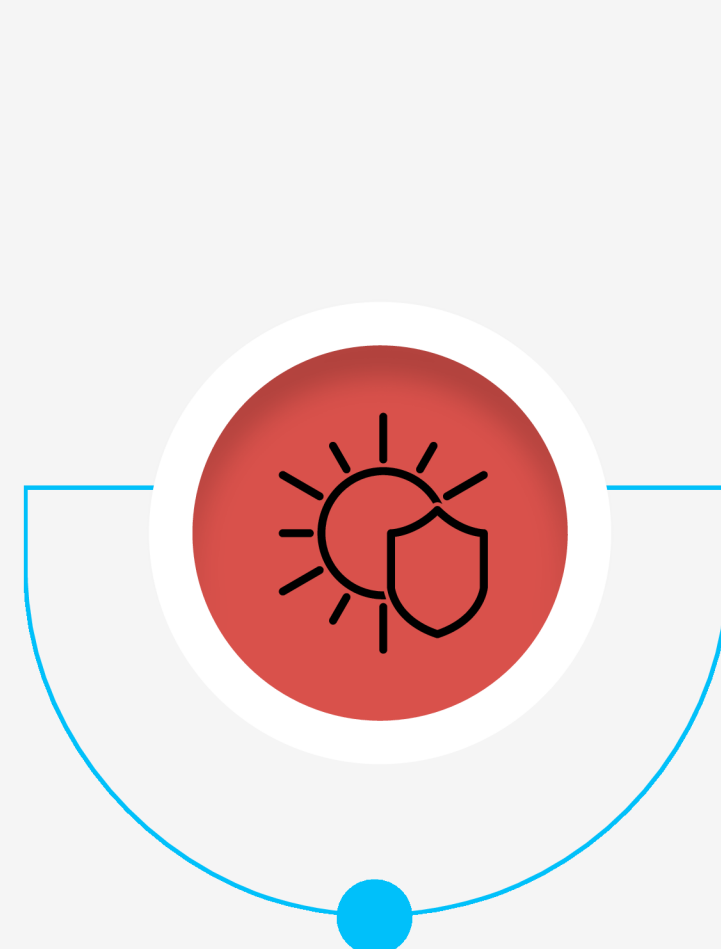
Simplicity and logic of opening — this is especially important for presentations at trade shows: the packaging should be easy to open without damaging the product or disturbing the presentation appearance.



Compact — especially if a series of samples is sent. The packaging should not be excessively bulky.



Leak-proof and environmental protection — if the product may be damaged by moisture, light or air.



For example, for honey in small volumes, a package with a volume of up to 250 ml with a screw cap and a seal that ensures tightness is optimal. For clothing, either a kraft envelope with a branded sticker or a zip package that can be opened multiple times is used.

4.3 | Primary and secondary packaging

Product samples always include two levels of packaging.

Primary packaging is what comes in direct contact with the product. It must be food-grade (if we are talking about food), safe, and airtight. Materials — glass, plastic, foil, paper with internal lamination. Basic data is placed here: name, volume, date of production, storage period.

Secondary packaging — a box or outer shell in which the primary packaging is placed. This is already a reputation element. Here you can find extended information, brand graphics, and logos. At the same time, do not forget about the convenience of transportation: ideally, the box should not exceed A5 format or be too heavy.

If a set of several samples is sent, you should use a group transport package: a box made of thick cardboard, dividers, foamed polymer or paper seals. It is always better to provide a safety margin — for example, use a box with a double bottom or sizing corners.

4.4 | Unification and corporate identity

A unified style is one of the key principles of preparing export materials. All samples must be designed according to the same template. The logo, colors, label structure, and description should all be unified. This design is perceived as a marker of business maturity.

The visual language of the packaging must match the target market. If the reference point is Europe, you should avoid excessive graphics and "acidic" colors. In the Middle East, the relevance of symbols and compliance with cultural restrictions (including vegetarianism, no alcohol, etc.) may be more important.

4.5 | Marking requirements

Marking an export sample is a way to quickly convey key information. It should be structured, clear, and visually clean. The main rule is no overload and no omissions.

The standard set includes:

- Product name (English required)
- Volume or weight (in international units)
- Country of origin
- Date of production and shelf life
- Company contact details
- Method of application (if required)
- Safety symbols, storage conditions
- Certificates (if any — badges of Halal, Organic, etc.)

If the product is potentially sensitive (for example, contains allergens), this should be indicated. The text should be readable: no dense fine print, normal contrast, and no decorative fonts.

4.6 | Examples of good packaging

For a better understanding, here are some practical examples:

- Vegetable drying in a zip package: transparent label with green elements, English description, barcode and QR code for the catalog. The packaging is light, presentable, and protected from moisture.
- Honey in a glass jar with an engraved lid: concise design, minimalism, focus on naturalness. The second package is a craft box with a ribbon and a leaflet.
- Felt clothing: rolled up and fixed with branded tape, placed in a tight bag with a clasp. A tag with the model name and fabric composition is attached.

4.7 | Critical errors

In practice, there are typical mistakes:

- Cyrillic text without translation
- Errors in English transliteration
- Missing release date
- Old dates or labels crossed out
- Broken QR code or link to a broken website
- The label is partially peeled off or skewed

Such things instantly dismantle the unsaid idea: "the company is not ready for export." Even with a good product, reputational costs can be critical.

4.8 | Practical recommendations

- Design a branded packaging template and stickers
- Check labels before printing: for errors, readability, links
- Use English by default, even for intraregional meetings
- Take a photo of each sample before sending it — this will help you control the quality
- Attach instructions or short booklets: briefly, to the point, visually

5. LOGISTICS AND CUSTOMS CLEARANCE OF SAMPLES

Organization of logistics and customs procedures is one of the most sensitive stages when preparing samples for international events. This process includes not only physical delivery of products, but also legally correct support, compliance with customs requirements and ensuring transparency of interaction between all participants in the supply chain.

Many exporters underestimate the importance of sample logistics, considering it a secondary process. However, in reality, it is logistics errors that most often cause failure to participate in exhibitions, inability to demonstrate a product, or even refusal of further cooperation on the part of a potential partner.

5.1 | General principles of export sample logistics

First of all, you need to understand that samples are non-commercial goods that are sent for demonstration purposes, not for sale. This means that logistics can be simplified, but only if properly documented. Mistakes at this stage lead to delays, fines, cargo returns, or a complete loss of trust on the part of partners.

The first decision you need to make is how to deliver your products. Companies usually use one of the following paths:

- International courier services (DHL, FedEx, UPS, Aramex);
- Air or road transportation with the broker's connection.
- Via the exhibition organizers (if logistics is centralized).
- Employees of the company (in hand luggage - with a limited weight).

The most reliable method for sending small shipments is considered to be express delivery through international courier services. This allows you to track the cargo at each stage and respond quickly when problems arise.

5.2 | Packaging requirements for international delivery

Logistics packaging may differ from the exhibition packaging. External packaging must be:

- Strong and resistant to mechanical damage;
- Resistant to moisture and temperature changes;
- Convenient for marking and sealing;
- Easy to open for customs inspection without damaging the inner packaging.

Labeling of logistics packages must contain the words "Sample – Not for Sale", "Non-Commercial Use Only", "For Exhibition Purpose" in English. This is necessary for the customs office of the receiving party.

5.3 | Documents accompanying samples

Documentary support is the most important part. Even if you send only three jars of honey or one set of clothes, each sample must be designed in accordance with the law.

Required documents:

- Commercial invoice (marked "Not for sale", indicating the cost for customs and destination of samples);
- Packing list (description of the contents of boxes, dimensions, weight);
- Certificates of origin (if necessary);
- Quality certificates (if it is a food product, honey, cosmetics);
- Contract or letter of cooperation (if requested by the receiving party);
- Certificates for packaging (sometimes for biodegradable or food-grade materials);
- Passport of the transaction (in case of exceeding the customs limits in the country of origin).

For a number of destinations (for example, the EU, USA, Saudi Arabia), you must also register the recipient with the EORI system or with local customs representatives.

5.4 | Registration via a broker

If logistics is organized through freight or road transportation, it is advisable to use the services of a customs broker. They will tell you the correct HS code, issue a declaration, help you collect a package of documents, and follow up on all the formalities.

The broker will also tell you what cargo can be sent using a simplified scheme, and where you will need prior notification or special permissions (for example, if the product contains animal components, honey, milk, etc.).



5.5 | Risks during customs clearance

The most common problems are:

- An unspecified or incorrectly specified delivery purpose.
- Undervalued customs value (may be perceived as an attempt to evade);
- Errors in the packaging description.
- No translations to English.
- Mismatch of information on the invoice and labeling.

Each of these errors may result in a delay, forfeiture, or fine. Therefore, all papers must be verified.

5.6 | PTerms and schedule of preparation

It is recommended to start preparing for sending samples 4-6 weeks before the planned event. Even if you think that the amount of work is small, you should always take into account possible delays — in production, logistics, when processing documents or at customs.

It is a good practice to create a working dispatch calendar. Example:

Stage	Time to event	Responsible
Packaging and labeling preparation	-6 weeks	Production + marketing
Document collection	-5 weeks	Foreign Trade Manager
Broker verification	-4 weeks	External broker
Shipment	-3 weeks	Logistics Service
Sample	collection-1 week	Receiving party
Safety check	-3 days	Stand Manager

5.7 | Organization of logistics through the exhibition

Major international exhibitions often offer centralized sample delivery services through accredited logistics partners. This can be useful, especially when shipping to hard-to-reach countries or when working in cooperation with other companies.

Advantages:

- Consolidation of samples in one warehouse;
- Simplified customs clearance;
- Delivery directly to the stand on the desired day.

However, it is important to consider:

- Strict deadlines for accepting samples;
- Requirements for packaging and labeling;
- Additional cost (sometimes higher than for self-shipping).

In any case, it is necessary to check the contact information of the organizers in advance, get instructions on registration and comply with the technical conditions of the logistics partner.

5.8 | Registration practices in different countries

Logistics and clearance requirements may vary depending on the region. The following are the main features of three typical directions:



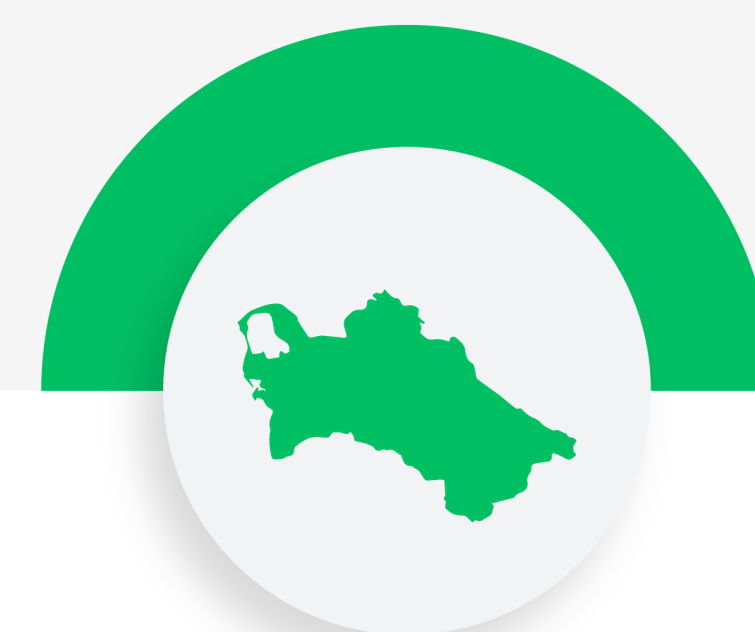
European Union

- Mandatory indication of the recipient's EORI number.
- You need an accurate description of the goods under the Customs Code of Foreign Economic Activity.
- Compliance with CE marking is checked (if applicable).
- Customs may require certificates of origin and laboratory tests for food products.



Middle East (UAE, Saudi Arabia)

- Requires a Halal certificate for food products.
- Samples must not contain alcohol, pork, or other prohibited ingredients.
- If the package is available in Arabic — its accuracy is checked.
- The customs office is open on working days from Sunday to Thursday.



CIS and Central Asia

- It is often allowed to use a simplified design scheme.
- Clear identification of samples as non-commercial is important.
- Originals or copies of documents marked CCI are allowed.
- It is possible to issue samples through diplomatic channels (by agreement).

5.9 | Common mistakes and how to avoid them

Some common mistakes to avoid:

- Exceeding the parcel weight/volume: logistics companies can limit parcels without a commercial code to up to 30 kg.
- Insufficient protection of samples: without gaskets, foamed material, rigid boxes;
- Error in the purpose of sending: specifying "for sale" may result in charging fees.
- Errors in the marking language: mandatory English, and if possible — the language of the destination country.
- Lack of connection between the invoice and the actual package: discrepancies in weight, quantity, and description are grounds for delay.

To minimize risks:

- Create a dispatch checklist and go through it before each delivery.
- Assign a logistics manager.
- Keep a log of shipments (date, address, invoice number, responsible person).

5.10 | Tips for novice exporters

If you are working with logistics for the first time:

- Always test shipment: Please send one copy before mass mailing samples to check the delivery time, customs clearance, and packaging condition upon receipt.
- Work only with trusted logistics companies and brokers.
- Ask for recommendations from chambers of commerce or exporters in your region.
- Keep copies of all your documents.
- Use photofixing — packaging, labeling, shipping.
- Set up automatic notifications by track number.
- Coordinate delivery dates not only with the courier, but also with the receiving party.

6. PREPARATION OF PRESENTATION MATERIALS FOR SAMPLES

Presenting an export sample on an international platform is always more than just a product. Partners' perception is formed on the basis of visual and content support: presentations, booklets, labels, cards, videos, and other materials. They allow you not only to transmit information, but also to stand out from the competition, build trust and lay the foundation for future interaction. High-quality materials become a mute salesperson accompanying your products where there is no way to explain verbally.

6.1 | Purpose of presentation materials

Presentation materials have several functions at once:

- Informative — they tell you about the product, company, and terms of cooperation.
- Image-based—they form the image of a professional, reliable, and systematic exporter.
- Communication — allows you to quickly get in touch, click on a link, and request an offer.
- Visual — increase recognition and memorability through branding.

It is important to understand that the purpose of such materials is not just to list facts, but to create an impression and push you to the next step (request a commercial offer, visit a stand, exchange contacts, or meet).

6.2 | Main types of materials

Presentation materials have several functions at once:

- Informative — they tell you about the product, company, and terms of cooperation.
- Image-based—they form the image of a professional, reliable, and systematic exporter.
- Communication — allows you to quickly get in touch, click on a link, and request an offer.
- Visual — increase recognition and memorability through branding.

It is important to understand that the purpose of such materials is not just to list facts, but to create an impression and push you to the next step (request a commercial offer, visit a stand, exchange contacts, or meet).



Presentation (in PowerPoint or PDF format)

It is created for individual display — during negotiations, online meetings, or sending by mail. Be sure to use headlines, key theses, and photos. Don't overload it with slides: 7-10 pages is enough. The English — language version and regional adaptations (French, Arabic, etc.) are a good idea.



Leaflet or flyer

1-2 pages. They are used for distribution at the stand, as an attachment to a sample, or for mailing. They must contain a brief description of the product, photos, benefits, and contacts. They work best with a QR code that leads to a catalog or website.



Video

A short (up to 1.5 minutes) video showing the product, production process, customer feedback, or logistics. It is better to upload it to YouTube and embed a link or QR code in the booklet.



Product Card

Individual card attached to each sample. Contains:

- name;
- technical specifications;
- country of origin;
- barcode or article number.
- description of the conditions of use/storage.
- manufacturer's contacts.

This is especially important for food products, clothing, cosmetics, building materials — anything that can be transferred to your hands.

6.3 | Mandatory content components

- Logo and corporate identity. Maintain the same visual language in all materials: the same colors, fonts, and graphic elements.
- Contact information. Phone, e-mail, address, website, link to social networks. Best of all — one email, one phone number, and a clear format.
- Information about the manufacturer. Briefly: where it is located, how many years on the market, main technologies, export experience.
- Product description. Name, characteristics, packaging, certificates, shelf life, country of origin.
- Unique Sales Offer (USP). Why choose this product? How is it different? Why should I trust you?
- Visual content. Photos, diagrams, tables, QR codes, logistics maps.

6.4 | Language and adaptation

All materials must be at least in English. When entering specific markets, adapt:

- French—for North and Central Africa, parts of Canada, and Belgium.
- Arabic—for the Middle East.
- Chinese — when working with the PRC.
- Spanish—for Latin America.

Do not use automatic translations without a native speaker's proofreading. Errors in the text are perceived as a sign of unprofessionalism. It is better to be short and correct than long and with errors.

6.5 | Design and formatting

Rule # 1-simplicity. It is better to have less information, but well-structured, than congestion. Use templates and adhere to the visual hierarchy rules: large headings, accents, equal margins, and grid alignment.

It is recommended to use the PDF format for file distribution — it opens on all devices and does not spoil the layout. Printed materials are always in color, with high-resolution images.

6.6 | Mistakes to avoid

- lack of contacts on the materials;
- errors in the language or translation.
- outdated data.
- low-quality photos.
- there is no connection between the sample and the material (for example, a sample without a card or not listed in the catalog).
- design with overloading of small text, complex fonts, and "colorful" elements.

6.7 | Visual materials and photo content

No texts can replace a high-quality photo. In your presentation materials, it is especially important to use high-resolution images that demonstrate:

- product appearance (general and near),
- packaging (from different angles),
- production process,
- real-world application of the product,
- team or place of origin (if this increases trust).

For product samples, it is advisable to prepare separate photo sessions using a neutral background, good lighting, and macro photography. The packaging should be legible in the photo. Do not use "elongated" images from the site — this creates a feeling of secondary and low quality.

The photo format is JPG or PNG, and the size is at least 1500x1500 px. It is best to integrate them directly into the booklet, leaflet, and product cards. You can also use a QR code that leads to an album with a photo or video review.

6.8 | Use Cases

- An effective presentation of the sample should include at least one example of its application — in the business environment, in the production process, or in everyday life. For example:how building materials are used in real projects.
- how the product is packaged during transportation;
- where the product is used (supermarkets, restaurants, hotels).
- who has already purchased it (if you have permission to mention it).

The inclusion of such cases increases trust, helps to visualize the value and create an impression of scale, even if the export has not yet been launched in large volumes.

6.9 | Structure of a universal set of materials

Below is a table with a typical structure of the presentation package, which can accompany a product sample at an exhibition or as part of a mailing list.

Material	Format	Purpose	Volume
Leaflet / flyer	A4	Primary contact, short overview	1-2 pages
Product catalog	PDF / printed	Extended description, choice	of 6-12 pages
Card for each sample	Paper / PDF	Physical product support	1 page
Video presentation	YouTube / file	Emotional engagement	up to 90 seconds
Business card or business card QR	Paper / Digital	Personal contacts of the manager	1 card

6.10 | Practical tips

- Update your content at least once every 6 months. Even if the products haven't changed, please update the examples, photos, and certificates.
- Test your presentation materials with a local audience. Show potential customers if the language is clear. do photos inspire confidence? is it easy to go to a contact?

6.10 | Practical tips

- Create one folder for export. Store a PDF catalog, sample cards, images, a short press release, or a presentation there — and always have access in any format (cloud, flash drive, laptop).
- Sync your presentation materials with what you're saying. This is banal, but often directories tell you about one thing, and the manager - about another. All materials must be logically linked.
- Keep it simple. No one will read 3,000 words of product descriptions, especially at a trade show. Keep it to one paragraph. One block — one thought. One file means one task.

6.11 | Adapting to the exhibition

If the samples are intended for an exhibition, the materials must be:

- easy to read while standing, in noisy conditions, and with limited time.
- in multiple languages, if a multinational audience is expected.
- in a convenient distribution format-flyers, flash cards, flash drives, QR codes.
- designed in the same style as the stand (colors, fonts, logos).

It is useful to print several sets of presentation packages in different formats: full for interested partners, short-for mass distribution.

6.12 | Common errors

- Use of materials only in Russian.
- The text is too technical or too "empty".
- Inconvenient file formats (for example, Word instead of PDF).
- Contacts as a business card photo or link that doesn't open.
- Copying other people's templates without adaptation.
- Mismatch between packaging and catalog information.
- Ignoring the importance of branding.

Well-prepared presentation materials work when you have already left the meeting or your sample is in the partner's office. They tell your story, explain your product, and tell you how to reach out to you. This is not a formality, but an investment in brand perception and export reputation.

7. FEATURES OF TRAINING BY SECTOR

The preparation of export samples requires taking into account not only logistics and customs nuances, but also the specifics of a particular sector. Different product categories have their own requirements for packaging, documentation, presentation materials, expiration dates, and even ethics of interaction with recipients. This section covers five key export destinations in Kyrgyzstan, each of which requires an individual approach.

7.1 | Agricultural products of plant origin

Agricultural products, especially fruits, nuts, dried berries, herbs, seeds, cereals and legumes, are classified as perishable or require special storage conditions. This determines the entire preparation cycle: from collection to packaging, from logistics to demonstration.

Packaging and labeling

The main requirement is to ensure safety, visual appeal and compliance with the norms of importing countries. Items required for marking:

- product name;
- country of origin;
- net/gross weight;
- packaging date and expiration date.
- storage conditions;
- batch number or collection date.
- logo or company name.



It is optimal to use vacuum or gas-proof packaging for nuts, grains and seeds. For dried fruits-sealed bags with a foil backing. Liners, gaskets and shock absorbers in boxes are required.

Certification process

Even if sending is non-commercial, most countries require basic documents:

- a phytosanitary certificate (or a copy thereof);
- certificate of radiation control (for individual regions);
- certificates of organic origin (if applied);
- declaration of conformity if there are local requirements.

Presentation materials

It is recommended to focus on:

- product origin (locality, natural features);
- eco-friendly, hand-picked, chemical-free (if applicable);
- photos in nature and at work;
- packaging options for B2B and retail businesses.
- logistics and packaging options.

Common mistakes

- sending samples without labels or with inscriptions only in Russian;
- lack of temperature control during transportation (including in summer);
- packaging that cannot withstand external pressure during air transportation.
- sloppy slicing/packing that doesn't meet the specified premium segment.

7.2 | Honey

Kyrgyz honey is famous for its organic origin, high taste and medicinal properties. It is one of the most promising export products, but it is also sensitive to storage conditions and safety requirements.

Packaging and labeling

Honey is served in both glass and plastic containers. For samples, it is better to use:

- glass jars with a volume of 50-100 ml (to emphasize the premium quality);
- a sealed lid with a seal or gasket;
- individual packaging or a cloth bag with a logo (for the image).



It is important not only convenience, but also aesthetics. At an exhibition or in a set, honey often acts as a "gift" element. Therefore, we welcome packaging that tells a story: the village of origin, the height above sea level, the harvest season, the bee breed.

- product name;
- region of origin (for example: "Alai honey").
- type (buckwheat, lime, mixed grass, etc.)
- date of collection and expiration date.
- weight;
- storage conditions;
- contact details.

It is advisable to indicate the sugar content, humidity, and diastase number test (if there are results).

Сертификация

Even in the case of samples, you must:

- veterinary certificate (in the form of the importing country or an international one);
- laboratory report (for antibiotics, pollen, HMF, etc.);
- certificate of origin or from an apiassociation (if applicable).

Presentation materials

- a video clip about the apiary.
- photos of beehives, collection, and packaging.
- map of the area with pollen sources.
- customer reviews;
- packaging and logistics.

Honey is not only a product, but also an emotion, trust, and story. The visual language should translate this. The QR code on the jar that leads to the landing page with a description of the origin and reviews works well.

Common mistakes

- incomplete or unreadable marking.
- lack of analysis (which reduces trust).
- using cheap plastic packaging without an image;
- lack of English language on the bank or accompanying materials;
- sending honey in summer without temperature control.

7.3 | Clothing

Exporting clothing is not only a matter of tailoring quality, but also visual perception, brand positioning, understanding seasonality and preferences in the target market. When sending samples, it is extremely important to make a strong first impression and demonstrate the full range of manufacturing capabilities.

Packaging and labeling

Each sample should be carefully ironed, packed in an individual transparent bag with a zipper (zip-lock or vacuum). The indication of the size, fabric composition and model should be visible without opening the package. If necessary, attach a product card with the following information in the package:

- name of the model.
- fabric composition.
- available sizes and colors.
- recommendations for care;
- country of manufacture.



It is advisable to prepare 2-3 standard products (different models) that demonstrate the breadth of the range: for example, a product made of dense material, a light dress, outerwear.

Even the sample must have branded elements:

- a lousy label with the logo and size.
- tag with a description in English.
- packaging with a sticker or flyer that briefly represents the company.

The slightest carelessness (lack of a tag, incorrect size, crumpled packaging) spoils the whole impression, even if the product is of excellent quality.

Presentation materials

- Lookbook (PDF or printed) with professional photos on the model.
- video presentation of the collection or production process.
- certificates of conformity or environmental friendliness of fabrics;
- information about minimum orders, customization options, and tailoring dates.

It is very important not just to send clothes, but to show how they "live": on the model, in the interior, in motion. Lookbook is a key visual tool.

Common mistakes

- sending outdated or seasonally irrelevant models.
- discrepancy between the declared and actual size;
- lack of branding.
- careless photos taken "on the phone" on the background of the carpet.

7.4 | Tourism (souvenirs and visual products)

In the tourism sector, samples are not products in the classical sense, but souvenirs, printing, audio-visual materials and visual images that form the desire to visit the country. The most important thing here is emotional impact and professional visual language.

Sample types

- souvenirs (magnets, postcards, felt products, miniatures, bags of herbs and spices);
- advertising materials (booklets, maps, routes);
- videos, presentations, and tour catalogs.
- photos and image graphics (in high resolution).

Such materials are used not only at exhibitions, but also in partner travel agencies, airlines, and hotels.

Packaging and labeling

Postcards, souvenirs, and so on can be collected in a branded box or folder. It is very important that each item has a short description, logo, contacts and is not "anonymous".

Presentation materials

One of the key elements is photo and video materials. They should be:

- high quality;
- no stock images (only real locations).
- adapted to the perception of a foreign audience.
- with captions in English.

Video reviews of routes, reviews of foreign tourists, drone footage, presentations of specific seasons (for example, "summer in the mountains of Kyrgyzstan") - all this creates emotional engagement and interest.

Common mistakes

- using outdated, low-quality photos.
- lack of descriptions.
- souvenirs without originality (for example, Chinese magnets with the Kyrgyz flag).
- no QR link to the website or booking platform.

7.5 | IT services (digital demonstration materials)

In the field of digital technologies and IT services, the key "model" is the portfolio, technical demos, cases, digital packaging and visual representation of competencies. The preparation of presentation materials in this sector should demonstrate not only technological capabilities, but also creativity, customer orientation and structure.

Presentation materials

- PDF - presentation of the company (services, team, approach);
- demo versions of products or platforms.
- video instruction/review.
- Links to GitHub, Dribbble, and Behance.
- a case study with a description of tasks and solutions.

Language and adaptation

All materials must be in English and can be localized to specific markets. Use terminology that is clear to the end customer. Don't overload descriptions with abbreviations and complex technical details without decoding them.

It is important not only to show what the company can do, but also to explain how it solves the client's business problems. Examples: warehouse automation, document management digitalization, UX design of an educational platform.

Design and UX



The company's identity should be reflected in each slide: fonts, icons, and colors. But the main thing is ease of perception: logical structure, visual diagrams, readability.

Common mistakes

- missing links to real projects.
- demonstration of interfaces without explaining their goals.
- low level of English in descriptions.
- lack of adaptability of materials for different devices (phone, tablet, screen).

These features by sector allow you to adapt samples and presentation materials to meet the real demand, expectations, and visual codes of the target audience. The more accurate the view is, the higher the chance of conversion from the first touch.

8. PRACTICAL TIPS AND COMMON MISTAKES

Even with a great product and a strong team, exports can stall if the samples are presented poorly, carelessly, or not adapted to the realities of the target market. This section contains recommendations based on the experience of dozens of companies that have participated in international exhibitions, trade missions, and negotiations.

8.1 | General tips for sample preparation

1. Think about perceptions, not just facts.

The partner doesn't just get the product — they get the brand image, attitude, and communication style. A sample is not a tester, but an ambassador for your company. Everything should work for this: packaging, card, material, smell, accuracy in grams and centimeters.

2. Avoid congestion.

Three perfect samples are better than ten incomprehensible ones. Each sample should be targeted: what is it for? what characteristic does it show? what emotion does it evoke? This is especially important in such areas as honey, clothing, and cosmetics.

3. Provide a link to the information.

Never send products without a card, label, or even an attached sheet. If you can't explain what it is or why, don't expect the recipient to figure it out.

4. Use universal formats.

PDF instead of Word. JPG or PNG instead of TIFF. YouTube or Vimeo instead of a huge file. Simplify your partner's life — they already need to sort out dozens of offers.

5. Think about logistics.

Check: will the package withstand a drop? will the box fit in your hand luggage? sending is not prohibited by the rules of air transportation? This is especially true for liquids, perishable goods, and glass.

8.2 | Tips for exhibitions

Prepare everything in advance.



Your parcel may get stuck at the border. Printing may be delayed. Your partner may get sick. The stand may change. Lay down a minimum of 2-3 weeks of stock before the exhibition. Use the training checklist (see Appendix).

Visualize.



The exhibition is a visual chaos. Those who have a better picture are more likely to be noticed. Even if you just have beans-make a beautiful label, visually readable table, logical packaging. It works even in B2B.

Take into account the local mentality.



In Europe, it is not customary to impose gifts. In Asia, the beautiful appearance of packaging is important. In Arab countries, there should be water and tea on the stand. Study the cultural context.

Think through the call-to-action.



What should a person do after meeting you? Site session? A letter? Meeting in 2 weeks? Materials and samples should push you to the next step, and not just be a souvenir.

8.3 | Avoidable errors

Error 1. The sample does not match the declared quality.

One thing is shown at the exhibition, and then another is shown in the batch. Your reputation is lost instantly. Never send a raw product, an experimental batch, or a product "at random".

Mistake 2. Too much or too little.

Sending 20 items means overloading. One thing with no explanation — nothing. Optimal — 2-5 strong positions, each with an explanation and visualization.

Error 3. Information inconsistency.

The catalog says one thing, the card says another, and the manager says the third. Everything must match: dates, prices, names, conditions. Especially important when passing through multiple hands.

Error 4. Ignoring storage terms and conditions.

Dried fruits flow, spices smell like anything, oil has become cloudy, honey is stratified. It's not a product problem — it's a packaging and logistics problem. Everything that spoils should go quickly and safely.

Error 5. The presentation is only in Russian.

Even if the partner speaks Russian, they are not alone in making the decision. His colleagues, back office staff, and managers can only read English. All materials and packaging must be bilingual, at a minimum.

Error 6. No feedback.

Did you send, receive, or forget a "thank you" message? After a week, please specify: did it get through? is it convenient? what did you like? do you want to receive a commercial offer? Keep an eye out, otherwise the sample will remain in stock.

8.4 | Relationship Strategy, not just quality

Trust is more important than the product.

The partner wants to understand: are you stable? responsible person? can you listen? are you ready to discuss it? A sample is a reason to start a relationship, not an end in itself. It should demonstrate culture, attention, and consistency.

Don't do it hastily.

It is better to send it a week later, but perfectly packaged, signed, with instructions, than to send an unintelligible box urgently. Appearance = your professionalism.

Ask for feedback.

Even if you didn't buy it, ask why. You may need a different format, price, season, or just an inappropriate time. Each submission is a learning opportunity.

Properly prepared samples work better than any ad. They don't just convey the product — they convey the approach, tone, and style of your work. Pay as much attention to this as you would to a large client. Export starts with a box-and it depends on what it looks like, what's in it, and how easy it is to find you after opening it.

9. APPLICATIONS

The appendices to the manual serve as a working tool for implementing the described practices in practice. Here you can find standard document templates, spreadsheets, checklists, and diagrams that can be easily adapted to the specifics of your business.

9.1 | Export Sample preparation checklist

Preparation stage	Да / Нет	Комментарий
A specific product was selected for shipment		
The sample's compliance with the declared quality was confirmed		
Individual packaging was prepared		
A product card		
was added There is a marking in English		
Tightness / safety was checked		
Presentation materials were attached		
Contacts were indicated in each material		
Compliance with the customs rules of the destination country		
was ensured A person responsible for sending and accompanying		

9.2 | Exhibition Preparation table

Stage	Time to exhibition	Responsible	Status
Event selection	4 months	Marketing	Done
Stand Booking Completed	3 months	Manager	Done
Sample preparation Completed	2 months	Production	In progress
Material translation	1.5 months	Translator	In progress
Logistics Dispatch	3 weeks	Logistics	Planned
Letter Preparation	1 week	Manager	Planned

Explanation of statuses:

- Completed — the stage is completed.
- In progress — the stage is started, but not completed.
- Planned — the stage has not started, but is included in the schedule.

9.3 | Sample product card

Name: Peeled Walnut
 Product Code: KGN-200
 Net Weight: 100 g
 Package: Vacuum bag, foil
 Composition: 100% Walnut Kernel
 Shelf Life: 12 Months
 Storage Conditions: Store at a Temperature of 0 to +20°C
 Origin: Batken region, Kyrgyzstan
 Contacts: export@company.kg, +996 (XXX) XX-XX-XX

9.4 | Company presentation structure (for embedding in PDF or slides)

1. Logo and slogan
2. Who we are: a brief description of the company
3. What we produce: a list of key products
4. Advantages: 3-5 reasons to choose us
5. Certificates and standards
6. Production capacity / partners
7. Delivery geography
8. Contact Information
9. QR code with a link to the catalog or website

9.5 | Sample description for an exhibition stand

EcoProduct Asia is an exporter of natural agricultural products from Kyrgyzstan. We produce and supply walnuts, beans, dried fruits and honey in compliance with organic farming standards and certification. Our products are exported to more than 12 countries, including Germany, Turkey, the United Arab Emirates and Korea. Our advantages are high quality, individual approach and stable deliveries.

9.4 | QR codes

Recommendation:

Generate a single QR code that leads to the cloud folder where you store:

- PDF catalog.
- video presentation.
- certificates;
- product cards.

This is convenient for transferring to a partner and helps to minimize paper materials.

9.7 | Sample support letter

Dear colleagues,

Thank you for your interest in our products. We have prepared product samples and accompanying materials for preliminary review. In the box you will find:

- three samples of beans (white, red, and mottled).
- vacuum packing of walnuts;
- the company's catalog in English.
- product analysis certificates.

If you need additional information — we are always ready to respond promptly.

Sincerely,

Elmira Asanova

Export Manager

export@agro-eco.kg+996

XXX XXX XXX

9.8 | Links to useful tools

Title	Description	Link
Canva	Online service for designing presentations and flyers	https://www.canva.com
QR Code	Generator QR Code	Generator
https://www.qr-code-generator.com Google Translate	Fast translation of descriptions	https://translate.google.com