



**Bill Scott,  
Mulwarra Export Pty Ltd**

**<http://www.mulwarra.com.au>**

Sydney-based Mulwarra Export caters to the hotel market. Starting in Hong Kong and Indonesia, Mulwarra then spread to Middle Eastern markets, including Oman. It began exporting predominantly chilled beef to the Omani capital of Muscat in 2003.

**Bill Scott says the key to success is to have a local representative who is enthusiastic and who will grab your brand and stick with it.**

'That was the major thing that helped us in Oman.

'You have to be careful who you deal with. Local representatives can come and go fairly quickly.

'We met our local contacts through our distributor in Dubai. They exhibit at *Gulfood* in Dubai.

'Oman is a good, steady market. Tourism is only going to get bigger. A good thing is that Oman will expand, but not to the extent of Dubai.

'An attraction about the market from our point of view is its size: the fact that there are only a handful of good hotels. Occupancy rates are high and there's good customer loyalty. They are more inclined to stick with a brand than elsewhere.

'A pitfall is the amount of red tape. The legislation on importing products into Oman is quite tough. Everything has to be legalised. This makes for an extra cost on top of the job.

'You have to hedge your credit and make sure everything is insured.

'Also, Dubai is nearby and there is product coming out of there which competes with us.

'I make sure I get to Oman once a year to maintain the customer relationship. I have a good personal relationship with our distributor. I meet everyone working with our distributor's company and I will also visit the end-user.

'Working with the local culture, you need to understand that timing priorities are different to Australia. You have to be ready for things not to happen as you planned them.

'I don't find culture or language to be a major issue. Generally you have to respect the cultures of all the markets you go to.

'It's good to remember that the locals are also trying to be accepted by you as distributors.

'Locally our distributor has had trouble getting highly-motivated staff to promote our product into hotels. His plan had been to spread our business from the capital, Muscat, into other countries, but he's had to stay put to concentrate on Oman.

'For follow-up, a lot is done by text messaging. In fact I sometimes get orders by text. I also do a lot of emailing and use *Skype* from Australia.'