

Going East

It is possible for a Dutch company to easily conquer the Asian market? With the right partner it is. It is possible for Chinese students to grow as entrepreneurs by profiting from their knowledge about their culture? With the right mission, it is.

Our Sife team got the chance to experience this. Two Chinese members of our team helped the Dutch company IAC to enter the Asian market. We provided them with the necessary information about the market and helped them to bring business to Asia. Together with parts of the IAC management, two members of our team went to a great fair in Shanghai. There, we helped IAC to find a distributor, new customers and to get in touch with the Chinese economy. Also, we assisted them in getting enterprise registered in China. So far, the turnover of IAC has been increased by 20%, and two new orders are on their way. Thus, "Going East" became a success story for both: IAC and our team. Also, we will assist IAC on another big trade fair in Beijing in June. In the future, not only IAC but also other enterprise will be coached by the DU SIFE team in co-operation with the Chamber of Commerce Drenthe, when reaching out to foreign markets.