

A Dutch company is looking for business partners in EU Countries to build an international network for cross border market entry support on Energy Transition, Smart Mobility & Circular Economy, and Digital Health & MedTech.

Summary

Profile type	Company's country	POD reference
Business request	Netherlands	BRNL20230115003
Profile status	Type of partnership	Targeted countries
PUBLISHED	Commercial agreement	• World
Contact Person	Term of validity	Last update
Annamaria DI PATRIZIO	15 Jan 2023 15 Jan 2024	15 Jan 2023

General Information

Short summary

The company provides active support to companies with international ambitions. They help understanding the new markets. To lower the barriers to entry to other markets in many more countries in Europe, the company is looking for business partners who can offer the same kind of services in their home country. Companies with local market expertise & network, willing to work in a strong partnership of international consulting companies and offering similar services in their home country.

Full description

The company is providing active support to companies with international ambitions. They help understanding the new markets, explore opportunities in other countries and have local expert partners in several countries. The company advises on the specific market dynamics and helps to set up business abroad, by developing "go to market" strategies, innovation partnerships and other business development activities. Providing 'Licence to operate', market surveys, marketing plans and acceleration programmes. The company offers these services to foreign companies that need "boots on the ground" in the Netherlands.

To lower the barriers to entry to other markets in many more countries in Europe, the company is looking for business partners who can offer the same kind of services in their home country. Companies with local market expertise & network, willing to work in a strong partnership of international consulting companies and offering similar services in

their home country.

Next to that, the dutch company is able to provide support to foreign companies coming from their international partnerships.

The goal is to build a strong partnership with consulting companies offering market entry and internationalisation services for SME's from any country to any country in Europe.

In addition to the information above, the company has developed several dedicated services in working formats. Amongst those are business development, writing marketing plans, Support with licence to operate, acceleration programmes and even "boots on the ground" support.

The company offers their services across two domains:

- Sustainability (energy transition, smart mobility, circular economy)
- Health Care (digital health, MedTech)

Within these domains, the company has a focus on companies that are at the leading edge in their sector, offering solutions to current challenges and deserve to be scaled quickly.

In a cooperation with to be found business partners abroad, the company is offering their own services and knowledge of the Dutch market for foreign companies with the goal to enter the Dutch market.

Advantages and innovations

The innovative approach of the Dutch company is in the aspect of focus on the two mentioned sectors, Sustainability and Health, in combination with the 'one-stop-shop' approach.

Next to that, it is the utter belief of the company that finding opportunities abroad is "work of people" and therefore a network of valuable contacts and consultants is present, and needed to expand.

Technical specification or expertise sought

The expertise sought is companies or individuals already active in (business development) advisory abroad with a strong network in the identified market segments, knowledge of their home country and (some) other countries and with comparable beliefs in the way of working in internationalisation services.

Stage of development

Already on the market

Sustainable Development goals

- **Goal 11: Sustainable Cities and Communities**
- **Goal 17: Partnerships to achieve the Goal**
- **Goal 13: Climate Action**
- **Goal 3: Good Health and Well-being**
- **Goal 6: Clean Water and Sanitation**

IPR Status

Secret know-how

Partner Sought

Expected role of the partner

Type of partner sought:

Two kind of partners are of interest

- Individual, self-employed (business development) consultants with an active network and expertise in (one of) the identified market segments, and knowledge of their home country and region. Purpose driven, and the SDG's mentioned are relevant.
- SME sized companies with the drive to work in an international consortium of companies on international business services, with a network of expertise, knowledge of their home country and region, and capable of handling bigger assignments of SME's abroad.

Role of the partner sought:

- Cooperation in the international network of cross boarder support to SME's
- Provide support to clients with their market entry in the country of the partner, in close cooperation with the dutch company of this Business Request

Type of partnership

Commercial agreement

Type and size of the partner

- **SME 11-49**
- **SME <=10**

Dissemination

Technology keywords

- **04001003 - Storage of electricity, batteries**
- **01003003 - Artificial Intelligence (AI)**
- **06005002 - Sensors & Wireless products**
- **01003025 - Internet of Things**

Targeted countries

- **World**

Market keywords

- **02007012 - Medical/health software**
- **06008 - Energy Storage**
- **02007020 - Artificial intelligence programming aids**
- **02007016 - Artificial intelligence related software**
- **05007004 - Monitoring equipment**

Sector groups involved

- **Health**
- **Mobility - Transport - Automotive**