

SPAAPEN & VERSTEEG

INTERNATIONAL BUSINESS DEVELOPMENT



*"International Business Development
is a long road to the unknown..."*

...we take you there without surprises!"



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***"You will either
step forward
into growth or
you will step
back into
safety."***

Abraham Maslow

THE EUROPEAN MARKET

If you're doing business internationally, Europe is too large to ignore. With over 731 million consumers spread over 50 countries Europe has an enormous business potential. Together, the US and Europe share more than 40 percent of the global economy and transact more than \$1.5 trillion per year in trade and investment. Most large corporations have operations in Europe. But the European market isn't open only to large companies; small- and medium-sized enterprises do significant business with Europe as well.

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INTRODUCTION

Spaapen & Versteeg is a privately-held corporation focused on building and managing business operations for international clients initiating, expanding or restructuring its activities in Europe. We give them a physical presence by providing a set of services to run their entire European operations: from Sales & Marketing to Distribution & Warehousing and from Customer Support to Reverse Logistics. As a full business process outsourcing partner specialized in international business development, we make sure your international expansion projects will be translated into improvement, growth and profitability.

COMPANY BACKGROUND

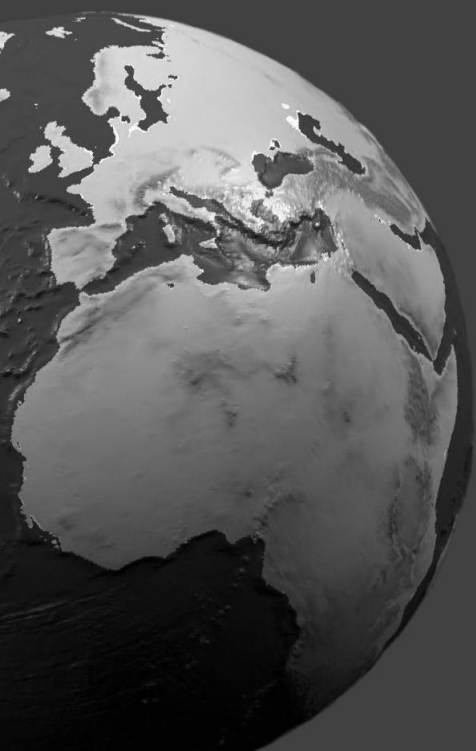
Founded in 1993, Spaapen & Versteeg started as an Investment Consultant specialized in developing and implementing corporate business strategies and management solutions for the Chinese market, with a strong emphasis on setting up Joint Ventures and Wholly Foreign Owned Enterprises. Over the years, we expanded our horizon and moved our focus to the European market. Today, most of our assignments are to serve US and Asian companies entering the European market.

CLIENTS

Spaapen & Versteeg has represented many international companies initiating, expanding or restructuring operations in the Europe. Among the numerous organizations that have taken advantage of our services, are prominent and well known multinationals but also small, privately-owned family businesses or start-ups.

MARKETS AND VERTICALS

Spaapen & Versteeg is a generalist. We do not target specific markets. Our services are diverse and apply on all kinds of industries. We have a wide experience in many different markets, like Chemicals, Consumer Goods & Electronics, Energy, Food & Beverage, Healthcare, Logistics & Supply Chain, Manufacturing & Industrial, Online, Pharmaceuticals, Retail, Software and Telecommunication.





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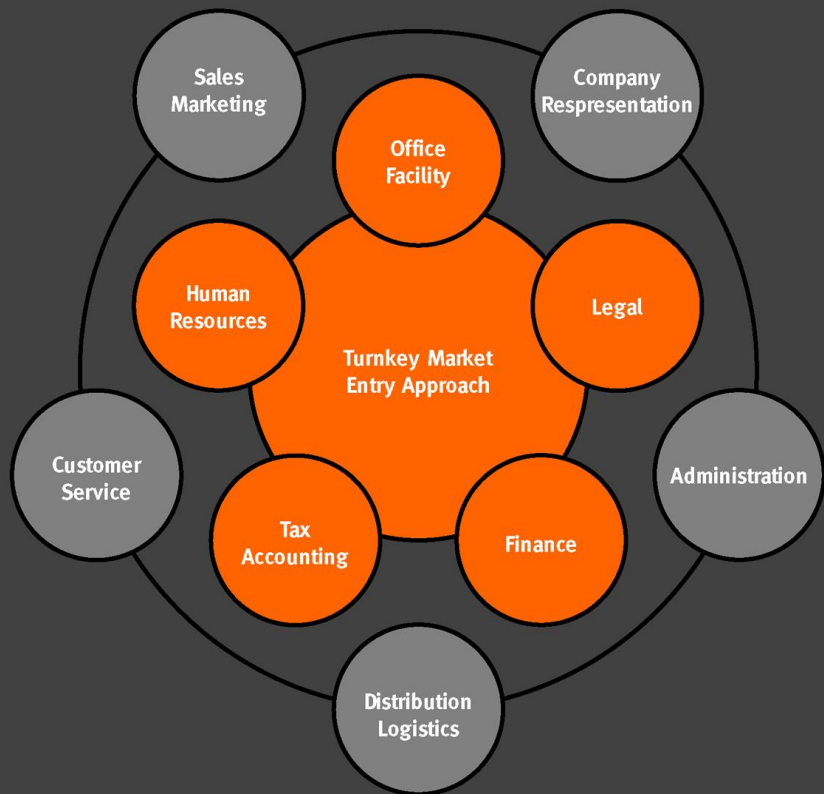
"The only source of knowledge is experience."

Albert Einstein

OUR SERVICES

Spaapen & Versteeg offers a variety of services focused on building strong and profitable business operations in Europe. All services are based on the end-to-end business development lifecycle and have proven to be valuable solutions to successfully deliver international growth.

We differentiate two cycles: the outsourced solutions followed by the wholly foreign owned solution.



OUTSOURCED SOLUTIONS

SALES & MARKETING

The first step toward new markets is sales. International expansion is only viable with new business. Spaapen & Versteeg provides sales services to help you speed-up your international sales revenue when expanding abroad. As a sales agent, distributor or reseller, we build a strong foundation on which your organization can successfully build its European expansion.

We create and manage a local sales team for immediate revenue requirements and build a strong company and brand recognition for the future. After the outsourcing engagement you will have the processes and knowledge to continue managing your international sales force independently.





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***"The journey of
a thousand
miles begins
with one step."***

Lao Tzu

COMPANY REPRESENTATION

When sales have been established, a local presence would be extremely important for the continuity of your business. It will strengthen your position in three areas:

- Knowledge: understanding market conditions thoroughly, from regulatory issues to consumer behavior.
- Relationships: working effectively with our people, customers, government, regulators, contractors and others.
- Capabilities: having an established local presence ready to look after a customer and bring together resources and competencies to achieve what is required.

Spaapen & Versteeg can give you a local presence (virtual office) by representing your company abroad and supply communication and address services. We will be your eyes and ears on the ground to gain local expertise of your market.

ADMINISTRATION

A company without an official establishment in Europe can appoint a fiscal representative. A fiscal representative works for a foreign company and deals with all its administration obligations (VAT declarations, listing and the paying of VAT). There are two types of fiscal representatives, limited and general. The limited fiscal representative acts on behalf of a foreign company to import the goods and make the subsequent deliveries. The general fiscal representative acts on behalf of a foreign company for all deliveries for which tax must be paid, the intra communal acquisition, and the import.

Spaapen & Versteeg offers the fiscal representation, both limited and general fiscal representation and takes care for the complete administration.

DISTRIBUTION, WAREHOUSING AND LOGISTICS

As soon as products are sold in Europe, a well-oiled distribution, fulfillment, warehousing and logistic system needs to be in place to get the products to the final destination.

Spaapen & Versteeg can offer customers an integrated end-to-end supply chain management solution, to and from anywhere in Europe. We work collaboratively with you to deliver innovative, robust, flexible and competitive logistics and supply chain solutions, tailored to meet your individual business needs. We constantly strive to improve the operations to reduce your costs and improve your service levels.





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"Without local guides, the land is a weapon against you."

Sun Tsu

CUSTOMER SERVICE

The moment your products or services are on the market, your customers must be able to get local support. Customer service is all about expectation. The service you provide to your customers is crucial to your business success. For many customers, after-sales service is what makes one supplier stand out from another, often more than product or price. Good customer service can attract new business and can create a loyal customer base.

With our call center and after sales services we makes sure we deliver the level of customer service you expect.

FOREIGN OWNED SOLUTION

TURNKEY MARKET ENTRY APPROACH (TMEA)

Our TMEA is a full end-to-end solution that encompass a full set of services needed to immediately start running your European operations successfully. We design, build and implement the complete process that enables you to manage your operations immediately and independently. Spaapen & Versteeg performs all functions affecting the start-up phase:

Location, office & infrastructure

Identify and recommend best geographic location for your business (based on industry, customers, taxation). Select facility, office, plant or warehouse and setup complete infrastructure, equipment, inventory, network.

Legal & Fiscal

Advice on appropriate legal structure for international activities. Handle all aspects of setting up a legal entity (GmbH, SA, BV, Ltd, etc.). Apply for all necessary permits and registrations (e.g. chamber of commerce, branch associations, etc.). Advice on contract & agreement adjustments.

Finance

Open bank accounts and setup banking systems. Apply for necessary insurances. Research for possible industry based subsidies or incentives.

Tax & Accounting

Registration tax bureau. Apply VAT number. Setup accounting system.

Human Resources

Hire staff and build a local (management) team. Employment contract negotiations. Setup payroll administration. Develop benefit plans, pension plan & fringe benefits. In case of expatriates, take care of resident- and working permit, housing, etc.





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"If you do not change direction, you may end up where you are heading."

Lao Tzu

WHY US

Spaapen & Versteeg is not a consultant that prepares endless reports full advices ready for your bookshelf. We are different. We proactively participate, design, implement and execute all your international expansion plans. We are committed to deliver international growth. We collaborate with our clients to help them become high-performance businesses.

With extensive industry and business process expertise, and broad global resources, Spaapen & Versteeg can mobilize the right people, skills, and technologies to help clients improve their international growth.

Some key reasons to choose Spaapen & Versteeg:

- Faster time-to-market
- Lower costs
- Flexible
- Pro-active and direct approach
- High level solutions for growing business
- Extensive pan-European business development experience
- Right partners & contacts
- Multilingual staff with multicultural experience

Through the years many companies have chosen to engage Spaapen & Versteeg as their local partner to open new markets. Our professional and selective approach has produced outstanding results for all our clients. Today we are a highly regarded and reputable partner and we became the leading provider of international business development services.

CONTACT DETAILS

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