

RESEARCH PROJECT MAASTRICHT

# BUILD A BRIGHTER FUTURE







## Research Project Maastricht

Research Project Maastricht (RPM), an independent initiative supported by Maastricht University, conducts company-specific research on a non-profit basis. Since 1989, RPM has performed research in emerging economies such as India, Brazil and China. The project focuses on investigating business opportunities for companies with international ambitions and a global orientation. This year, from January until April 2022, the team will be conducting research in Vietnam & The Philippines.

## Contractual Research

In previous years, RPM has performed various types of research, including market and sector analyses, competition analyses, identification of investment opportunities, new distribution channels and potential new business partners. Prior to departure to Vietnam and the Philippines, preparatory research is carried out in the Netherlands. During this time, your company will be informed and updated on our progress regularly. In Vietnam & The Philippines, RPM will conduct company-specific research of the highest quality using the most recent academic knowledge and our extensive network to fulfil your company's needs. Upon return, our team will provide a comprehensive overview of the long-term prospects and business opportunities in Vietnam & The Philippines. Overall, RPM aspires to meet the unique demands of your company.

## Strengths



**Cost efficient:** Professional research tailored to your company's needs at cost price.



**Experienced:** RPM has been conducting successful research for almost 30 years.



**Unique skill set:** All team members possess the latest academic knowledge as well as cultural and practical skills which enables the team to successfully work in international business environments.



**Young and highly-motivated professionals:** Our team consists of young professionals who are trained by widely recognized consultancy firms and multinationals.



**Multifaceted scope:** Our knowledge covers the fields of economics and econometrics, international business, sociology, health, science, politics and (tax) law.



**In-depth research:** Access to first-hand data and the flexibility to carry out in-depth research on-site in Vietnam & The Philippines results in high-quality reports.



**Extensive network:** Our Board of Advisors consists of senior business leaders and university professors who provide us with extensive industry-specific knowledge





## Vietnam & The Philippines

Vietnam went through a major development from one of the poorest nations to a lower middle-income country over the past 30 years. With an increasingly growing GDP over the past 9 years, it has become one of the fastest emerging economies in SouthEast Asia. Furthermore, it is one of the few ASEAN community members that realized a positive economic growth during the ongoing COVID-19 pandemic, as its GDP has still grown by 2.9% in 2020. With the establishment of several new trade agreements, the EVFTA in 2020 being the most recent, business opportunities are optimized between Vietnam and Europe.

With a doubling of its GDP growth since 2000, Philippines is developing from a lower middle-income towards an upper middle-income country. Increasing urbanization, a growing middle class, and a large and young population resulted in the Philippines' economy become dynamic and a vibrant labor market, reflecting strong consumer demand. Despite its contracting economy as a result of the COVID-19 pandemic, it is projected to be one of the leading ASEAN countries when it comes to GDP growth in 2021. With its unique geographic location, declining poverty and notable performance amongst sectors, excellent business opportunities are present in the Philippines.

## Promising Sectors

- E-commerce & smart cities
- Water and maritime
- Transport and logistics
- Agriculture
- Renewable energy
- Healthcare & life sciences
- Automotive
- Manufacturing
- Information technology
- Business process outsourcing

For more information about these sectors visit our website

## Examples of Former Research

### A. Hak Industrial Services B.V.

Research on the possibilities to provide the Southeast Asian market with their services in the inspection of oil product pipelines.

### Jacobs Douwe Egberts Professional B.V.

Research to propose a short list of full service partners meeting an agreed set of criteria and market research to identify its potential.

### Janssen-Fritsen Gymnastics

Research to investigate the Brazilian gymnastic equipment market. A follow-up research in the market was done three years later. The two studies together resulted in Janssen-Fritsen Gymnastics becoming the main supplier of the Rio 2016 Olympic Games.

### KLM

Research to identify opportunities to start commercial flights between Amsterdam and Vietnam.

### Maersk Ship Management B.V.

Research on the Brazilian fleet to outline the possibilities for Maersk Ship Management concerning the Brazilian third party ship management market.

### NEM Energy

Research to gain insight into the status and development of the geothermal industry in Indonesia.

### PSV N.V.

Market research in China to recognize opportunities and strengths in order to determine a successful merchandise strategy.

### Trespa International B.V.

Research to identify the characteristics of the Brazilian High Pressure Laminate (HPL) market and opportunities for entry and growth.

### Koninklijke Vopak

Research on the palm oil industry in Pará, Brazil, which analyzed the current market and the future developments in order to obtain an overview of the possibilities for Vopak with regard to the storage of this oil.

RPM is supported by these widely recognized consultancy firms by means of training sessions:







Jorrit Wijckmans  
*President*



Alicia van de Kerck  
*Treasurer*



Karlijn Delmee  
*Consultant*



Stef Hagen  
*Consultant*



Yentl van den Hombergh  
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Rik Grooten  
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Rutger van den Berg  
*Consultant*



Luud Dortants  
*Consultant*



Timon Ho-dac  
*Consultant*



Kaya Kapteijns  
*Consultant*



Jikke de Ranitz  
*Consultant*

## Letters of Recommendation

"Simac Masic worked with Research Project Maastricht (RPM) in our search for a suitable agent in China. RPM executed research for Simac in Beijing and Shanghai from February until March 2019. The achieved results were a better understanding of the market in China, new local contacts, valuable recommendations and a possible new agent for us. We would not have been able to achieve this, with the same effectiveness and efficiency, without the work of RPM. Based on our experience we like to recommend Research Project Maastricht to other parties."

**I. de Rooij, Managing Director, Simac Masic bv**

"ANDEROL BV has sponsored a team of students from Research Project Maastricht 2019 (RPM) to conduct a market study in China. The RPM team has shown great perseverance in arranging meetings with OEMs, even when communication was solely possible through translation apps on mobile devices. The hard work has resulted in some very useful findings, clear recommendations for future business development opportunities in the region and even appointments with decision makers which we followed up on a business trip to China. Thank you, RPM, for the great work and enthusiasm!"

**T. Kleinschmidt, Business Director, ANDEROL BV**

"On behalf of Tata Steel in Europe, I would like to recommend the work of the students of Research Project Maastricht, who conducted research for us in India during 2018. Throughout the entire project, RPM demonstrated their ability to work in a professional way, they were attentive to the original brief, showed eagerness to deliver good results and were flexible adapting to changing circumstances. The final presentation of the results, both in writing and as a presentation to Tata Steel was above expectations. Thank you RPM for your cooperation and the hard work you have done!"

**S. Vooijs, Director Operations Packaging, Tata Steel Europe**

"On behalf of the Maastricht University and with pleasure, I wholeheartedly support the students who participate in Research Project Maastricht 2021-2022. The project testifies to the truly international orientation of our university, and our students. In addition, the company-specific research that the Research Project Maastricht will be conducting in Vietnam and the Philippines is a good example of our worldwide efforts to close the gap between research and business. Both aspects fill me with great pride."

**Prof. dr. M. Paul, President, Maastricht University**

"In 2020 Research Project Maastricht was contracted by the Port of Rotterdam to make an analysis of the Vietnamese port sector. The analyses were set up around three main goals. These included a thorough analysis of the Vietnamese ports and logistics industry, identification of opportunities for Port of Rotterdam's international department, and an investigation of the possibility to apply certain software developed in Rotterdam to increase the efficiency of Vietnams inland container transport by barges. This was a complicated and multi-layered assignment which was carried out very well. The team was very independent, resourceful, and focused. Also, the way the communication was done with both the stakeholders in Vietnam and with the Port of Rotterdam was always very clear and very pleasant."

**E. van Espen, Program Manager International Port Projects, Port of Rotterdam**



**Maastricht University**

## Board of Recommendation

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**Alexander Wessels**  
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RPM supports:



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**Monique Wisse**  
Director DOP and Board Member  
DCCP  
DOP & DCCP



**RESEARCH PROJECT**  
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## BUILD A BRIGHTER FUTURE

P.O. Box 616  
6200 MD Maastricht  
The Netherlands

+31 (0)43 388 3931 / + 31 (0) 6 44 14 50 09  
contact@researchproject.nl  
**WWW.RESEARCHPROJECT.NL**

