

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 Eastern Europe.

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 Eastern Europe, preparatory research is carried out in the Netherlands. During this time, your company will be informed and updated on our progress regularly. In Eastern Europe, 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 Eastern Europe. Overall, RPM aspires to meet the unique demands of your company.

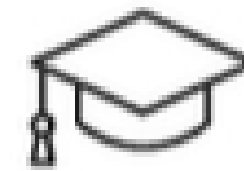
Strengths



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



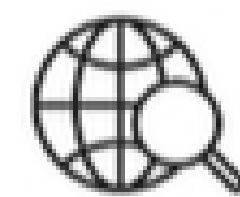
Experienced: RPM has been conducting successful research for almost 30 years.



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.



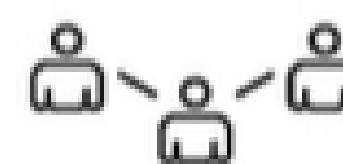
Young and highly-motivated professionals: Our team consists of young professionals who are trained by widely recognized consultancy firms and multinationals.



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 Eastern Europe 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





Eastern Europe

Eastern Europe is the EU’s fastest-growing and most promising region. The combination of a well-educated young population, relatively low labour costs, and trade optimization within the EU makes Eastern Europe highly attractive for business. The Covid-19 pandemic has created an urgency for operating closer to home, ensuring more control, accessibility and security. Operating within the borders of the EU enables uncomplicated trade and relatively low-risk investments. Meanwhile, the EU is promoting sustainability in Eastern-Europe, by offering grants for sustainable investments in the region.

These developments all create extensive business opportunities for Dutch companies in Eastern Europe!

Factsheet

Poland/Czech Republic/Slovakia/Hungary/Romania/Bulgaria

Population	90 million
Combined trade worth	39,6 billion
Average economic growth (2019)	3,5%
Average ease of doing business	51

Promising Sectors

- Agriculture
- Automotive
- E-Commerce
- Energy
- Healthcare & Life Sciences
- Information Technology
- Manufacturing
- Smart Cities
- Sustainability
- Transport & Logistics

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.

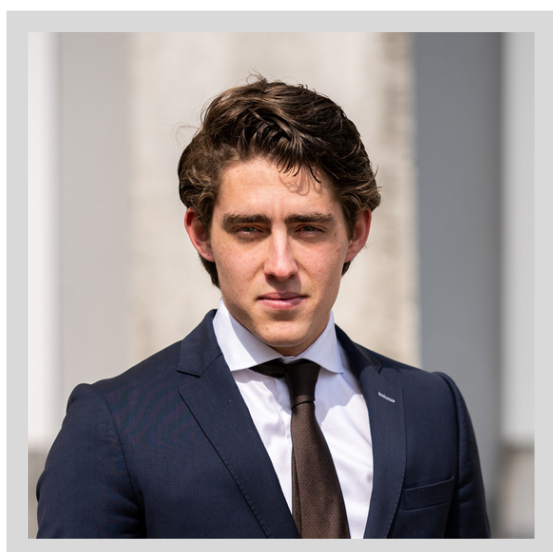
RPM is supported by these widely recognized consultancy firms by means of training sessions:

McKinsey&Company



BCG BOSTON CONSULTING GROUP





Jorrit Wijckmans
President



Alicia van de Kerk
Treasurer



Karlijn Delmee
Consultant



Stef Hagen
Consultant



Yentl van den Hombergh
Consultant



Tanne Nevels
Consultant



Rik Grooten
Vice-President



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 Eastern Europe 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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Managing Director
Chemelot

Drs. D.A. Benschop
President & Vicepresident
Royal Schiphol Group & Shell International

Dr. P.A.M. Berdowski
CEO
Royal Boskalis Westminster

D. van den Brink
Chairman Executive Board and CEO
Heineken N.V.

Drs. A.S. Castelein
CEO
Port of Rotterdam

Prof. Dr. R.J.M. Dassen RA
Executive Vice President & CFO
ASML Holding N.V.

Dr. Ir. J.L.M. Fischer
Member of the board and former CEO
Tata Steel Europe

A.M.C. Heijl
Deputy director international affairs
VNO-NCW and MKB Nederland

M.M.M. Hoedemakers
Senior Consultant
TConsult Ltd.

Ir. J.J. de Jong
President
Philips Nederland

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Director
Evofenedex

H. Kreulen
Senior Vice President
Benelux Air France KLM

Prof. Rianne Letschert
Rector Magnificus
Maastricht University

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Netherlands Enterprise Agency

Joris Opstroom
Lawyer
Florent

Willem Overbosch
Business Development Director
SDG Align

Martin Paul
President
Maastricht University

Koen Sars
Tax advisor
Forward Tax Lawyers

We are currently in contact with additional business leaders, industry experts and influential individuals to guide us in the project.