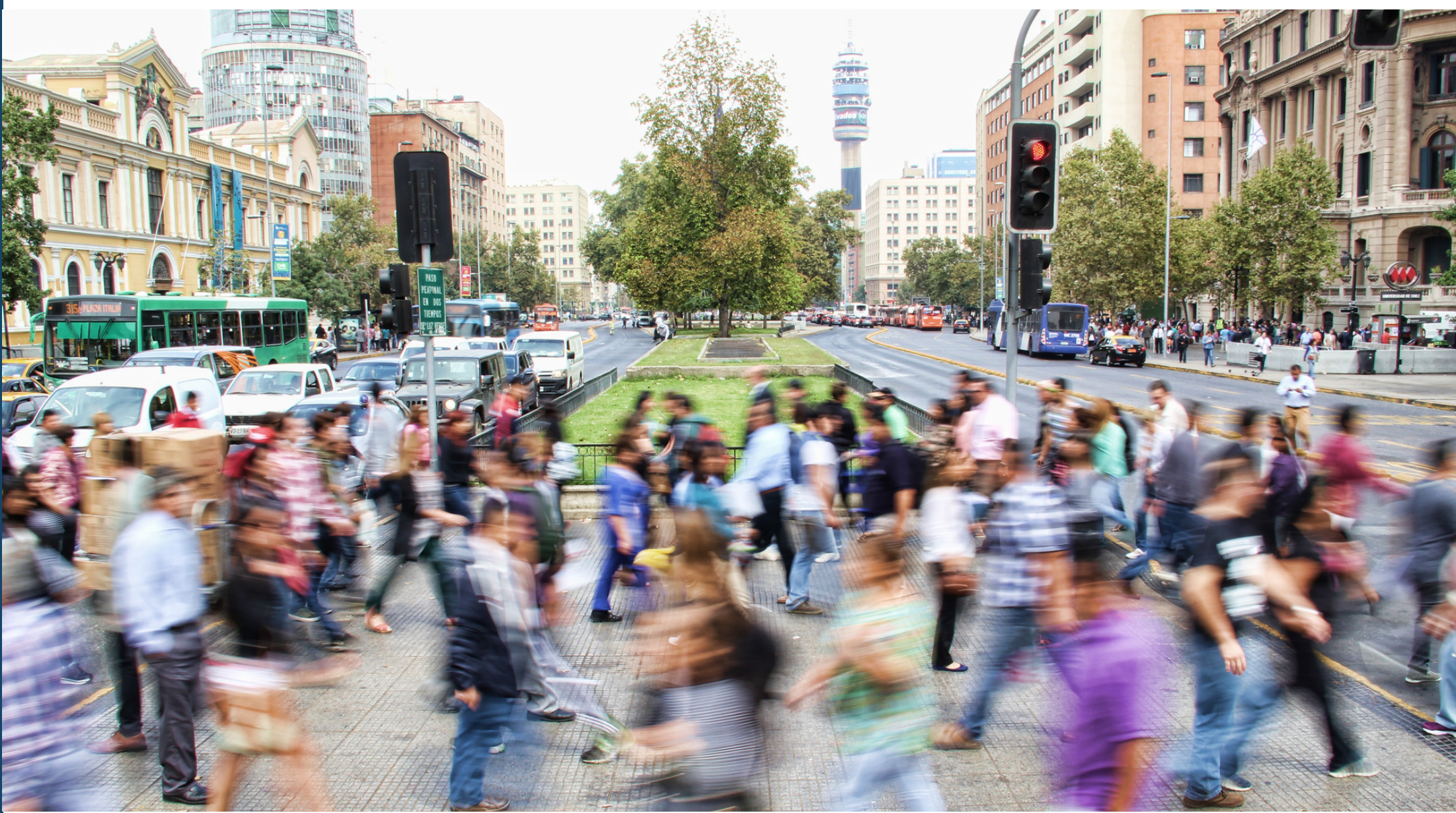


CONNECTING WORLDS

RESEARCH PROJECT MAASTRICHT





Research Project Maastricht

Research Project Maastricht (RPM), an independent student 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, Mexico, China, and Vietnam. The project focuses on investigating business opportunities for companies with international ambitions and a global orientation. This year, from January until April 2023, the team will conduct research in Chile and Peru.

Company-specific research

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

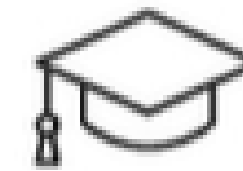
Our strengths



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



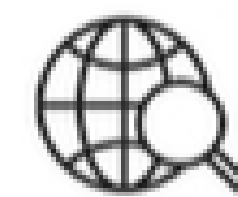
Experienced: RPM has conducted successful research for more than 30 years.



Unique skill set: All team members possess the latest academic knowledge, as well as cultural and practical skills, that enable the team to effectively work in international business environments.



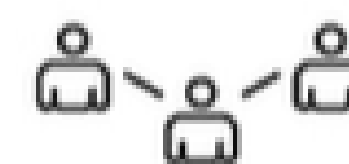
Young and highly-motivated professionals: Our team consists of young professionals who are trained by widely recognized consultancy firms and multinationals.



Multifaceted scope: Our knowledge covers the fields of economics and business economics, international business, sustainability, international relations, sociology, health, politics, and law.



On-site research: Access to first-hand data and the flexibility to carry out in-depth research on-site in Chile and Peru 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.





Chile and Peru: Think Big.

Chile has been one of Latin America's fastest-growing economies, showing steady growth in recent decades. Central to Chile's positive growth performance has been the implementation of open trade, strong property rights, and accommodative investment policies, coordinated by the DIRECON. The Chilean economy has experienced GDP growth over the past 4 years, with promising projections for the future. Furthermore, Chile is one of the only Latin American members of the OECD. Because of the Chilean government's stimulation of economic diversification and notable performance amongst sectors, Chile presents excellent business opportunities for Dutch companies.

In Peru the recent combination of economic modernization and improvements in economic governance enabled the country to emerge as one of the most stable economies in Latin America. Peru is recovering from the COVID-19 pandemic as one of the fastest in Latin America, with steady economic growth prospects of around 4%. Business opportunities between Peru and Europe are expanding as a result of the establishment of bilateral and multilateral trade agreements with the EU, as well as regional integration cooperation such as the Pacific Alliance as a rapidly growing economic bloc in Latin America.

Promising sectors

- Agriculture & food
- Logistics
- Infrastructure
- Maritime
- Waste management
- Mining
- Renewable energy
- Life sciences & healthcare
- Smart resilient cities
- Water management

For more information about these sectors, please 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.

Elcee Holland B.V.

Research to identify potential subcontractors of corrosion-resisting steel fasteners on the Vietnamese market.

Jacobs Douwe Egberts Professional B.V.

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

Koninklijke Vopak

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

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.

Sanoma Uitgevers

Research in the graphical design sector and outsourcing possibilities of magazine design in China.

Janssen-Fritsen Gymnastics

Research to investigate the Brazilian gymnastic equipment market. 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.

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





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President



Bram Kothuis
Treasurer



Meike van den Berg
Consultant



Lotte Geerts
Consultant



Melissa Janssen
Consultant



Guus Verkooijen
Consultant



Gina Faasen
Vice President



Philip d'Agnolo
Consultant



Dirk Fransen
Consultant



Babette van Giersbergen
Consultant



Luc Slaats
Consultant



Merel van de Wetering
Consultant

Letters of Recommendation

"On behalf of Maastricht University and with pleasure, I wholeheartedly support the students who participate in Research Project Maastricht 2023. 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 Chile and Peru 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. R.M. Letschert, President, Maastricht University

"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

"In 2020 Research Project Maastricht was contracted by the Port of Rotterdam to analyze 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 Vietnam's inland container transport by barges. This was a complicated and multi-layered assignment that 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

"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

"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 in 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 in 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



Maastricht University

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Nederland**



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