

RESEARCH PROJECT MAASTRICHT

# CREATE TOMORROW'S OPPORTUNITIES



PHILIPPINES  
INDONESIA







## 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, Chile, Peru, and Vietnam. The project focuses on investigating business opportunities for Dutch companies with international ambitions and a global orientation. This upcoming year, from January until April 2025, the team will conduct research in the Philippines and Indonesia.

## Company-specific research

Over the years, RPM has carried out a variety of research projects, including market and sector analyses, competitor analyses, sustainability analyses, investment opportunity identification, the development of new channels for distribution, and potential business partner searches. Prior to departure to the Philippines and Indonesia, preparatory research will be conducted in the Netherlands. To fulfill your company's needs in the Philippines and Indonesia, RPM will carry out research of the highest quality using the most recent academic knowledge and our extensive network. During our period of field research, your organization will be kept informed of our progress. Our team will deliver a comprehensive analysis of the long-term prospects and business opportunities in the Philippines and Indonesia upon their return. RPM strives to satisfy your company's particular needs in its entirety.

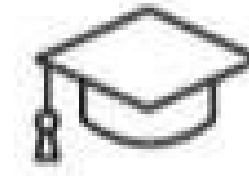
## Our strengths



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



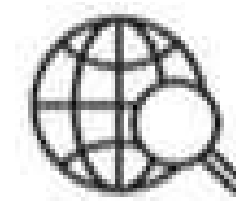
**Experienced:** RPM has conducted successful research for more than 35 years.



**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, econometrics, health, medicine, politics and law.



**On-site research:** Access to first-hand data and the flexibility to carry out in-depth research on-site in the Philippines and Indonesia 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.







# The Philippines & Indonesia

Despite the challenges the Philippines faced in 2020 as a consequence of the COVID-19 pandemic, its economy showed strong resilience with a GDP growth of 5.6 percent. Being a newly industrialized country, the Philippines are moving away from an agriculture-based economy to a more industrialized, urban economy. Together with a growing middle class, and a large and young population, the Philippines' economy becomes a dynamic and a vibrant labor market, reflecting strong customer demand. With its unique geographic location, declining poverty, and notable performance amongst sectors, excellent business opportunities are present in the Philippines.

Indonesia is both the biggest and most populous country in South-East Asia. Recent substantial investments in infrastructure show the government's ambition to gain foreign investors' interest and to beat established competitors in the region. This strategic focus on infrastructure development, paired with Indonesia's abundant natural resources and growing consumer market, positions the country as a prime destination for foreign investment in the Southeast Asian region. With a young and dynamic population, Indonesia offers a vibrant and diverse business landscape ripe with opportunities for investors looking to capitalize on its economic potential.

## Promising sectors

- Information and Communication Technology
- Transport & Logistics
- Water and Maritime
- Business Product Outsourcing
- Agriculture
- Infrastructure
- Sustainable Energy
- Healthcare & Life Sciences
- Manufacturing

## 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.

### TNT

Research on the infrastructural developments combined with a review of TNT. Express' operations and advancements in India's express delivery segment.

### 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.

### 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.

### 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.

### Hydrex Group

Market research in Chile to identify opportunities in the underwater hull coating market and determine the best market-entry strategy.

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







Jill Senden  
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*Vice-President*



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Méraud van Eijck  
*Consultant*



Froukje Ellenbroek  
*Consultant*



Raja Kers  
*Consultant*



Jesse Witzenburg  
*Consultant*

## Letters of Recommendation

"On behalf of Maastricht University and with pleasure, I wholeheartedly support the students who participate in Research Project Maastricht 2025. 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 the Philippines and Indonesia 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**

"In 2023, Hydrex NV and Subsea Industries commissioned the Maastricht Research Project, to conduct marketing research for us in Chile. The research was to gather information about the market in Chile mainly for our non-toxic ship hull coatings. It included looking into the potential interest in our products in Chile especially in the fishing industry as well as gathering data on regulations. The Maastricht Research Project impressed us from the start with their professionalism and excellent communication and follow-up. After the initial briefing and discussions we had excellent hopes that they would do a great job and that the project would be well worth the investment. As it turned out, they far exceeded our expectations and were instrumental in helping open up the market in Chile for our products. We have since made considerable progress and now have an active agency representing us in the country who are making many contacts and have secured the first order. The greatest value of the very well presented report was that it showed us the exact correct approach to the Chilean market. And our follow-up has confirmed the accuracy of the project and the report. We are very grateful to Research Project Maastricht, would recommend them to anyone without reservation, and hope we will have a chance to work with them again."

**Boud Van Rompay, CEO, Hydrex Group**

"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**

"In 2023, we participated in the Research Project, which conducted market research for us in Peru. The participating students performed exceptionally well and professionally, excelling in their preparation, interviews, on-site research, and subsequent reporting. This project provided us with valuable leads to market our products (plant nutrition and biostimulants) in Peru. I wholeheartedly recommend the Research Project."

**Erik van den Bergh, Managing Director, Van Iperen International B.V.**



**Maastricht University**



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**RPM supports**  
<https://1saved.org>



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