



MEXICO  
COLOMBIA

# 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 carried out research in emerging economies such as India, Brazil, Mexico, China, Chile and Peru. The project focuses on identifying business opportunities for Dutch companies with international ambitions and a global orientation. In the upcoming year, from January until April 2026, the team will conduct research in Mexico and Colombia.

## Company-specific research

Over the years, RPM has carried out a variety of research projects, including market and sector analyses, competitor analyses, sustainability assessments, investment opportunity identification, the development of new channels for distribution, and potential business partner searches. Prior to departure to Mexico and Colombia, preparatory research will be conducted in the Netherlands. To meet your company's needs in Mexico and Colombia, RPM will carry out high-quality research 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 Mexico and Colombia upon their return. RPM is committed to fully addressing your company's particular needs in its entirety.

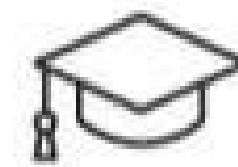
## Our strengths



**Cost-efficient:** Research Project is a non-profit organization that conducts professional research tailored to your company's needs at cost price.



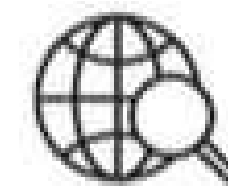
**Experienced:** RPM has conducted successful research for more than 35 years.



**Unique skill set:** All team members possess the latest academic knowledge, as well as cultural awareness, practical skills and proficiency in the local language – enabling 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.



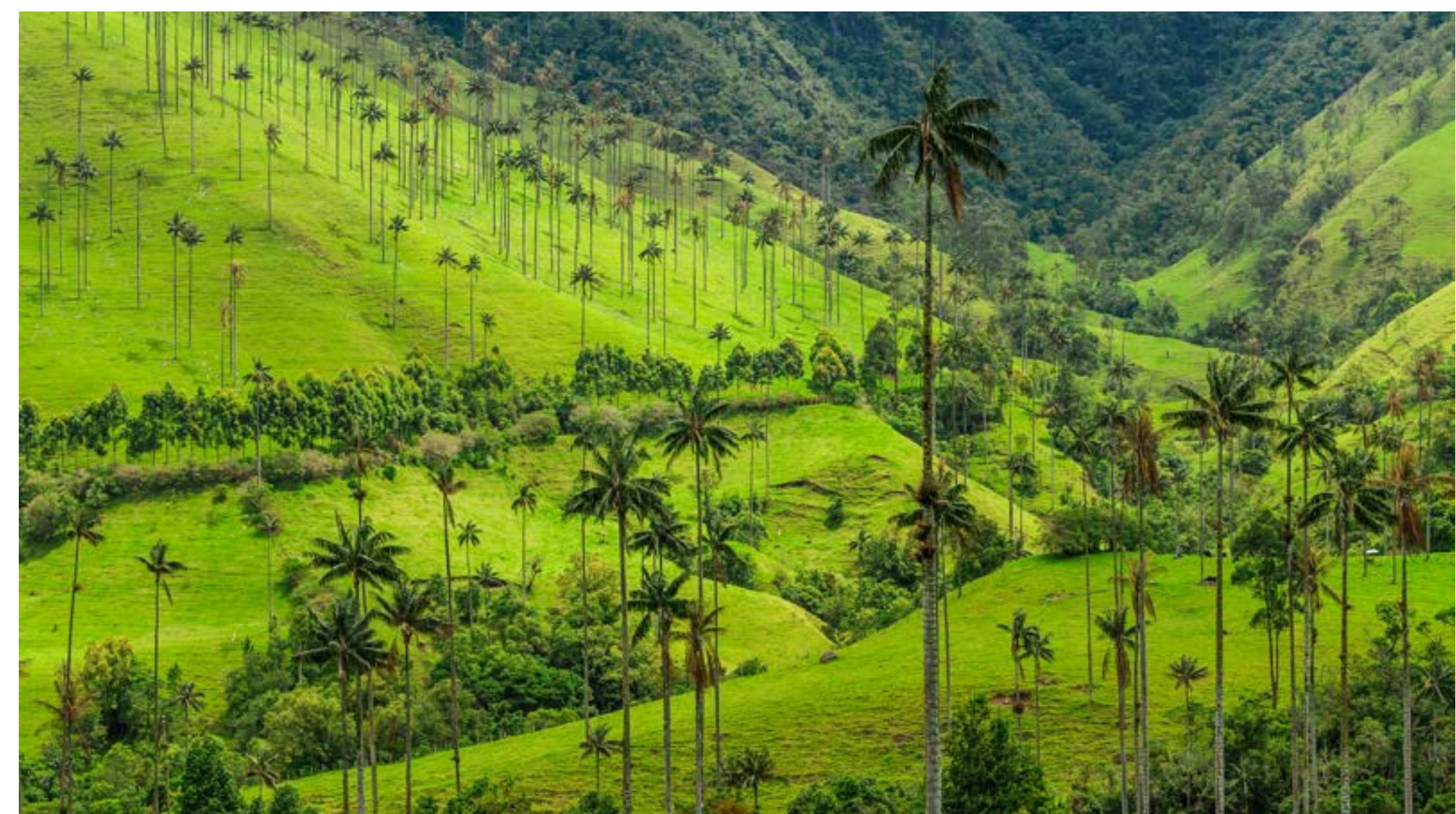
**Multifaceted scope:** Our knowledge covers the fields of economics and business economics, international business, sustainability, international relations, sociology, econometrics, health, engineering, politics, and law.



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







## Mexico and Colombia

As one of the world's top manufacturing hubs, Mexico reported a GDP of approximately \$1.79 trillion as of 2023, reflecting its robust industrial base and economic strength. Its advanced infrastructure and strategic role in global supply chains make it an ideal location for companies aiming to scale production or tap into emerging markets. With a highly skilled workforce, competitive production costs, and a wide network of free trade agreements, Mexico stands out as a gateway for international business expansion.

Colombia is rapidly emerging as one of Latin America's most dynamic economies, driven by a young, tech-savvy workforce and an increasing focus on innovation and sustainability. The country has demonstrated consistent economic expansion, with an average real GDP growth of 3% over the past decade. Ongoing government reforms aimed at improving the ease of doing business, combined with a significant influx of foreign direct investment, position Colombia as a compelling destination for companies pursuing long-term growth in the region.

## Promising sectors

- Agriculture
- Circular Economy
- Fintech
- Health & Life Sciences
- Infrastructure
- Supplied Chain & Logistics
- Sustainable Energy
- Water Management

# 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.

### 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:







Mees Hamerling  
*President*



Ellemijn Egberink  
*Treasurer*



Loet Custers  
*Consultant*



Marieke Fox  
*Consultant*



Romijn Kroep  
*Consultant*



Linde Vermeulen  
*Consultant*



Timothy Tam  
*Vice President*



Fien Blok  
*Consultant*



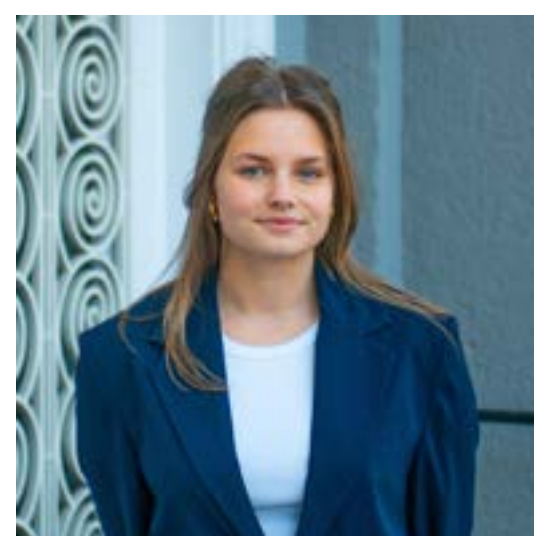
Luuk van Eupen  
*Consultant*



Lotus Jeurissen  
*Consultant*



Rens Mariën  
*Consultant*



Suus Vrins  
*Consultant*

# Letters of Recommendation

"On behalf of Maastricht University and with pleasure, I wholeheartedly support the students who participate in Research Project Maastricht 2026. 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 Mexico and Colombia 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, 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.**

We are highly satisfied with the work and professionalism of the RPM team. Their thorough research and detailed reporting have provided us with valuable insights and greatly supported our further entry into the Vietnamese market. The Research Project Maastricht 2024 team demonstrated great enthusiasm, commitment and dedication in addressing our research question.

**Tim Lowijs – Business Development Director Asia, Schiphol International**

In 2024, the RPM program of Maastricht University conducted market potential research for Dieseko Group on our specific equipment in the region of Vietnam and Thailand. We were impressed by the thoroughness of the professional preparation, research and the results and presentation. We thank them and would strongly recommend the RPM program of University Maastricht".

**Djoko Blom – Sales Manager Asia, Dieseko Group B.V.**

We are pleased to share our positive experience collaborating with the RPM program. Throughout the duration of the project, the assigned students demonstrated outstanding dedication and professionalism. Their structured and proactive approach was evident at every stage, including: The preparation phase, Regular video conferences, Clear and timely interim reporting, Agile adjustments in planning when flexibility was required and Delivery of key conclusions and insights.

As a result of their efforts, we received a comprehensive market analysis within the water treatment sector for the target countries (Vietnam and Thailand), a curated list of potential leads, a well-structured final report, and valuable practical recommendations to support our future strategy. Additionally, we'd like to highlight the smooth, productive, and enjoyable communication throughout the collaboration. It was a pleasure working with such a committed and capable team

**Zoya Yanushevich – Area Manager EXPORT, Euraqua**



**Maastricht University**



# Board of Recommendation

**T.L. Baartmans**  
Chief Executive Officer  
**Royal Boskalis Westminster N.V.**

**J. Beek**  
Strategic Advisor  
**Beek Advisory**

**B. Van den Berg**  
Senior Director HR Nederland  
**DSM Nederland B.V.**

**M. Bausch**  
Managing Director SEAT & CUPRA  
**Pon Automotive**

**R. Buijs**  
Embajadora/Ambassador  
**Ministry of Foreign Affairs  
The Netherlands**

**Prof. P.L.H. van den Bossche**  
Fellow Emeritus  
**World Trade Institute**

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

**B. Dijkman**  
Senior Consultant  
**EY Corporation**

**Ir. B. Gerressen**  
Director Senior Vice President  
Benelux, Dutch Caribbean &  
Suriname  
**Air France-KLM**

**Prof. Dr. P. Habibović**  
Rector Magnificus  
**Maastricht University**

**A.M.C. Heijl**  
Deputy Director International  
Affairs  
**VNO-NCW and MKB Nederland**

**Mr. Drs. B.J. Koopman**  
Managing Director  
**Evofenedex**

**Drs. P. Nientker, MBA**  
Chairman  
**Electude International B.V.**

**P.B. Mensing**  
Board member  
o.a. Ace & Tate, Teslin Capital  
Management, KSYOS TeleMedical  
Centre and New York Pizza  
**TeleMedical Centre**

**L. Poeth**  
Director Alumni Relations  
**Maastricht University SBE**

**Drs. P.J.J.M. Swinkels**  
Chief Executive Officer  
**Royal Swinkels**

**Ir. A.R. Wessels**  
Vice Chairman of the Board of  
Directors  
**Archroma**

# Board of Advisors

**J. Baldinger**  
Vice President  
**Capgemini**

**C. Biekmann**  
Correspondent - Oil Products  
**Argus Media Mexico**

**J. W. van Bokhoven**  
Director  
**Holland House Colombia**

**T. de Bruijn**  
Corporate Lawyer  
**Loyens & Loeff**

**A. Driessen**  
Ambassador  
**Dutch Embassy Mexico**

**K. Freitag**  
M&A Specialist  
**REACH Cross-Border M&A**

**P. Gal**  
Managing Director  
**To70 Consultores Aeronáuticos  
Colombia**

**P. Koenderink**  
Deputy Representative  
**Netherlands Business Support  
Office Mexico**

**Prof. Dr. R.M. Letschert**  
President Executive Board  
**Maastricht University**

**E. Nagel, MScBA**  
Operations Director  
**Health Holland**

**M. Nederlof**  
Associate - Specialization Energy &  
Infrastructure  
**Baker McKenzie Mexico City**

**J. Opstroom**  
Lawyer  
**Florent**

**H. Priem**  
Vice President Business  
Development  
**VDL ETG**

**K. Sars**  
Corporate Tax Specialist  
**Royal Swinkels Family Brewers**

**N. Satir Cebi**  
Program Manager - Supply Chain  
Strategic Transformation Americas  
**Henkel**

**P. Snoeijenbos**  
Former Director of Sales for Latin  
America  
**Marel**

**K. de Sousa Nobre**  
Partner Benelux  
**Arthur D. Little**

**J. Steeman**  
Non Executive Director, formerly  
President Latin America  
**Royal Vopak**

**J. Stoffels**  
Technical Manager  
**CCU / Heineken**

**C. Verbree**  
Executive Director  
**Holland House Mexico**

**RPM supports**

<https://cepalc.com/>



**RESEARCH PROJECT  
MAASTRICHT**

**CONNECTING WORLDS**

P.O. Box 616  
6200 MD Maastricht  
The Netherlands

+31 (0)6 12323757  
[contact@researchproject.nl](mailto:contact@researchproject.nl)  
**[WWW.RESEARCHPROJECT.NL](http://WWW.RESEARCHPROJECT.NL)**



**MEXICO  
COLOMBIA**