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# FROM INSIGHT TO IMPACT

RESEARCH PROJECT MAASTRICHT



**SOUTH AFRICA  
NAMIBIA  
MOZAMBIQUE**



## 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 2027, the team will conduct research in South Africa, Namibia and Mozambique.

## 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 Southern Africa, preparatory research will be conducted in the Netherlands.

To meet your company's needs in Southern Africa, 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 Southern Africa upon their return. RPM is committed to fully addressing your company's particular needs in its entirety.

## 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.



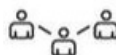
**Young and highly motivated professionals:** Our team consists of young professionals who are trained by widely recognized consultancy firms and multinationals.



**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 Southern Africa 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.





## South Africa, Namibia and Mozambique

South Africa is the most industrialized economy in Africa, with a GDP of around \$401 billion. Its economy is broadly diversified across manufacturing, energy, services, and finance. A well-developed financial system and advanced infrastructure support a mature and structured market environment. Compared to many other emerging markets, businesses can scale relatively quickly, with fewer initial barriers. The country also functions as a key gateway to the rest of the African continent, making it a logical base for regional expansion.

Namibia offers a stable political climate and a predictable business environment. The country is actively investing in renewable energy, with green hydrogen emerging as a key area of development. This creates solid conditions for long-term, sustainable projects. Clear regulations and a consistent policy framework make Namibia a reliable and forward-looking choice for investors.

Mozambique is one of the fastest-growing markets in Southern Africa. The country offers significant opportunities in energy and agriculture, supported by vast untapped resources and increasing international interest. For companies looking to enter an expanding market with long-term potential, Mozambique presents a compelling opportunity.

## Promising sectors

- Agriculture
- Green Hydrogen
- Mining
- Health & Life Sciences
- Supplied Chain & Logistics
- (Sustainable) Energy
- Maritime
- 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.

### ING Philippines

Research on how ING can leverage its global ESG strategy to strengthen its competitive position, enhance branding and talent retention, and maintain leadership in sustainable banking in the Philippine 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 firms through training sessions:





Milo Cheng  
*President*



Floor Toma  
*Vice President*



Thijs Hahn  
*Treasurer*



Luc Elbers  
*Consultant*



Joppe Hummel  
*Consultant*



Isis Jansen  
*Consultant*



Jossie van Meel  
*Consultant*



Lotte Morsing  
*Consultant*



Lev Peijnenburg  
*Consultant*



Isabella van Pul-Porturas  
*Consultant*

## Letters of Recommendation

"On behalf of Maastricht University and with pleasure, I wholeheartedly support the students who participate in Research Project Maastricht 2027. 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 South Africa, Namibia and Mozambique 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. Pamela Habibović – President, Maastricht University**

"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 in Vietnam for Swinkels Family Brewers, focusing on the soft drinks and non-alcoholic beer segments. We were highly impressed by the professionalism of the team, the thorough preparation, and the quality of both the research and its presentation. We sincerely thank the team for their efforts and would strongly recommend the RPM program of Maastricht University."

**Stijn Swinkels – Chief Growth Officer, Royal Swinkels**

"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.**

"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**



**Maastricht University**

## Board of Recommendation

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## Board of Advisors

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General Manager

BusinessNL – Dutch-South African

Chamber of Commerce

**P. van der Zaag**

Professor of Integrated Water

Resources Management

UNESCO-IHE & TU Delft

## RPM supports

We are proud to support MAMAS alongside our research projects, contributing to local communities beyond our research work. Through this collaboration, we aim to create a meaningful impact while helping build a brighter future for vulnerable children.



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