



Dutch Companies can **make it in India**



Opportunities are abundant in India for small businesses and entrepreneurs with innovative ideas. The globalised world and the pace at which developments are unfolding across industries, coupled with mutual interdependencies between countries have made cross-border business dealings easily accessible in the last two decades. However, doing business in a new geography can be quite challenging amidst socio-political, regional, cultural, language diversity and possible economic barriers. To bridge the gap, a Netherlands based consulting firm – Dutch Business Partners – has achieved significant

success. In a candid interview with *Indyana*, the Managing Director, **Mr. Toon Laurensse** talks about the company's proven track record alongside a strong foothold of over a decade in India.

Q What role does Dutch Business Partners play in improving one's business?

Dutch Business Partners (DBP) is a strategic business-consulting firm that supports European and Dutch entrepreneurs and companies in establishing their presence in the Indian market and vice-versa. With our offices in the Netherlands and in India, we act as a link between two different business cultures and identify synergies for growth

and strategic initiatives. Through our intervention, we help companies in making crucial business decisions regarding business opportunities, market positioning, product segmentation and branding, business operation and relationship building.

Overall, we assume multiple roles when engaging with our clients such as being their partner, associate, business representative, advisor, consultant, trade liaison, support office, and so forth. We consider clients as an important part of our ecosystem and thereby extend ourselves in finding effective solutions to their problems. Thus, DBP plays a flexible role, which is not limited to a particular service, but focuses on the overall collaboration of activities, easing out the complicated systems, streamlining critical processes, and thus improve business culture and its resulting impact.

Q What have Dutch Business Partners got to offer to companies who are interested in doing business in India?

With over a decade of experience in India and also a prominent business presence in the Netherlands, we have developed a strong network of business associates spanning different sectors in both the countries. Market Knowledge, Expertise and a Strong Business Network are the three important values that we offer companies who wish to establish in India.

The core services that we render to our international clients are to: conduct customised market research and feasibility assessment for the client's product or solution, facilitate the setting up of legal entities in India, provide support in import-export of goods, facilitate business networking and collaborations with relevant organisations, and provide operational assistance and office spaces for start-ups. We also support private investment for business opportunities related to our business activities and sectors of interest.

DBP gets actively involved in establishing trade linkages for our client's various business activities such as supply and logistics, production, operations, finance, marketing and human resources. To make it easier for them, who are mostly product engineering and manufacturing companies, we also provide technical translation services for Dutch-English-Dutch translations and engineering design services such as CAD/CAM and exploded views, and developing of operational manuals for engineered products, installation and usage manuals.

Q How is Dutch Business Partners different than any other organisation that works as a liaison in the exchange of trade between India and the Netherlands?

DBP's long presence in India is one of the key differentiators when compared to other organisations with similar business purpose. The long stint with India has provided us the much needed market

knowledge such as the history, evolution, and the current trends in the business environment and also the necessary expertise for establishing a successful business in a new country. By employing our own business experience, both positive and negative, we are better positioned to provide practical solutions to a client's problems without them having to go through the hassles that a first-time market entrant is likely to face.

Moreover we are a single stop, multi-disciplinary consulting company with access to a wide network of specialists from legal, financial, research, market, operational, and export-import fields. Teamwork, Focus on Results, Learning by Doing and Customer Satisfaction are the four pillars of our business philosophy, which makes us stand apart from competition.

Q You have your India office in Gujarat – Ahmedabad. Why Ahmedabad?

Ahmedabad is the central business hub in the state of Gujarat and a prominent place for commercial and business activities in India. It is home to many important industries such as cotton textiles and garments, pharmaceuticals, chemicals, fertilisers, automobiles, construction, and engineering to name a few. Among the fastest growing cities in India, the scope for development in Ahmedabad is broader compared to that of the other major cities, which we believe have already outgrown their capacities. The internationally well-known cities have way too many consulting firms and are faced with intensive competition. A lot of unexplored opportunities exist in Ahmedabad and we saw this as a positive factor when we planned to set up base in India.

The city also has a vast base of business-minded people who are warm by nature, a good infrastructure and is also well connected by road, rail and air to other major cities of India. The country wide market is thus accessible without any limitation. More importantly, cost is always a concern for start-ups or new entrants and Ahmedabad is quite economical on this front with low operational cost and availability of educated workforce at lower costs compared to its counterparts.

Q Tell us your experience about working in and with India. What are the major differences you have felt in the work culture?

The long years of association with India has helped us to sync within the culture and in turn share the experience with our clients. Overall, we have had a good experience in India and will continue to provide our services in view of the promising business and potential the country has to offer to international companies.

Some of the common cultural differences in India that we experienced from business perspective are the lack of commitment or adherence to a given time, the non-clarity in communication lead-



ing to possible misunderstandings and the long delay in response time or in arriving at a decision.

Q Tell us about the success stories you have had so far.

Some of the projects that we have successfully executed include setting up of private limited companies in India for: a Dutch water storage systems provider (Water Systems Manufacturer), a provider of ecological building materials for prefabricated construction (Withindia Building Solutions Pvt. Ltd.), a Belgian software company, realisation of a new factory for a Dutch supplier in Brno (Czech Republic), and completion of a pump factory for a Swedish company in Ahmedabad. We have realised market feasibility studies for products from various sectors such as Metals, Engineering & Manufacturing, Food Processing Machineries, Prefabricated Building Materials, Water & Environment, Food & Dairy, Cold Chain & Animal Husbandry, Software, Packaging & Logistics, Aero-space & Airports, Solar Panels and Clean Energy initiatives.

Our support has provided actionable results to our clients, many of them are now profitably conducting their business activities in India.

Q What are the current projects you are working with?

Currently we are working in setting up a manufacturing unit for production of prefabricated building materials in Ahmedabad after already

having helped in setting up the sales organisation (Withindia Building Solutions Pvt. Ltd.), which is successfully operating for about one and a half years. Foreseeing growth in business, the company's founder decided to set up a production plant and we will be actively supporting this endeavour.

Another project that we are involved in is the development of an innovative green solution, which allows volumetric water storage and also generates solar energy through solar panels that will be resourcefully integrated into a single unit. This initiative is being realised together with Water System Manufacturers based in the Netherlands and Indian-based Topsun Energy Ltd.

Besides this, we are involved in the routine operational activities of our clients in India.

Q Your Vision...

DBP's vision is to be the most renowned, admired and sought after Dutch-European consulting firm in India through our highly professional standards, wide network and commitment. We seek to realise our vision by partnering with clients to generate optimal business solutions through our core belief of 'learning by doing'. With our acquired expertise, knowledge and network, we are willing to raise initiatives and co-operate as a partner to ensure successful business outcome.

For more information please visit www.dutchbusinesspartners.com