



Building Bridges for Business

www.zdwh-group.com

International Expansion & Business Development

“Presence in the market is the Key”

“Know your targets and know yourself” - Recognizing, understanding and navigating potential pitfalls will lead to success

Predominately, German customers are looking for reliability. Not only in terms of the product, the supply chain and the service level, but also in terms of the personal contact. They want to have a familiar voice and local point of contact to address their requests. The focus is on the simple processing of business.

With a focus on small and medium-sized companies that want to enter the German and European market, we use our know-how about the local market to ensure that your entry into the market is a success.

If you are already in Germany, we will analyze and inform you what the main reasons and causes for a possible setback and failure are and help you to become successful or to expand further.

The success or failure to expand one's business activities to Germany also depends very much on one's own preparation and acceptance of the diversity of the local market. Recognizing and accepting the cultural differences in the way business relationships in Germany are established and how business relationships are lived locally determines whether the market entry in Germany / Europe will be successful in the long term or not.

“Know your targets and know yourself” - Biggest contributing factors for success

Successful expansion in Germany depends on understanding and addressing the concerns of customers doing business with Chinese suppliers. Chinese suppliers must match German customer expectations with regards to communication, sales / aftersales and supply chain.

A local presence is essential and the key to successful business for development and expansion in the European market. A local presence provides piece of mind and increases the support and brings numerous advantages to potential German customers; Local language contact person, face to face customer's meetings, quick reaction times for customer tech support, comprehensive product training and aftersales support, plus the possibility delivery from local stock warehouse for fast reaction.

The right support to accompany your plans

With more than 30 years of international leadership and industry experience, we provide the necessary skills and resources to accompany your journey to expand and develop new attractive markets.

Working closely with you to provide a concept specifically to meet your individual needs. **Connect with us!**

Thomas Willemsen



Paul Lennox





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