

RESEARCH PROJECT MAASTRICHT

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Research Project Maastricht

Research Project Maastricht (RPM), an independent 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 China, India and Brazil. The project focuses on **investigating business opportunities** for companies with international ambitions and a global orientation. This year, from January to April 2020, the team will be conducting research in **Vietnam & Indonesia**.

Contractual Research

In previous years, RPM has performed **various types of research**, including market and sector analyses, competition analyses, identification of investment opportunities, new distribution channels and potential new business partners. Before departure to Southeast Asia, **preparatory research** is carried out in The Netherlands. Your company will be informed and updated on this progress regularly. In Vietnam & Indonesia, RPM will conduct company-specific research of the highest quality using the most recent academic knowledge and our extensive network to fulfil your company's needs. Upon return, our team will provide a comprehensive overview of the long-term prospects and business opportunities in the country of choice. Overall, RPM aspires to meet the unique demands of your company.

Our Strengths

- **Cost efficient:** Professional research tailored to your company's needs at cost price.
- **Experienced:** RPM has been conducting successful research for almost 30 years.
- **Unique skill set:** All team members possess the latest academic knowledge as well as cultural and practical skills which enables the team to successfully work in an international business environment.
- **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, econometrics, international business, sociology, health, science, politics and (tax) law.
- **In-depth research:** Access to first-hand data and the flexibility to carry out in-depth research on-site in Vietnam & Indonesia result 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.

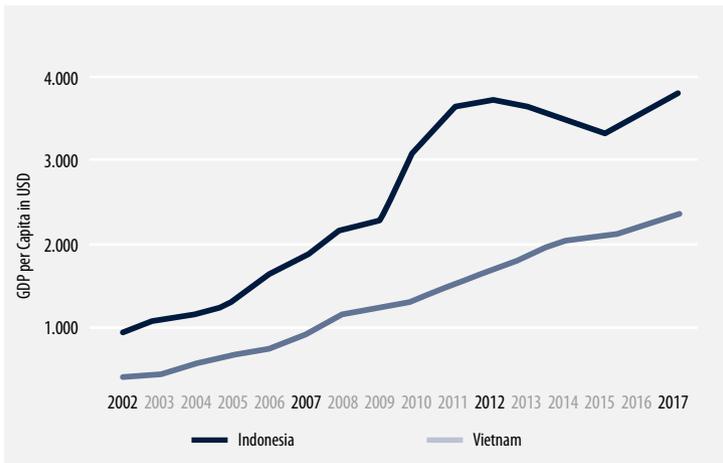
Vietnam & Indonesia. Skyrocketing Economies.

Vietnam's unique geographic position, growing domestic market and young, hard-working population have contributed to **doubling its economic output** within the last 8 years. With Vietnam joining the ASEAN community in 2015 and the establishment of several new bilateral trade agreements, the country has managed to attract significant inflows of foreign direct investment. In 2018, Vietnam achieved its best annual growth rate in over a decade, leading several national banks to suggest that it will become one of the next Asian Tigers.





Indonesia is both the **biggest and most populous country** in South-East Asia. The archipelago has chartered impressive economic growth since demonstrating its resilience during the 2008 global financial crisis, achieving the highest growth rate of all G-20 countries in its aftermath. Recent substantial investments in infrastructure show the government's ambition to gain foreign investors' interest and to beat established powerhouses such as China and India.



(Source: The World Bank Group)

Promising Sectors

- Agriculture & Food
- Education
- Energy
- Fast Moving Consumer Goods
- Financial Services
- Healthcare & Life Sciences
- Manufacturing
- Technology
- Tourism
- Transport & Logistics
- Water & Maritime

For more information about these sectors visit our website.

Examples of Former Research

Jacobs Douwe Egberts Professional B.V.

Research to propose a short list of full service partners meeting an agreed set of criteria and market research to identify its potential.

Janssen-Fritsen Gymnastics

Research to investigate the Brazilian gymnastic equipment market. A 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.

PSV N.V.

Market research in China to recognize opportunities and strengths in order to determine a successful merchandise strategy.

Koninklijke Vopak

Research on the palm oil industry in Pará, Brazil, which analyzed the current market and the future developments in order to obtain an overview of the possibilities for Vopak with regard to the storage of this oil.

KLM

Research to identify opportunities to start commercial flights between Amsterdam and Vietnam.

Boskalis N.V.

Field research to gain insights in the regulatory requirements for the field of interest for Boskalis in Vietnam.

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.

NEM Energy

Research to gain insight into the status and development of the geothermal industry in Indonesia.

Sanoma Uitgevers

Research in the graphical design sector and outsourcing possibilities of magazine design in China.

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

McKinsey & Company





The Team

Back row, from left to right:

Geertjan Vrolijk, Bram Dijkman, Valentijn Verberk

Middle row, from left to right:

*Tim de Bruijn, Selke Ruijsenaars, Hidde Bobbink,
Mayke Harkema, Lauren Schildkamp*

Front row, from left to right:

Eline Grondman, Anouk Buskens, Victor Grenon, Maaïke Tràn

RPM supports the IDEP Foundation

www.idepfoundation.org/en/



Letters of Recommendation

"On behalf of the Maastricht University and with pleasure I wholeheartedly support the students who participate in Research Project Maastricht 2019/2020."

Prof. dr. M. Paul, President, Maastricht University

"In 2018 we have worked with two teams from Research Project Maastricht in India. Both teams have been working in challenging circumstances with regard to availability of data, strict timelines and maybe most important of all: the differences in working methods and culture between The Netherlands and India. The teams were able to adapt to this environment in a very flexible way without losing track of reaching the main goals. They were able to answer the agreed research questions on time and presented the results in a clear report. Port of Rotterdam could very well use the results in practice for further discussions with its stakeholders in India. Based on this experience we would definitely recommend other companies and organizations to work together with Research Project Maastricht."

E.J.S. van Espen, Program Manager International Projects, Port of Rotterdam

"In 2016 the Research Project Maastricht conducted an investigation into the market for Saab safety and security applications in Hong Kong and Macau, focusing on the Gambling, Hospitality and Government areas. The end result was a well-balanced report on possible market opportunities that gave us a good focus for further business development activities. The team showed great perseverance and flexibility in arranging interviews with stake holders to get the information needed to make their comprehensive report. Despite some initial setbacks the team worked well and asked sufficient questions to make sure they stayed on track. A job well done."

P. Van Vrijberghe de Coningh, Managing Director, Saab Technologies (Hong Kong) Ltd.

"The Food Specialties Division of DSM has asked a team of students from Research Project Maastricht to conduct a market study in Vietnam in 2015 with the main goal to identify which opportunities the Vietnamese processed food market may offer for DSM. The Research Team has shown an excellent performance in analyzing data and interviewing relevant stakeholders in a relative complex area and country where it is not easy to get access to the right respondents. This has resulted in a very comprehensive report with their findings and clear recommendations for DSM. In particular we appreciated their drive and commitment to complete this project whilst keeping the right balance between working independently but asking for direction and feedback at the moments when that was really needed. In addition we have noticed high learning capabilities and communication skills which were extremely supportive to deliver high quality findings, relevant to the further development of our business."

T. Stickers, Former Director Strategy and Marketing DSM Food Specialties

"On behalf of Tata Steel in Europe, I would like to recommend the work of the students of Research Project Maastricht, who conducted research for us in India during 2018. The assignment given was to identify the stakeholders, volume potential and possible partners for our concept to develop mobile canning facilities to tackle food waste. Throughout the entire project, RPM demonstrated their ability to work in a professional way, they were attentive to the original brief, showed eagerness to deliver good results and were flexible adapting to changing circumstances. The final presentation of the results, both in writing and as a presentation to Tata Steel was above expectations. Thank you RPM for your cooperation and the hard work you have done!"

S. Vooijs, Director Operations Packaging, Tata Steel Europe



Maastricht University

Board of Recommendation

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DSM Nederland & Chemelot

Drs. D.A. Benschop
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