

RESEARCH PROJECT MAASTRICHT
**STEPS TOWARDS
SUCCESS**





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 India, Brazil and Vietnam. The project focuses on **investigating business opportunities** for companies with international ambitions and a global orientation. This year, from January until April 2021, the team will be conducting research in **Mexico**.

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. Prior to departure to Mexico, **preparatory research** is carried out in the Netherlands. During this time, your company will be informed and updated on our progress regularly. In Mexico, 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 Mexico. 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 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 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 Mexico 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: Think Big.

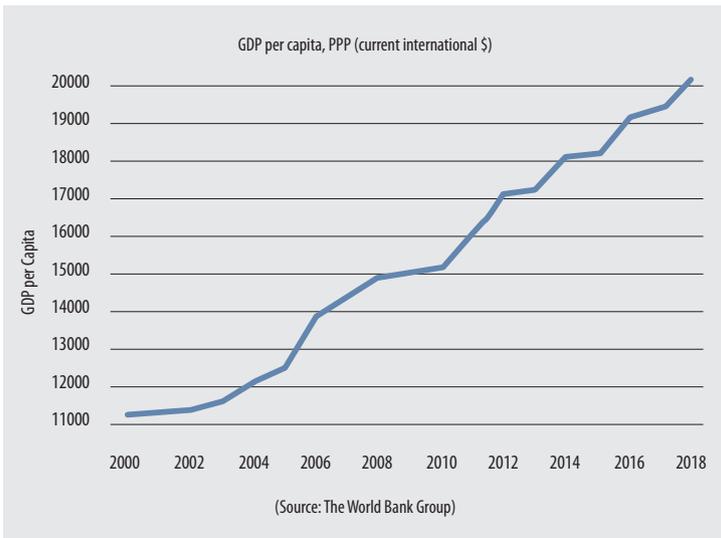
Mexico is one of the largest performing economies in the world with a **steadily growing GDP** over the past decade. It has the largest **export-driven economy** in Latin-America and is the 12th biggest exporter worldwide. A combination of relatively **low wages**, **production costs** and its **convenient location** next to the United States, were contributing factors to the \$2.628 trillion export in 2019. Ongoing investments in infrastructure demonstrate an aspiration to meet the Government's increasing export targets and gain investor interest.

Extensive trade agreements were signed in 2018, **optimizing the business climate** between Mexico and Europe. In particular, the trading





relationship between the Netherlands and Mexico has flourished as well in recent years, making Mexico a valued market to the Netherlands. This has not gone unnoticed, as highlighted by the trade mission organized by RVO and the many investors from all over the globe that have already found their way to Mexico.



Promising Sectors

- Agriculture
- Automotive
- Chemical products
- Energy
- Food & Beverages
- Health & Life sciences
- Logistics & Transport
- Manufacturing
- Textile
- Water & Maritime

For more information about these sectors visit our website

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.

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.

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.

Trespa International B.V.

Research to identify the characteristics of the Brazilian High Pressure Laminate (HPL) market and opportunities for entry and growth.

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.

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



For information regarding Covid-19, please visit our website

The Team



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Femke de Haan
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RPM supports Save the Children Mexico

www.savethechildren.mx



Letters of Recommendation

"On behalf of the Maastricht University and with pleasure I wholeheartedly support the students who participate in Research Project Maastricht 2020-2021. 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 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. M. Paul, President, Maastricht University

"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

"Research Project Maastricht investigated and explored the Brazilian gymnastic equipment market in order to reveal Janssen-Fritsen's opportunities to become the main supplier of the Rio 2016 Olympic Games. We were impressed by the thorough research that was conducted and the professional way the results were communicated and presented. During the whole period of research, the team proved to be well prepared and dedicated. We have used the recommendations of Research Project Maastricht in order to position ourselves on the Brazilian market and we definitely recommend services."

Drs. J.M. Janssen, Former Chief Executive Officer, JF Group B.V.

"Simac Masic worked with Research Project Maastricht (RPM) in our search for a suitable agent in China. RPM executed research for Simac in Beijing and Shanghai from February until March 2019. During their research, RPM visited several pharmaceutical material manufacturers, agencies and other industry-related businesses. The approach of RPM and their team was pleasantly professional. Communication and reporting were clear and practical. The achieved results were a better understanding of the market in China, new local contacts, valuable recommendations and a possible new agent for us. We would not have been able to achieve this, with the same effectiveness and efficiency, without the work of RPM. Based on our experience we like to recommend Research Project Maastricht to other parties."

I. de Rooij, Managing Director, Simac Masic bv

"ANDEROL BV, a global producer and marketer of specialty lubricants for industry and food grade applications, has sponsored a team of students from Research Project Maastricht 2019 (RPM) to conduct a market study in China. China is emerging as a potential growth area for lubricants, with untapped opportunities particularly in and around Shanghai. To date, demand for synthetic lubricants has remained unappreciated in China, so there was an opportunity to better understand the procurement decisions and identify potential growth opportunities. The RPM team has shown great perseverance in arranging meetings with OEMs, even when communication was solely possible through translation apps on mobile devices. The hard work has resulted in some very useful findings, clear recommendations for future business development opportunities in the region and even appointments with decision makers which we followed up on a business trip to China. Thank you RPM for the great work and enthusiasm!"

T. Kleinschmidt, Business Director, ANDEROL BV



Board of Recommendation

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Deputy director international affairs
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Steps Towards Success

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