

**Master Class Successful Doing Business In Holland
Serial Workshop IV:**

**Successful marketing, branding, sales & communication
strategies in Holland**

Dear Honorable guests,

On behalf of the Netherlands Council for Trade Promotion (NCH) and Invest Utrecht, you are cordially invited to the exclusive seminar on insights into Marketing, Branding, Communication & Sales for Asian companies in Europe on Wednesday **April 27th 2011**.

In recent years, an increasing number of international companies have established their marketing and sales operations in Utrecht because of its central position and excellent connections to the European market. Therefore, the Province of Utrecht is very proud to host this particular seminar.

The seminar is especially organized for Asian entrepreneurs in the Netherlands. At the seminar you can expect to obtain important insights into how Asian companies can increase their European business potential by employing the tools and techniques of marketing, branding, communication and sales. Furthermore, the seminar presents you with a unique opportunity to meet and network with other Asian companies in the Netherlands.

Programme

13.30-14.30	Free Business Advisory Clinics by partners of Chinese Business Support Center (CBSC)* - Open to all registered participants from Asian companies
14.30-15.00	Registration
15.00-15.10	Opening words by Mr. R. van Lunteren, Deputy Queen's Commissioner, Economic Affairs
15.10-15.45	"Success in Dealing with the Dutch: Cultural Differences Explained" - Matthijs Rombouts – Koninklijk Instituut voor de Tropen
15.45-16.00	Coffee break
16.00-16.30	'Know your customers: Using marketing & branding to build a profitable business in Europe' - Phil Mead, China-Europe Marketing Services CEMS 360°
16.30-17.00	"Go west young man go west" – Get well prepared for the European Market - Roland van Kempen, Van der Helm Hudig
17.00-17.10	Closing remarks by Mr. J. Zuidema, Head of Invest Utrecht
17.10-18.00	Networking & drinks

Location: Provinciehuis Utrecht, Vrede van Utrecht zaal, Pythagoraslaan 101

Language: English

Cost: Free of charge for Asian entrepreneurs and VIP's invited by Province Utrecht. For other participants: 75 euro/each.

Registration: If you are a Chinese or other Asian entrepreneur, please send an email to ezhang@nchnl.nl together with your contact details. For other participants, please register via our extranet, [via this link](#). You can click this [link](#) to create an account if you never registered through our extranet before.

*** Free Business Advisory Clinics by partners of Chinese Business Support Centre (CBSC)**

As an additional service to you and your business, NCH China Chamber (Netherlands China Council for Trade and Promotion) has established the **Chinese Business Support Centre (CBSC)**. The CBSC consists of 12 dedicated partners who are happy to provide you with professional advice and information using their various fields of expertise.

The partners of the CBSC will be attending the seminar and will be available to assist you with your current and / or future ventures, and provide free professional advice to registered Asian companies, organizations and entrepreneurs between 13.30-14.30, in form of 'Business Advisory Clinics (BACs)' (individual consultations). All registered Asian companies can benefit from the BACs and discuss your specific business needs with the expert consultants.

Registration of the BACs (Important!): To be able to attend these free business consultations, please indicate which topics you are interested in by sending an email to ezhang@nchnl.nl and mentioning the corresponding codes (a-l) for the subjects below.

The CBSC consists of partners with fields of expertise covering the following subjects:

- a. Immigration law and expat services (**Everaert Lawyers**)
- b. Finance and tax (**E&Y**)
- c. Dutch & EU subsidies (**PwC**)
- d. Corporate, commercial and employment Law (**Heussen**)
- e. Management, bookkeeping and domicile services (**Orangefield Trust**)
- f. Risk management and credit control (**Marsh**)
- g. Cross culture communication (**Royal Tropical Institute**)
- h. Marketing, branding and sales strategies (**CEMS 360°**)
- i. Transport, logistics and customs (**Van der Helm - Hudig**)
- j. Human resource (**Kienbaum**)
- k. Business development and matchmaking (**Chinglish**)
- l. Regional investment (**WFIA**)

For your convenience, a brochure containing more information about CBSC partner services may be obtained at the Registration Desk.

We look forward to seeing you on **April 27th 2011!**

Kind Regards,



Gerard Vaandrager
General Director
NCH



J.W.R. van Lunteren
Deputy Queen's Commissioner,
Economic Affairs Province of Utrecht

Netherlands Council for Trade Promotion

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The NCH CBSC Group is formed by experts from below companies :

