

WEST-BENGAL IS INTERESTED IN DUTCH KNOWLEDGE & TECHNOLOGY

INTERESTING BUSINESS OPPORTUNITIES CAN BE FOUND IN THE INDIAN STATE OF WEST-BENGAL. "ESPECIALLY THROUGH THE INTEREST SHOWED BY THE STATE AUTHORITIES FOR INNOVATIVE DUTCH ENTREPRENEURS" SAYS TOON LAURENSSE OWNER AND MANAGING DIRECTOR OF DUTCH BUSINESS PARTNERS



The Netherlands based Dutch firm has achieved significant success with supporting small business with sailing into the Indian business environment. An environment which can be quite challenging due to socio-political, regional, cultural, language, infrastructure and economic barriers. Over the last two decades, Dutch Business Partners has a proven track record in cross-border business dealings between the Netherlands and India.

*** What role does Dutch Business Partners play in improving one's business? What are the kinds of services that you offer to companies interested in doing business with the Netherlands?**

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

interventions and extensive network, we help companies in making crucial decisions regarding business opportunities, market positioning, product segmentation, branding, operation and relationship building.

Overall, we fulfil multiple roles for our clients, such as being their partner, associate, business representative, (critical) advisor, consultant, trade liaison, support office, and so forth. We treat our client's issues as our own and ensure full commitment to a desired or workable outcome. Thus, DBP plays a flexible role, which is not limited to a particular service. We focus on the overall collaboration of activities, managing complicated systems, streamlining critical processes in order to improve business environment cultures and its resulting impact.

*** What are the biggest challenges you have had so far in working with India?**

The biggest challenge is to understand the need to start and to realise budget/ funding for the knowledge transfer calculated within a long term vision. Also the following issues are big challenges in India; Time management, A promise is A promise, Partners Search, Payment and making Profit.

*** How is Dutch Business Partners different or what are the special services DBP offers that is not offered by other organisations like NICCT or VNO-NCW?**

The Difference is preparation, hands on experience and our own professional staff in India and the Netherlands. We ask companies very explicitly the questions "what are you going to bring?" and "what will you get?" and is there a realistic earnings model with a long term view? We also help the companies and organisations to have a clear mind before they start doing business with India, otherwise it will never lead to success. The secrets of the services of Dutch Business Partners are our extensive network, professional preparations, commitment, hands on experience and holding hands. We are independent and in the position to say NO.

*** Tell us a bit about the project: Water tanks for the fish farming. Since the awareness on the potential of**

fish farming to contribute to domestic as well as commercial fish production has continued to increase in India especially in the state of West Bengal could you tell us how this Dutch know-how about water tanks for fish farming can be of value for the state where the staple food is fish?

From an earlier project of developing water storage systems called “Store today use tomorrow” we investigate the Indian fishfarm sector. Also we supported a Dutch company to develop a technological new system of water tanks.

Water tanks for fish farming: While the initial investments for traditional fish tanks made of concrete materials are low, the construction time, quality and actual lifetime depend on local expertise and quality of raw materials used. Plastic tanks have been limited in size and difficult to transport. We as Dutch Business Partners supported a Dutch company to design and develop an innovative open water tank for fish farming. This innovative fish tank is made of corrugated steel plates combined with a food steady liner. These fish farming tanks are easy to transport, construct and maintain. These water tanks can be used to cultivate shrimp, tilapia, eel, trout, carp, salmon, etc.

Recirculation system for fish cultivation: One form of closed systems is recirculation systems. In this form of fish farming the temperature, water usage, water quality and nutrition systems can be monitored and optimised. In purification systems the produced waste products are removed, in order to reuse water. Because of this purification, the so-called fertiliser problems are less common. The ecological dangers of fish farming with recirculation systems are limited. Moreover, the use of these system leads to high quality fish and thus to better returns .

Installation of fish tanks for aquaculture: Locally, the installation needs little material and tools to build a water tank for fish cultivation. This decreases the construction time of the tank. Furthermore, the operating costs are low because all activities take place above ground. These water tanks are extremely well suited for use in Africa, Asia and South America.



Advantages of Dutch water tanks for fish farming;

- Makes it easier to monitor the fish farm regarding operating costs, turnover and generating fish yield.
- High quality of fish because of less chance on viral infections.
- Less land needed compared to traditional systems.
- Eco-friendly.
- Fast realisation of construction due to the unique packing concept.
- Long lifespan of the investment compared to traditional systems.
- Maintenance and transport friendly.
- Modularly expandable.

*** Tell us a bit about your success stories you have had so far in doing business with India and what are**

the current projects that you are working on?

The success of the last 20 years are; setting up factories for producing pumps, solar panels, building material, machinery and castings. Setting up engineering and software companies, supporting and developing distribution and sales organisations. At this moment we support companies in the sector of waterstorage, engineering, machine building (especially in the food processing sector) and we are looking for new possibilities in the fish farming industry.

*** In the list of your services the one that stands out is the Europe-Entry Advisory services. Tell us a bit in details as in how companies interested in expanding in Europe would get in touch with you and what are the areas they can expect advice from you.**

We are helping Indian companies to develop their European entry strategy. This is possible through our networks and hands on experience. With our infrastructure in the Netherlands, we also help Indian companies to start their business in Europe. It is important that the Indian business houses who are willing to do business with the Netherlands adhere to the European level standards. Important is that they develop the right level in doing business in and with Europe. In our opinion a minimum quality should be attained in order to do successful business.

*** The Indian Prime Minister Narendra Modi was in The Hague last June and sources say that he needed investment, especially foreign direct investment to realise his Make in India dream. The focus of the PM's trip was on water management, urban development and renewable energy – the three areas in which the Dutch have their expertise. How does DBP feel about this trade exchange and the sharing of Dutch know how in these areas of operation in India?**

About the dream to make in India, there is still a long way to go in our opinion. There are some missing points as education of craftsmanship, logistic infrastructure and tax and regulation stability. This makes it difficult to invest and produce efficient for an acceptable price in India.

On the sector focus during the PM's trip to the Netherlands on Water Management, Urban Development and Renewable Energy, it is a long term vision of India. Indian government should investment with a long term horizon. The big question is whether India has done the budgeting and whether the government is willing to pay for the knowledge and support. As a good example and realised project in the Netherlands is “De Delta Werken” (protection against the flooding by the sea and rivers) which India can look into .

*** Your Vision....**

Doing business with India is a great experience and will give fun and results when you have the right attitude and preparation, West Bengal could be a good starting point for discovering and 'learning by doing' to do business with India, and remember;

“Nobody is waiting for you because they don't know what you have to offer”

For more information: www.dutchbusinesspartners.com