

Business Development for TWS in Colombia & Sustainable projects



Ulrich Hinterberger,
Osec Consultant LATAM & Board member nelcons



tzieren
ur bei Partner-Log

Current position



nelcons	www.nelcons.com
Competences	Business development and business sustainability services
	Exclusive agent of Trunz Water Systems in Colombia
Location	Medellin, Colombia and Switzerland
Function	Member of the board / shareholder Until 8.2011: Managing partner in Colombia
Osec	www.osec.ch
Competences	Swiss export promotion Location promotion Swiss import promotion
Location	Zurich, 18 Swiss Business Hubs (worldwide)
Function	Since 8.2011: Consultant Latin America

Agenda.

1. Business development for TWS in Colombia
2. Roadmap for implementing an Utility-/Watershop in Colombia
3. Discussion

Nature of a „typical high-end product“*



- Top quality (technical standard, materials, ingredients etc.)
- High price!
- Long life expectancy
- Reliable product provider (with long track record)
- First class service and support
- Swissness as a marketing instrument
- Often active in niche markets
- High flexibility, highly customizable
- Etc.



Selling such products needs highly skilled sales people and the capability to offer local after sales and maintenance services.

IT REQUIRES THE ABILITY TO TRANSMIT LONG-TERM THINKING!

- * The majority of Swiss made products are within this segment.
→ TWS is a typical example.



Strategic Business Partner Search Approach I.

1. Identify - together with Trunz - a profile of an ideal distribution partner.

Criteria:

- a. Experience in drinking water and/or solar power installations (in remote areas)
- b. Proven technical know-how (installation and maintenance)
- c. No competitive products in the portfolio
- d. Buy a demonstration unit
- e. Attend an introduction course @ Trunz in Switzerland
- f. Interested in establishing a long-term relationship with Trunz and nelcons
- g. Present a strategic business development plan for Trunz products
- h. English speaking (nice to have)

Strategic Business Partner Search Approach II.

2. Identify a Long list of potential distributors based on a basic filter:
Filter: Colombian companies in the energy supply and/or drinking water business with focus on remote areas
Data sources: www, associations, fairs, buy data from Camara de Comercio, etc.
3. Contact these companies (phone interview / questionnaire) and check the conformity with the defined criteria. → Result: Short list
4. Screen short-list candidates in personal meetings
5. Decide on distribution partner and sign partner agreement

Network-based Partner Search Approach.

Meet potential distributors who meet the requirements through personal network (contacts of contacts).

Prerequisites:

- Based in the country or long history in the country
- Familiar with local culture
- Solid network established
- «Connecting fee» for successful connection is often required

Trunz Distributors in Colombia.



www.heliosyst.com

- Distributor since 1.2012
- Course @ Trunz attended
- 1 demonstration unit bought



www.axxialwatersolutions.com

- Distributor since 12.2011
- Course @ Trunz attended
- 2 demonstration units bought

Don't put all eggs in one basket!

Tasks of nelcons – exclusive agent of TWS.



- Setup distribution network in Colombia
- Support brand-oriented marketing activities (e.g. fairs)
- Support communication between stakeholders (TWS / distributors / clients / authorities, etc.)
- Quality assurance
- Generate leads
- Initiate „special projects“
- Consulting or project management for „special projects“



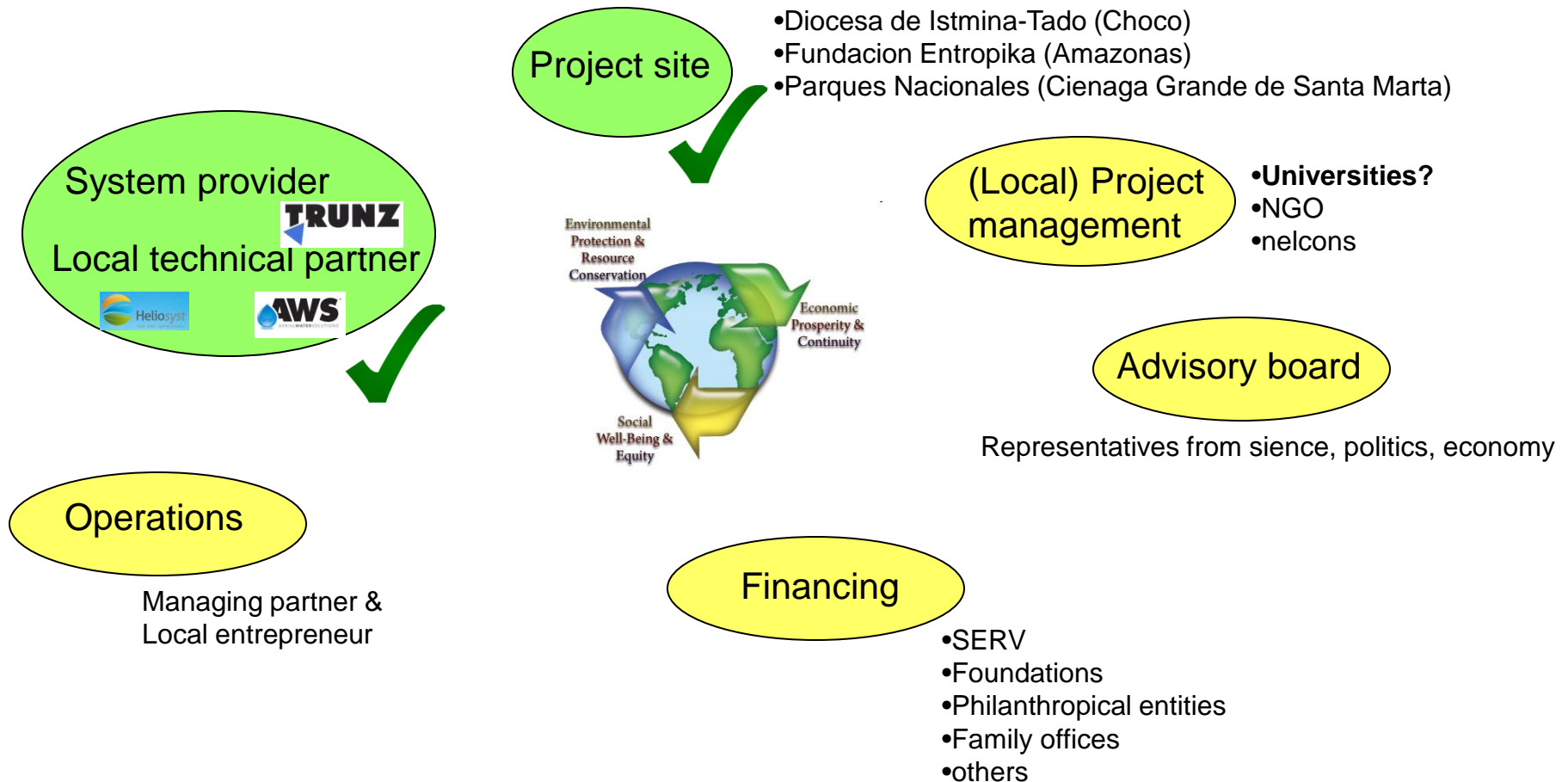
„Special projects“ – provide solutions, not products

Instead of providing «only» drinking water filtration units providing solutions, including:

- Water bottling plant
- Bottle cleaning station
- Water sales & distribution
- Financing models
- Utility shop (power station, sanitation, etc.)
- Etc.



„Special projects“: Utility- / Watershop in Colombia



Muchas gracias por su atención!



For further information: www.nelcons.com / info@nelcons.com