

Market Access / Entry

Market Access and Development Service

Gaining business from Toyota or the Volkswagen Group is a guarantor for a successful expansion or entry to Asia and Europe. But many other makers and Tier-x-suppliers offer interesting chances, depending on your business objective as well.

German and Japanese companies still tend to make all major decisions in their global headquarters and prefer a local presence in their home country.

Developing the best market entry strategy, representing your products, target-customers, company size and financial means and establishing the corresponding

CBI
Partners / Cross Border Implementation

 CROSS BORDER SOLUTIONS

The CBI One Stop Approach

- Based on our experience we have developed our **“ONE STOP APPROACH”** for customers who want to establish a successful company and become operational in weeks, without making huge investments or blocking their internal management resources with tasks they are not specialized in.
- CBI defines your targets with you, and then provides you with everything from company foundation to customer access by utilizing our own staff or by building teams of specialists, which you dispatch to your target country.
- For SMEs it takes a tremendous effort to become operative in Germany or Japan, even with a small sales office. Identifying a suitable office, hiring local management resources, staff, training etc. leads to high costs during the first 2 years. During this time your team is often not effective and faces a slow, often frustrating learning curve.
- CBI will reduce the necessary start-up costs and time to organize an effective team and access to the key customers and partners in the automotive industry.
- CBI also manages effectively existing organizations which need adjustment to a new environment, e.g., to companies which need to reduce the size of operation, or which face major change management tasks.

Classical Hurdles

The German and Japanese automotive industry is more accessible than ever before, but the classical hurdles and challenges of starting and growing a successful business-relationship in both countries remain.

Customer access, getting the right resources on board, executing initial projects professionally, creating & managing joint ventures & partnerships are only some potential pitfalls.



Why we are successful

- ✓ Long time experience in the European and Japanese automotive industry & Market Entry Expertise
- ✓ For years CBI has been running automotive companies as permanent board-members or interim-managers. We have turned around and restructured many under-performing businesses and implemented sustainable change.
- ✓ We found JV partners or M&A targets and implemented strategies, which helped our clients to establish successful operations across borders fitting to their specific needs
- ✓ With the eye of 30 years of cross-border experience of each managing partner we know what is possible or not