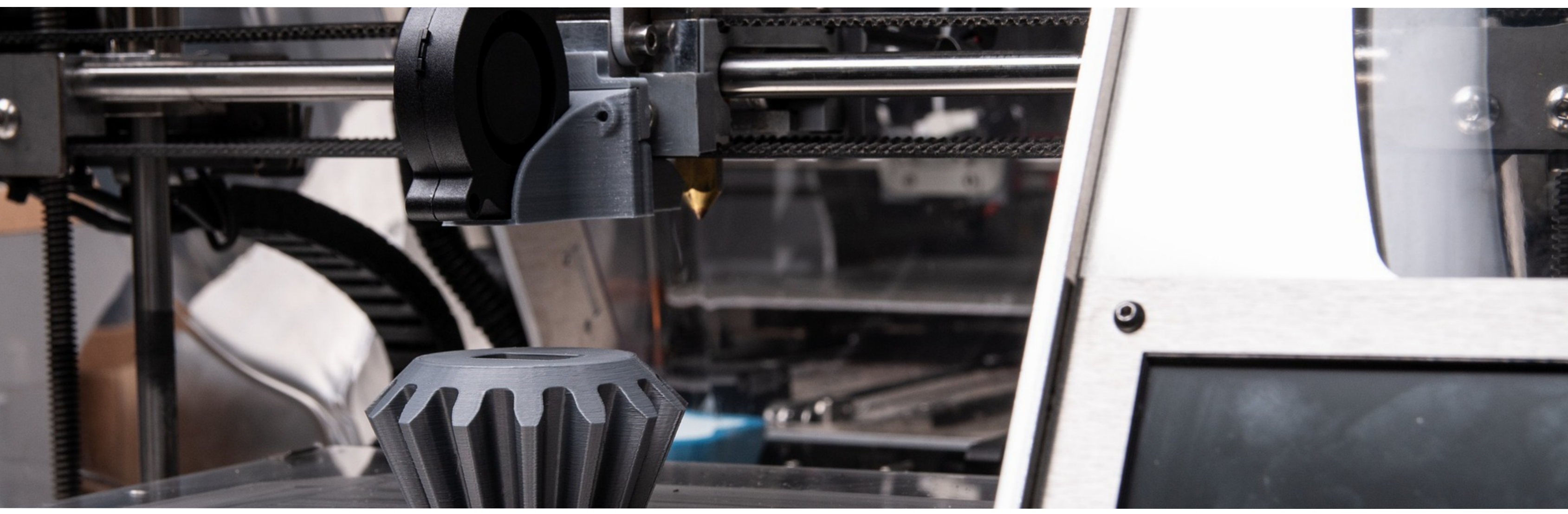


ADDITIVE MANUFACTURING CASE STUDY



INTRODUCTION

Europe is a highly fragmented target area for North American suppliers. Each country in Europe has its own language, culture, and way of doing business. It is essential to understand those differences in detail when growing into the European market. This case study looks at this element and provides a brief overview of EuroDev's services within the European Additive Manufacturing market.

This case study outlines EuroDev's activities for a Canadian-based manufacturer of 3D-printer components. The objective is to identify opportunities in the European Additive Manufacturing market by leveraging the experience gained in the North American market. The goal is to contact 3D-printer manufacturers and to find opportunities where components can be integrated into a new 3D-printing platform.

EUROPEAN ENERGY MARKET

The Additive Manufacturing (AM) market is developing rapidly, not only in the North American market but also in the European market. As EuroDev, we see opportunities in this market increase significantly. Especially within industries like Aerospace, Medical, and Energy we see an increase, all demanding the benefits they can achieve with this advanced technology. The market is in high demand for new technological innovations to further improve quality at lower cost prices. With new materials, better software solutions to automate processes, and bigger printing volumes we see a growing number of applications across these industries, resulting in significant AM industry growth.

Increasing Additive Manufacturing demand, technological innovations, and a strong technological Additive Manufacturing presence in North America results in the potential for suppliers to grow their business in Europe. It is important to grow market share, especially during industry growth, to strengthen the position for the future.

The case study below provides insight into the business development activities related to the entry into the European Additive Manufacturing market and outlines the steps that were taken during the 4-month introduction program.



Phase 1 - Market Research

The first step that EuroDev took for this Canadian principal was to open their European office location, set up customer services lines and email addresses. A multi-lingual team was selected based on their expertise and industry knowledge. The team was trained to understand the principal's business model, their Additive Manufacturing solution, and the target customer profile, in this case, 3D-printer manufacturers. The team gathered existing contacts in the Additive Manufacturing industry that gave a kick-start to the activities of the new European sales team.

Deliverables at the end of the first month:

- Deep insight into the European Additive Manufacturing market, its trends, and opportunities;
- A competitor analysis including pricing information;
- A country-level analysis, showing in-depth market characteristics;
- An initial market entry strategy.



Phase 2 - Initial Market Feedback

During phase two of the program, the EuroDev business development team narrowed their focus down to Additive Manufacturing companies. More specifically, manufacturers of 3D-printing hardware and full 3D-printing software systems. The team also looked into other relevant players in the European Additive Manufacturing industry, like material suppliers (OEM). Often, it is needed to work with multiple industry players to achieve goals. In this case, the team had to ensure the components and composites are also supported by material suppliers.

Final criteria were formulated and used to generate leads across Europe. Based on this, the team generated a lead pool. The number of 3D-printer manufacturers across Europe is not very high, so the team was able to start with around 60 leads. Using cold calls and introductions during trade shows and events, the team managed to introduce themselves to all relevant players. This resulted in business trips across Europe, together with the Canadian principal, during which new relationships were established.



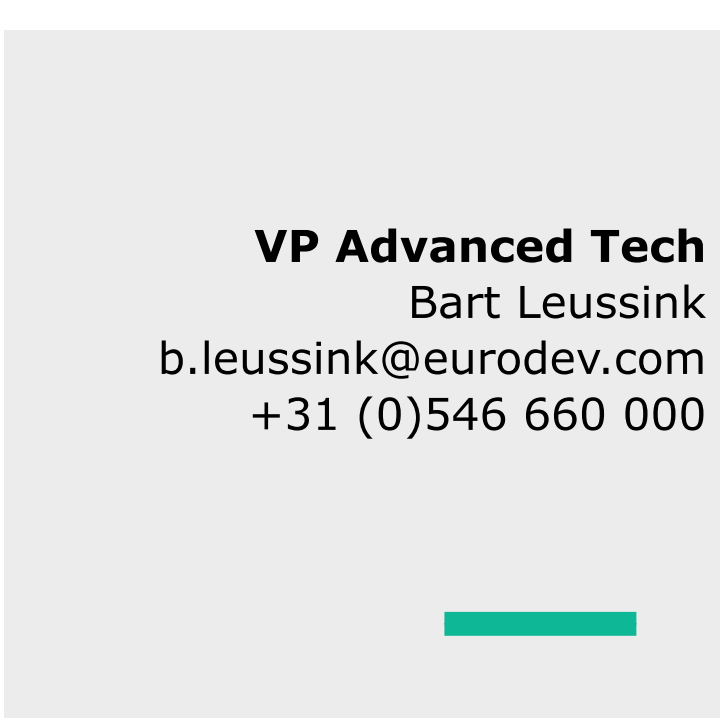
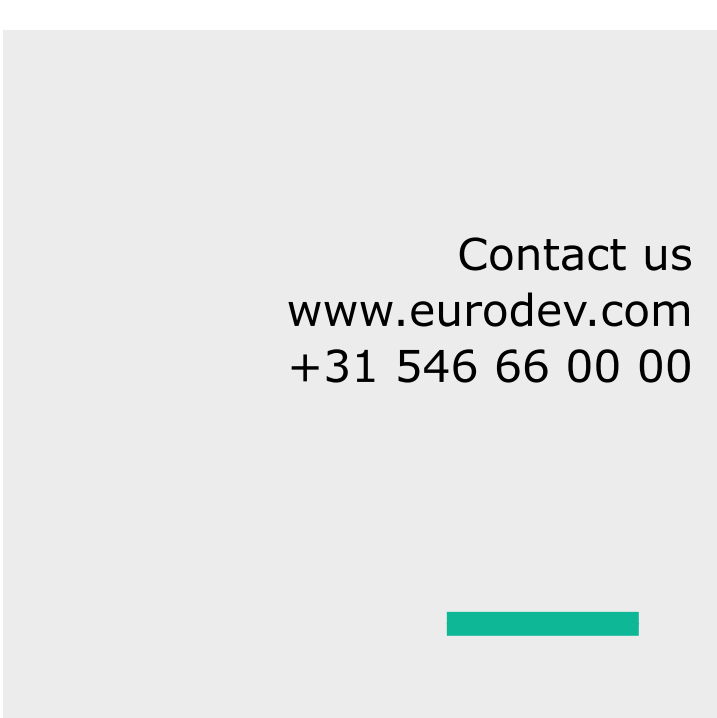
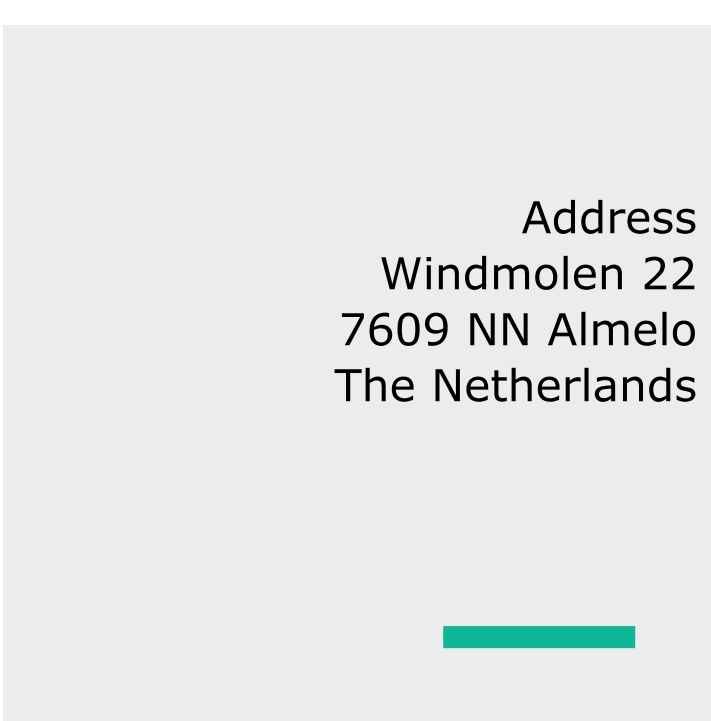
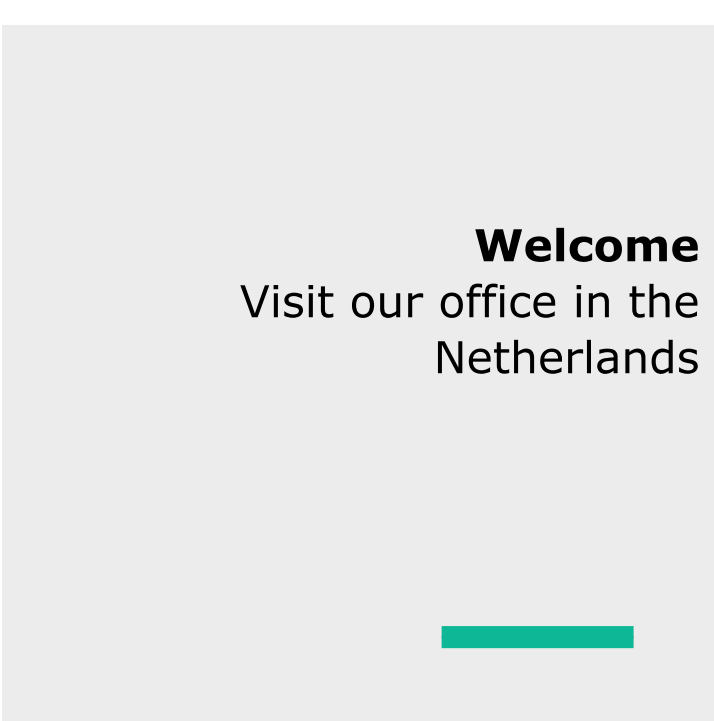
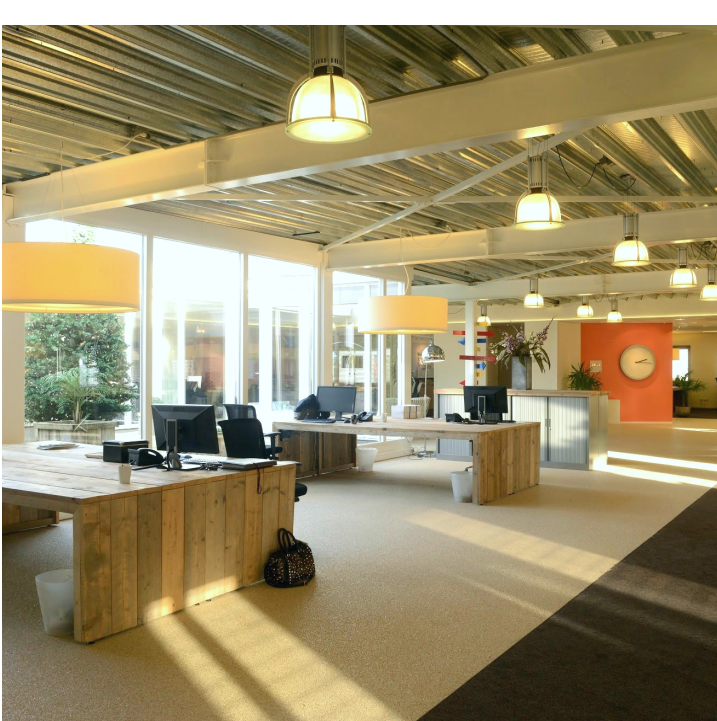
Phase 3 - Identifying Opportunities

Phase three is about the long-term execution of the entry strategy and identification of opportunities within the Additive Manufacturing market. Using a structured market entry strategy, the business development team identifies opportunities continuously. In this case, it is important to be in front of the customer when a new platform is developed, talk to their engineering team and make sure the 3D-printer components are considered when new systems are designed or changes are made in current system architectures.

In this case, it was essential to target the 3D printer manufacturers directly. For other North American principals, it makes sense to work with local partners in each European country. The best entry-strategy is considered and evaluated constantly to ensure that the right approach is taken - always in extensive collaboration with our North American principals.

WHAT MAKES EURODEV SPECIAL?

- Experience and network within the EU markets
- A full European business development range
- Multilingual staff, dedicated to the partner's success
- The willingness to go the extra mile
- Cost-effective solution to grow the European presence



WHY CHOOSE EURODEV?

EuroDev, established in 1996 with an office in The Netherlands has a single, defined purpose to help mid-sized North American companies expand their business in Europe. We have created a proven, successful business development model. Furthermore, we have supported over 300 companies define and meet their European business goals.



SALES OUTSOURCING

Dedicated sales and marketing teams for North American manufacturers who want to expand in Europe



HR OUTSOURCING

Professional employer organization services, HR management and recruiting solutions across the EU



DIGITAL MARKETING

Result-driven B2B marketing for North American companies, at the service of their European clients