

A Dutch company is looking for European partners in cabling solutions (fiberglass, copper, coax) to establish an international purchasing organisation

Summary

Profile type	Company's country	POD reference
Business request	Netherlands	BRNL20220713011
Profile status	Type of partnership	Targeted countries
PUBLISHED	Commercial agreement Supplier agreement	• World
Contact Person	Term of validity	Last update
Ruben van der Horst	13/07/2022 13/07/2023	13/07/2022

General Information

Short summary

The company is a supplier of a wide range of well known brands of cabling solutions in fibreglass, copper and coax. Their clients are active in the LAN, data centers and infrastructural projects for wired data transfer.

The company is broadening their scope on the EU market to grow internationally. They would like to supply, in cooperation with partners in Europe, more international based clients.

The company looks partnerships in Europe with foreign cabling solutions companies.

Full description

The Dutch company is a supplier of a wide range of well known brands of cabling solutions in fibre, copper and coax. The clients of this company are mainly active in the LAN, data centers and infrastructural projects for wired data transfer.

The company is broadening their scope on the EU market and has ambitions to grow internationally. The company would like to supply, in cooperation with partners in Europe, more international based clients. For instance clients who are already being served in the Netherlands, who also have foreign offices abroad.

For this reason, the dutch company is looking for partnerships in Europe with foreign cabling solution companies, who are suppliers of other brands of cables and connecting products (like connectors etc), to share the product

portfolios amongst all partners and in that way all partners can offer a more broaden product portfolio in their own segment of clients.

Ultimate goal is to establish an international purchasing organisation on all parts and products in the segment of cabling solutions in the wired data transfer market.

The company has developed their own webshop and on-line ordering, selling and shipment process, already functional and active in several European countries, amongst others in Germany, France, UK and Spain.

With all the experience and success of their webshop, this platform could form the base of the international purchasing organisation. Members of this organisation are the partners sought via this request.

The company has a working space where assembly (e.g. ODF) take place and owns a 1000m2 warehouse with available space and possibility to expand. Also there is the possibility of using office space for partners. The company has their own test and measurement facility for copper and fiberglass cables.

The company is looking for partnerships in Europe with foreign cabling solution companies, who are suppliers of other brands of cables and connecting products to share the product portfolios amongst all partners so all partners can offer a more broaden product portfolio in their own segment of clients.

Ultimate goal is to establish an international purchasing organisation on all parts and products in the segment of cabling solutions in the wired data transfer market.

Advantages and innovations

As part of an international cooperation organisation in purchase and delivery of all kind of cabling solutions, the advantages are various:

- All members can offer a broader range of (cabling and data transfer) products in their portfolio, also of well known brands with exclusivity contracts to one supplier. So increase the product range through combining distribution rights
- Storage of complete portfolio can be spread amongst partners, to reduce the risk and investment
- Using eachother's distribution channels
- All members can broaden their markets to different countries based on the cooperation in the purchase organisation
- In partnerships amongst members, also quotations to large clients can be offered, and larger projects can be supplied in a safe and secure way
- The existing online platform can form the base of the new cooperation

Stage of development

Already on the market

IPR Status

No IPR applied

Sustainable Development goals

- **Goal 8: Decent Work and Economic Growth**
- **Goal 12: Responsible Consumption and Production**
- **Goal 11: Sustainable Cities and Communities**
- **Goal 9: Industry, Innovation and Infrastructure**

Partner Sought

Expected role of the partner

Type of partner:

Supplier of glassfibre, coax and copper cable solutions for data transfer in specific country

Role of the partner:

- Being part of cooperation organisation by making available (share) their product portfolio to all partners in this organisation
 - Share expertise
 - Cooperation in quotations and projects internationally
 - Ambition to grow to more (inter)national cooperation projects with more complexity
 - Fibre, coax and / or copper cable supplying to businesses
 - B2B market
 - The partner(s) change along with market and technology developments
- Suppliance of described products, but also offering consultancy on the cabling system, and offering a "total solution" to clients.

Type of partnership

Commercial agreement

Supplier agreement

Type and size of the partner

• **SME 11-49**

• **SME 50 - 249**

Dissemination

Technology keywords

- **001001011 - Optical Networks and Systems**
- **01006002 - Broadband Technologies**
- **01006005 - Network Technology, Network Security**

Targeted countries

- **World**

Market keywords

- **01004002 - Data communication components**
- **03006 - Fibre Optics**
- **01004001 - Local area networks**
- **01006003 - Streaming**
- **01004006 - Other data communication components**

Sector groups involved

- **ICT Industry and Services**