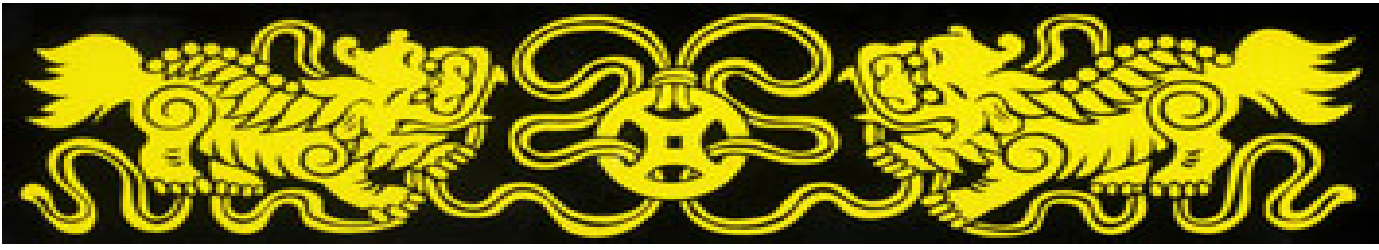


# case study



## Accumulatorenwerke HOPPECKE GmbH

The company develops, produces and distributes energy storage units throughout the world, together with the associated power supply systems and relevant services. The battery systems are used for various applications such as for safeguarding modern telecom and IT networks, for use in automatic guided vehicle systems, electrically-powered trucks and vehicles, for onboard supply of power to modern train systems or as "Standby Battery Systems" to bridge power failures in control centers, power stations and large institutions.

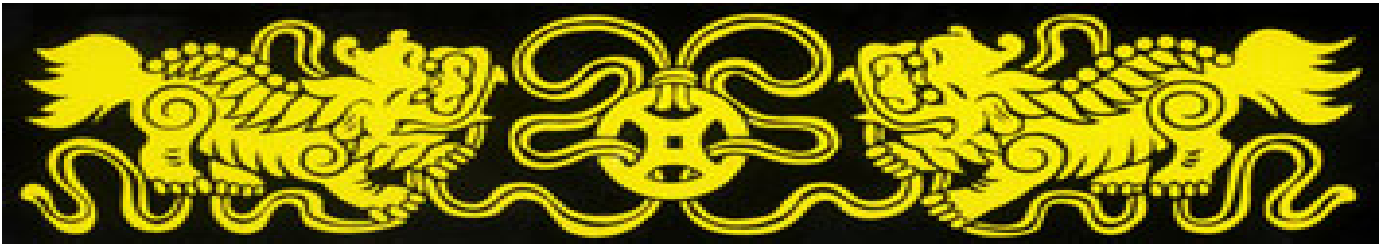
The extensive range of applications for such battery systems offers extraordinary business opportunities especially in the so called "Emerging Markets". Building of basic infrastructures in the areas of energy supply, public transportation and telecommunication enjoys highest priority in the countries of East Asia as well. Hoppecke followed those developments first by servicing the markets directly from Germany, a lengthy and expensive procedure. On the recommendation of Mr. von Riesen one decided finally in 1990 to establish a new marketing concept for that region which was realized successfully with the help of Riesen Far East Consultants over the coming years.

In this connection Mr. von Riesen was engaged to establish and build up the first representative office for Accumulatorenwerke Hoppecke GmbH in the Pacific region. The objective was to offer a contact and meeting place "on site" for all existing and future clients of that important economic area in order to strengthen business relationships and to initiate new customer contacts. The activities of the Hoppecke Asia - Pacific representative office covered the countries Taiwan, Hong Kong, Thailand, Malaysia, Singapore, Indonesia and the Philippines.

In details the office dealt with:

- Searching of interesting projects and forwarding relative information to the parent branch in Germany, keeping contact to planners, consultants and end users, clarifying technical specifications, servicing tenders and following-up quotations.
- Guiding the agents of the region by providing marketing support, training the staff and instructing on important Hoppecke news and projects.
- Maintaining order independent contacts to end users, presentations of Hoppecke technology and products.
- Procuring and forwarding of information to Hoppecke regarding the relevant markets, Hoppecke's position in the individual markets as well as the economic and political networks of connection.
- Controlling the financial standing of agents and clients and supporting the export sales management by following-up quotations and processing orders.
- Building up an assembly line for Hoppecke batteries in Indonesia and organizing the export business ex Indonesia to the Asia-Pacific region.
- Controlling and following-up installation and assembly projects in Asia.
- Realizing the market objectives of Hoppecke in the Asia-Pacific continent.

# case study



## **Accumulatorenwerke HOPPECKE GmbH**

Making effective use of our specific market knowledge, our understanding and empathy of complex techniques, the convincing presentation capabilities of our personnel and last but not least the close and long-term business contacts we are maintaining in this region, all that together helped not only to strengthen but to enhance and extend substantially the market position of our principal in the Pacific region.

Finally, on the recommendation of Mr. von Riesen, Hoppecke founded an own marketing subsidiary in 1992. As part of a management company incorporated in Singapore that will further enhance its operational basis and open new business opportunities.

Our success is originated in our “tycoonconnections”, a network based on “guanxi” which was built up in the Far East over the past two decades with the European SME’s in mind. There is no better alternative to that kind of business incubation in the Chinese business culture.

Singapore, 1994