

Introduction

DSBP Consultants is a specialized consulting firm in the field of strategic communication and marketing for international projects in the public sector.

Over the years, our consultants have accumulated valuable experience working with various partners on numerous EU projects, particularly focusing on sustainability.

We excel in effective collaboration with international stakeholders and possess a deep understanding of the dynamics inherent in European and international projects. Rest assured, this expertise will be diligently applied to enhance the success of your project.



DSBP CONSULTANTS
CONNECTING FOR SUSTAINABLE GROWTH

Our Team

Rotterdam



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Director



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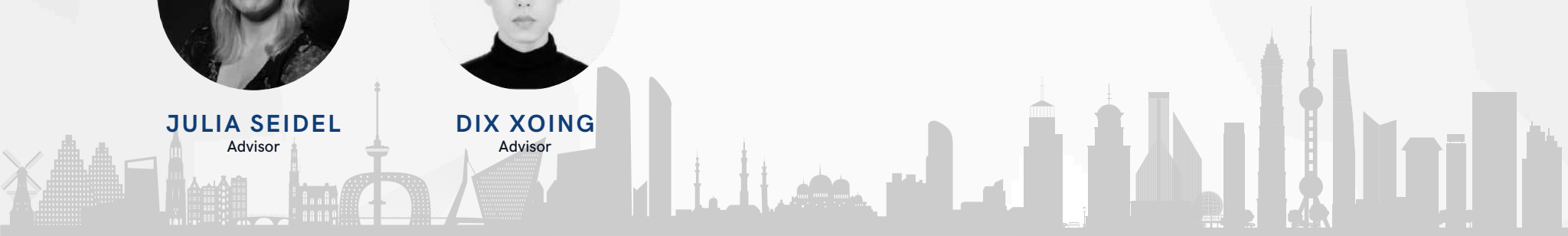
RACHEL ZHOU
Partner & Director DSBP China



MINZHI PAN
Commercial Assistant



NICK HONG
Senior Advisor



Our Services

1. Market Advisory and Support

2. Strategic Marketing and Communication

3. Event Organization

4. Liaisons and Connecting Points



1. Market Advisory and Support

DSBP offers tailored market advisory and support services for your business and project needs. Our experienced team provides a range of services, including market research, entry strategy advice, and entry support services, ensuring informed decision-making and strategic growth.

Our services extend beyond the examples provided. Reach out to our team for more information on how we can assist you further.

Market Research

- Consumer analysis
- Competitor analysis
- Regulatory analysis

Entry Support Services

- Business plan
- Regulatory support
- Entity registration
- Cultural trainings

Entry Strategy Advice

- Entry mode
- Feasibility studies
- Intellectual property
- Exit strategy

Roadmap to Successful Marketing in China

We identify and establish relationships with key stakeholders in the Chinese market, including potential partners, distributors, suppliers, government agencies, industry associations, and other relevant entities.

This helps our clients navigate the market more effectively and leverage valuable connections to support their business objectives.

Utilizing the SWOT (Strengths, Weaknesses, Opportunities, Threats) framework, we analyze the client's internal strengths and weaknesses, as well as external opportunities and threats in the Chinese market.

This analysis helps us identify strategic advantages, address potential challenges, and capitalize on opportunities for growth.



Strengths



Weaknesses



Opportunities



Threats

2. Strategic Marketing and Communication

Effective communication in scientific fields is crucial for disseminating complex findings to diverse audiences, fostering understanding and collaboration.

Clear and accessible communication is essential for driving innovation, securing funding, and addressing societal challenges. It empowers scientists to share discoveries, engage stakeholders, and inspire future advancements.

At DSBP, we support EU projects by defining media strategies, developing content, and managing engagement. We utilize various platforms, including WeChat, LinkedIn, develop a website presence, and podcasting, to ensure broad and effective communication.

- ▶ **Clear and attainable objectives**
- ▶ **Precise targeting of audiences**
- ▶ **Effective communication channels**
- ▶ **Compelling and relevant content**
- ▶ **Consistency**
- ▶ **Measurable results**

Example of a First Year Content Strategy



Kick-off Post

Introduction about the organization/project, including product, and solution details.



12 Monthly posts

- Project updates and achievements.
- Announcements: Upcoming participation in conferences and events.
- Breaking News: International and domestic project-related news.
- Share relevant sector updates.



5 Season's Greetings

Posts for New Year, Christmas, Thanksgiving, and other significant EU/CH celebrations.

For subsequent years, the frequency of posts can be further determined.

WeChat



To engage with the Chinese market, DSBP provides a comprehensive package for international organizations and projects looking to establish a presence on the WeChat platform, enabling access to this widely popular social networking medium.

LinkedIn



DSBP provides a comprehensive solution for LinkedIn. This solution empowers your brand to build credibility, cultivate valuable connections, and engage effectively with potential prospects.

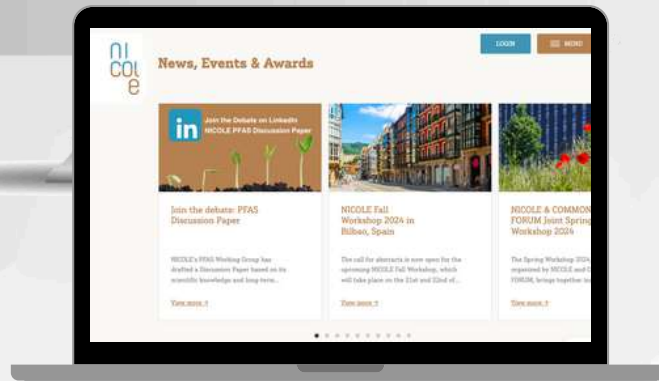


Website Development

A well-designed website is key to making a positive first impression and capturing interest.

DSBP offers a turn-key solution for web design, hosting, content creation, and management.

DSBP can assist in developing a unique and compelling branding for your project.



User-Centric Design



Visual Appeal: This includes attention to color schemes, typography, imagery, and layout.



We develop high-quality content that is relevant, engaging, and easy to read.

References:

[EiCLaR](#)

[NICOLE](#)

[EU Greencities Foundation](#)

Podcasting

In partnership with the EU Green cities Foundation, DSBP has developed a podcast centered on the topic of soil. The Sustainable Land Matters Podcast features conversations among scientists, researchers, and policymakers, delving into crucial subjects concerning soil.

Podcasting is an effective medium for disseminating research topics to a broader audience. Using a conversational or interview-style format, complex topics can be discussed in an accessible yet detailed manner.

DSBP has managed the technical aspects, covering recording, editing, and multi-platform publishing. We took charge of content production and initiated connections with pertinent stakeholders.

Moreover, DSBP orchestrated a comprehensive marketing strategy, effectively promoting the podcast to diverse audiences.



[Listen to the podcast on Spotify.](#)



Case Study: Strategic Marketing for EiCLaR H2020



As a partner in the EC H2020 project EiCLaR, DSBP is tasked with communication, coordination, and market engagement with Chinese partners.

We have identified communication channels with our Chinese partners and have developed the communication mechanism with European partners. The following is an excerpt of the communication guidelines for a H2020 project.

WP5-Communication and dissemination guidelines

17 Feb 2023

WP5 members

Organisation	First and last name
SPAQUE	Marta Popova (MP)
ECL	Maria Tovilla Coutino (MTC)
DSBP	Daisy Zhang (DZ)
DSBP	Nan Su (NS)
CL:AIRE	Rob Sweeney (RS)
CL:AIRE	Nicola Harries (NH)

1. How to recover the information from the partners?

1.1 MTC will send an email to all partners every two months to gather work progress: pictures and a short description of each event, field test, lab-experiments, articles, conferences, among others. If necessary, a reminder will be sent to each partner. Estimated time: two weeks

MTC will give the partners the following options to communicate their progress:

a. Fill the EiCLaR google form:

https://docs.google.com/forms/d/e/1FAIpQLSe-WHn6fGzgmFfOD4qTVNtAcjIAUGmVxQqc7NSe_xCRd28vgw/viewform?usp=sf_link

b. Send their pictures + description, congress participation or published article by email to MTC.

c. Upload to CORE. Each partner should notify MTC that their progress activities were uploaded.

For options b. and c., the photos should be given in JPEG format and the text in a Word file, so we can edit the text (if necessary). Each photo name should be linked with its description. For instance,

JPEG: Partner name_Figure n°X_short title

Word file: short description of Figure n°X

⇒ Depending on the preference of most of the partners, one option will be kept after six months.

Schedule to send each email by MTC

Year	Months of progress work	Email to be sent
2023	January and February	28 Feb 2023
	March and April	28 April 2023
	May and June	28 June 2023
	July and August	28 August 2023
	September and October	27 October
	November and December	15 December 2023
2024	January and February	28 Feb 2024
	March and April	26 April 2024
	May and June	28 June 2024
	July and August	28 August 2024
	September and October	28 October 2024
	November and December	16 December 2024

1.2 MTC will organise each picture and description per partner. Files will be organised by Months-Year and be available on CORE inside the file: 3. DISSEMINATION AND COMMUNICATION.

For instance,

- Jan and Feb 2023: pictures and description of each partner
- March and April 2023: pictures and description of each partner
- May and June 2023: pictures and description of each partner
- July and August 2023: pictures and description of each partner
- September and October 2023: pictures and description of each partner

3. Event Organization

Event organization and coordination are crucial for the success of international projects. At DSBP, we excel in facilitating effective event organization, bringing together stakeholders from diverse backgrounds to foster collaboration, knowledge exchange, and relationship building.

Through strategic planning and execution, DSBP enhances the impact, sustainability, and overall success of international projects. Whether you're hosting small-scale gatherings, large conferences, interactive workshops, or online events, DSBP provides comprehensive support. The following pages will outline DSBP's detailed approach to event organization, along with several case studies of past events.

We take each client's specific needs into account and develop a tailored organizational plan.



DSBP Event Organization Overview

Before the Event

Event Planning

- Defining goals, format and topic(s) of the event together with our client
- Budget plan

Marketing and Promotion

- Design flyers and program
- Create campaign for social media, online communication channels

Coordination

- Venue and catering
- Invitations for speakers and participants
- Online registration (if needed)
- Program
- Interpretation (if needed)
- Sponsorship opportunities and local government support
- Transportation and logistics
- Pre-recording the speech/presentation (if needed as back-up)

Technical Equipment

- Wifi, microphone, cables, laptop, control units, meeting platforms, camera

Others

- Network support: distribute regular updates, logistic information
- Print materials
- Venue decoration

During the Event

Audience

- Welcoming participants and speakers
- Technical support for online participants
- Answer questions and on-site support

Speakers and Program

- Monitoring and tracking the program
- Co-host the event in needed

Interaction

- Set-up interactions, such as polling
- Q&A
- Others

Troubleshooting

- Equipment commissioning
- Tracking the timeline
- Online platform operation

After the Event

Marketing and Promotion

- Social media post about the event
- Support with writing reports and memos

Follow-ups

- Prepare take-aways for attendees
- Sending out presentations and speeches
- Feedback survey
- Reporting
- Presenting results
- Evaluation and feedback

H2020 Project- EiCLaR - Consortium Meeting

In October 2022, the second consortium meeting of the H2020 project EiCLaR occurred in a hybrid format. DSBP, a partner in EiCLaR, spearheaded coordination and market engagement with Chinese partners. The meeting facilitated smooth interaction among the 18 EU and Chinese partners, utilizing cameras and online platforms for effective collaboration.



APEC- Webinar on Sharing and Analysing Standards of Facilitating Product Circularity Data Exchange across APEC Economies

In December 2023, APEC held a 2-day hybrid webinar on featuring speakers from APEC economies, ISO, and beyond. The event engaged 25 participants from APEC economies. DSBP coordinated tasks, supported by GIC and Survey, to ensure smooth proceedings. A summary report, aligned with APEC guidelines, was published, offering insights to advance product circularity efforts.



- October 2022
- Hybrid Audience: Project partners, professionals
- Partners: EU SMEs, EU-CN academia



- December 2023
- Hybrid Audience: Project partners, external experts
- Partners: APEC economies, ISO experts and industry practitioners



IURC- China-EU Education and Innovation Cooperation from the Perspective of Sustainable Development and Core Competitiveness



Ms. Floriske Deutman, co-founder of DSBP, was appointed as an expert of the IURC China's Education, Employment, and Skills Group. DSBP supported with the organization and content of the workshop. The discussions included strategies to improve local education and training and how incentive programs can support long-term goals like a green, digital, and low-carbon economy.

- September 2022
- Online Audience: Project partners, professionals
- Partners: EU SMEs, EU-CN academia

EU SWITCH Asia Circular Textiles Project - Stakeholder Consultation



DSBP served as a service provider, organizing stakeholder events in China for the EU SWITCH Asia project titled "Transitions to Circular Economy Practices in Textile and Apparel MSMEs Along the Lifecycle" in Huzhou and Shaoxing. The project's overarching objective was to facilitate the adoption of circular economy practices within the textile and apparel industry in Huzhou City and Shaoxing City, China.



- January 2024
- Online Audience: Project partners, professionals
- Partners: ICLEI, MedWaves, CTDC and CNIS

On-site Events

The following is an example of an event organized by DSBP: Since 2012, DSBP has managed the secretariat for the Network for Contaminated Sustainable Land Management (NICOLE), coordinating biennial workshops across Europe. These workshops, which typically span 2-3 days, attract around 150-200 participants. DSBP handles every aspect of the event's organization, ensuring a seamless and successful experience.



The most recent workshop, held in Liège and Brussels from 11 to 13 March 2024, included various activities:

1st Day

- Interactive Mix&Match Event
- Field Demonstrations
- Reception

2nd Day

- Working Group Meetings (hybrid)
- General Assembly
- Conference Dinner

3rd Day

- Main workshop event
- Panel discussion
- Breakout sessions

DSBP selected suitable venues and arranged transportation to different locations. We also organized catering and ensured that the program ran on schedule. During the meetings, we took meeting notes and supported the preparation of presentations. Furthermore, we served as the first contact point for participants and speakers, ensuring that the event ran smoothly for everyone.



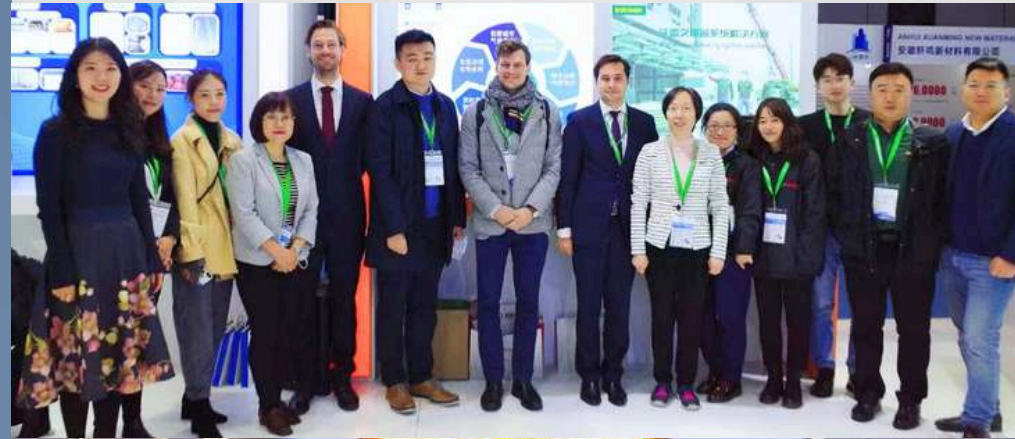
4. Liaisons and Connecting Points

As liaisons, DSBP serves as a vital bridge between European partners and their counterparts in China, facilitating seamless communication and collaboration. By maintaining a local point of contact in China, DSBP ensures smooth coordination for EU clients, providing invaluable insights into the Chinese market and business culture.

Additionally, DSBP assists with business operations and regulatory compliance. Leveraging its extensive networks and expertise, DSBP fosters strong relationships and mutually beneficial partnerships, driving sustainable growth and success for EU clients in China.

The DSBP Shanghai office serves as the liaison officer for Partners for International Business (PIB) projects in China, partially funded by the Netherlands Enterprise Agency (RVO). These projects focus on Waste Management & Circular Economy, Urban Sustainability, and Horticulture.

Organization of roadshows and company visits in China



Case Study: EU-Chinese Partnerships

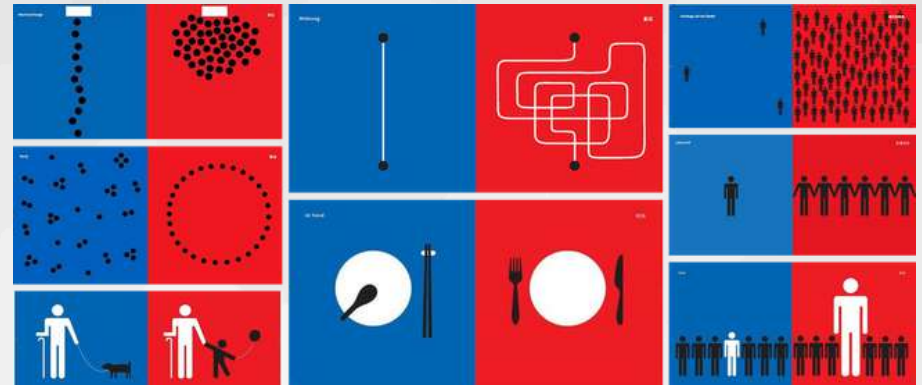
To enhance and explore business cooperation between EU and Chinese partners, DSBP functions as a local representative, strategically positioned to uncover and leverage market opportunities. Acting as a crucial intermediary, DSBP plays a proactive role in identifying emerging market trends and opportunities, connecting with potential business partners, and facilitating meaningful interactions.

Our approach includes:

- Market Identification
- Partner Engagement
- Relationship Building with Key Stakeholders
- Bridging cultural and business differences

Through these efforts, DSBP not only helps EU and Chinese businesses navigate and expand in each other's markets but also drives sustainable growth and innovative partnerships.

Navigating cultural differences in business and making collaborations work requires a nuanced approach and strategic effort.



Graphical representation of contrasting cultural dimensions.



DSBP CONSULTANTS

CONNECTING FOR SUSTAINABLE GROWTH

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