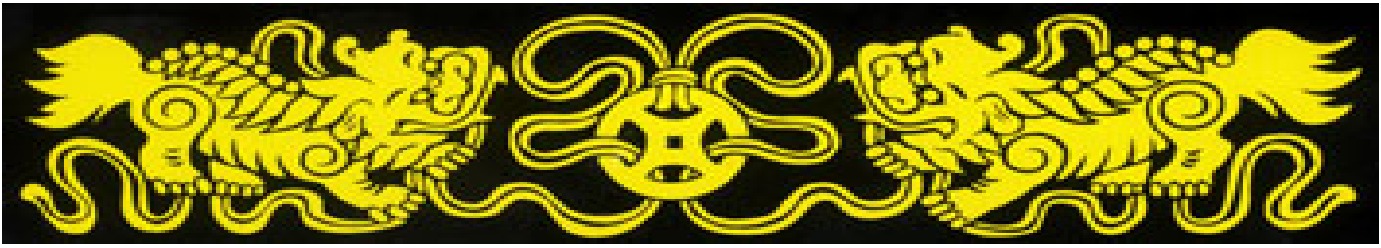


# case study



## DeTeWe – Deutsche Telephonwerke AG & Co

Since more than 115 years the Berliner DeTeWe AG has been developing and producing innovative products and services for telecommunications. In the meantime the company is an established and well-known OEM supplier of consumer products in Europe. After introducing several new products in the year 2000 the board of directors is considering to penetrate into new markets beyond the borders of Europe. Since the company has many years of experience with suppliers of the Far East it is obvious to make use of this region for sales as well.

As an ideal base of operation and geo-strategic hub into that region, there is Riesen Far East Consultants Pte. Ltd. well established with its headquarters in Singapore. That's why DeTeWe entrusted Mr. von Riesen in January 2000 with looking after its business interests in the following markets: China, Taiwan, Singapore, Hong Kong, Macau as well as all other markets of ASEAN.

The individual tasks are:

- Analysis of the selected markets according to DeTeWe instructions
- Registrations of the company name and copyright protection of the product names or patented DeTeWe products respectively
- Forecasting of sales quantities
- Ascertainment of the specific market requirements for the products
- Fixing of technical records
- Certification procedures for the respective products
- Making contacts to telecom companies or other OEM partners
- Sales of DeTeWe products to target groups acc. to DeTeWe instructions
- Procuring of price and product information of the competition

In close co-operation with the divisions of DeTeWe's parent branch at first the specific product know-how was transferred to Riesen Far East Consultants. Then it took a short while only for gaining a comprehensive overview of the market situation. In addition specific product requirements in each market were identified and negotiations started with potential agents, distributors and OEM-customers. It's within the first year of co-operation already that DeTeWe obtains the official certification for the usage of several products and systems in Singapore. Further public approvals are pending in neighbor countries.

The sudden economic slump of the telecommunication market in 2001 had a considerable impact on the economic situation of many telecom companies. DeTeWe, directly affected by this development was forced as well to revise its sales strategies and – as a consequence - terminated the so far successful co-operation with Riesen Far East Consultants on short notice.

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, 2002