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## PARTNERS IN MARKETING

### **November 2009 - PIM analyzes building and decoration market in Shanghai**

Klaus Maas of PIM conducts market research in China in order to map out the building and decoration market. One of our customers seeks potential markets for their local products and wants to explore the possibilities for further expansion into China. PIM has created a project plan to identify growth possibilities. In the first phase objective data will be collected, after which a commercial business plan will be drawn up. The objective is to anchor the company more firmly in the region of Shanghai, which experiences an unprecedented inflow of investments and building projects thanks to the coming world exhibition.

PIM has a thing with China. Our company is co-founder of the [Brussels Institute of Contemporary China Studies](#). Since 2006, we also offer internships for Chinese students and already welcomed 2 students of the Hong Kong University for a three-month internship in our office. PIM took on the godparenthood of the China-club of employers' federation VOKA for several years. Besides all this, we regularly organize seminars for local entrepreneurs in the region of Shanghai-Hangzhou.

Klaus Maas, who speaks Chinese, has lived in Asia for many years and carried out numerous assignments in China. Earlier this year he also accompanied a trade delegation of Flanders Investment & Trade (FIT) to Northern-China.

