

Client Question:

We've been told that Belgium is an ideal first EU market for us. Can this be validated / confirmed?

This client designed and implemented systems for medical device manufacturers. We translated this requirement into a number of key research questions:

First, we investigated the potential local customer base:

Customers:	Our findings:	But, delving deeper:	Result:	Recommendation:
What medical device companies operate in Belgium?	Several leading global companies list locations in Belgium.	Check out these locations in detail: <ul style="list-style-type: none"> <li>• Are they office or factory buildings?</li> <li>• How many people work there?</li> <li>• Do they state their local business?</li> </ul>	Our detailed research revealed that almost all of these global players had just marketing or distribution presences here, with <b>very little manufacturing</b> carried out in Belgium.	<p><b>Look elsewhere.</b></p> <p>Our competitive analysis confirmed our customer research: there is insufficient potential business for our client in this market.</p>

In parallel, we carried out competitive analysis:

Competitive analysis:	Our findings:	Result:
<ul style="list-style-type: none"> <li>▪ What competitors operate in this market?</li> <li>▪ Are these local competitors or offices of global competitors?</li> </ul>	<ul style="list-style-type: none"> <li>▪ None of the leading global players have any presence in Belgium.</li> <li>▪ There are just a handful of local competitors. On closer examination of their businesses, they do not quote work with any medical device companies or similar.</li> </ul>	<p>If medical device manufacturers had been present in this market there would be more competitive activity because local support is required for these implementations.</p>