

# CASE STUDY 01

Project Scope	Procurement for an Italian Medical Company
Industry	Medical and Health
Location	Italia - China
Year	2021

## Service Offered

Engage a solid, reliable, and committed Chinese partner to join your company's growth strategy through production capacity and market coverage expansion.

## Challenges

In this case study, one of the main challenges was to support daily communication and operations between the client and their Chinese partner.

Along the way, there were several obstacles that needed to be overcome, such as language and cultural barriers, as well as logistical issues related to sourcing and shipping the necessary materials. However, through effective collaboration and clear communication, these challenges were successfully addressed, resulting in a successful outcome for all parties involved.



# CASE STUDY 02

Project Scope	COCOJUGS - Vegan Coconut Juice
Industry	Product Design Beverages
Location	Belgium
Year	2021

## Service Offered

This is a concept design of a new coconut juice brand and all advertisement graphics. The brand's visual identity was developed to reflect the natural and refreshing qualities of the product, with a color palette of green evoking images of tropical landscapes and clear waters.

## Context

The client came to the idea of creating a coconut juice brand with the goal of offering a healthier and more sustainable beverage option to consumers. The name "Coco Jugs" was chosen to emphasize the brand's use of natural, eco-friendly materials in its packaging, as well as to evoke the image of a refreshing and indulgent drink.



# PROJECT 03

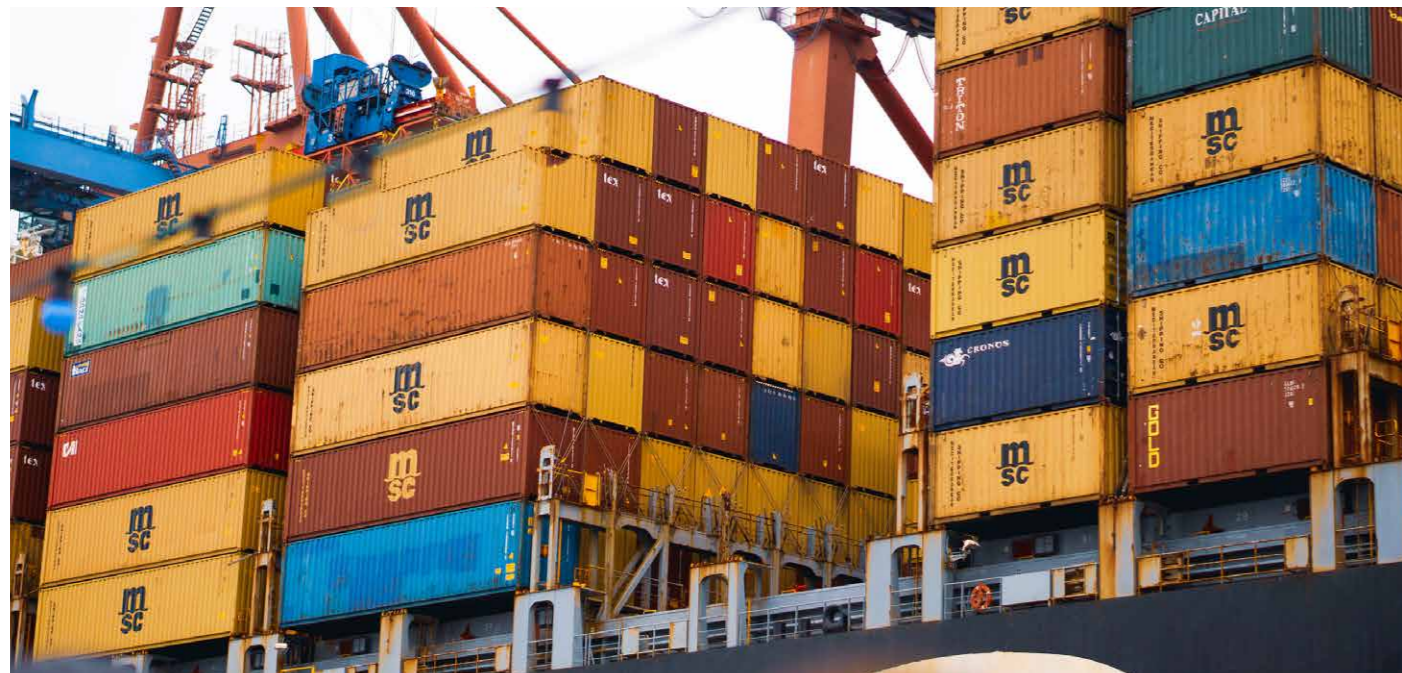
Project Scope	International Trade: European Suppliers and Chinese Distributors
Industry	Import-Export Beverage
Location	Europe - China
Year	2022

## Service Offered

This case study involved providing a Chinese client in the parallel trading sector with European supplier search and management services. The project scope included searching for suitable suppliers in the EU, as well as planning and managing the procurement and import process on behalf of the client. Additionally, support was provided for communication between the client and bonded warehouse in the Netherlands, as well as with shipping forwarders.

## Challenges

Despite the pandemic, the cross-border communication and logistics, the project is being successfully completed with the client's needs met. Effective coordination and communication between all parties involved helped to overcome obstacles and ensure a smooth and efficient procurement process. Overall, the project demonstrated the value of expert supplier search and management services in facilitating international trade and commerce.



# PROJECT 04

Project Scope	Bilingual Wordpress Website for Urban Planning Company
Industry	Sustainable Urban Planning
Location	Italy - China
Year	2021

## Service Offered

This case study focuses on the design of a bilingual website on WordPress for an Italian company specializing in China-EU carbon neutral sustainable urban development. The website was designed with a user-friendly interface and modern design, incorporating both Italian and Chinese languages to cater to a wider audience. The website's content was carefully crafted to highlight the company's expertise, values, and achievements, while also providing information and resources on carbon neutral sustainable urban development. Through effective design and content strategy, the website successfully promotes the company's mission and facilitates communication and engagement with stakeholders in both China and the EU.



## CARBON NEUTRALITY

### Climate Change

"Despite La Niña, 2020 was one of the three warmest years on record," the International Meteorological Organization (IMO) reported. It is currently accepted that global warming (GW) has been caused mainly by human activities.

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### Neutrality in China

At present, many countries have put forward plans on carbon neutrality deployment. Carbon neutrality has become a contest between powerful countries. China's carbon neutrality goals are considered crucial to international coordination and success.

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### Urban Development

Climate change is a major challenge mankind is facing. To address this challenge, the Paris Agreement, adopted at the Paris Climate Conference in December 2015, set out arrangements for post-2020 global climate governance.

[Discover More](#)

### Vision and F

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## 碳中和

### 气候变化

国际气象组织 (IMO) 报告显示：“尽管有拉尼娜现象，但2020年是有记录以来最热的三个年份之一。”人们普遍认为全球变暖 (GW) 主要是由于人类活动造成的。

[继续了解](#)

### 碳中和在中国

气候变化是人类共同面临的重大挑战。为应对挑战，2015年12月，巴黎气候大会通过了《巴黎协定》，为2020年后全球气候治理作出安排。

[继续了解](#)

### 和城市发展的

目前，许多国家都提出了碳中和实施计划。碳中和已经成为强国之间的一场竞争。中国的碳中和目标被认为对国际合作和成功至关重要。

[继续了解](#)

### 愿景和目

城市化地区是人的聚集地，是“资源消费者”，所以应该集中在这但同时，也不乏地区。

[继续了解](#)

# PROJECT 05

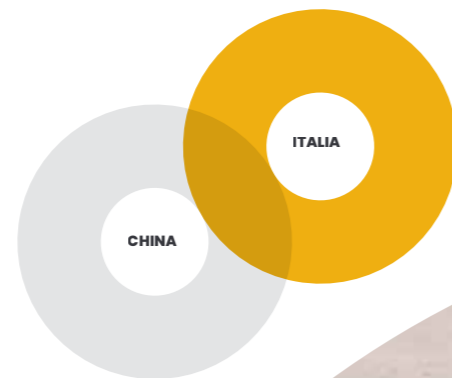
Project Scope | Italian CNC Optimization Software Company  
 Industry | Software and Manufacturing  
 Location | Italy - China  
 Year | 2023

## Services Offered

This case study involves developing an entry strategy for an Italian client in the machinery and CNC software industry looking to enter the Chinese market. The project scope includes analyzing the most effective business model for market entry, selecting a valuable office location, signing commercial agreements with local partners, establishing a stable presence in China, and generating leads and distributors to boost commercial penetration. Through careful planning and execution, the project aims to help the client successfully navigate the complexities of the Chinese market and achieve sustainable growth in the industry.

### 01 Business Model

Identify the most effective business model to enter the Chinese market (WFOE vs. JV vs. export model vs. licensing).

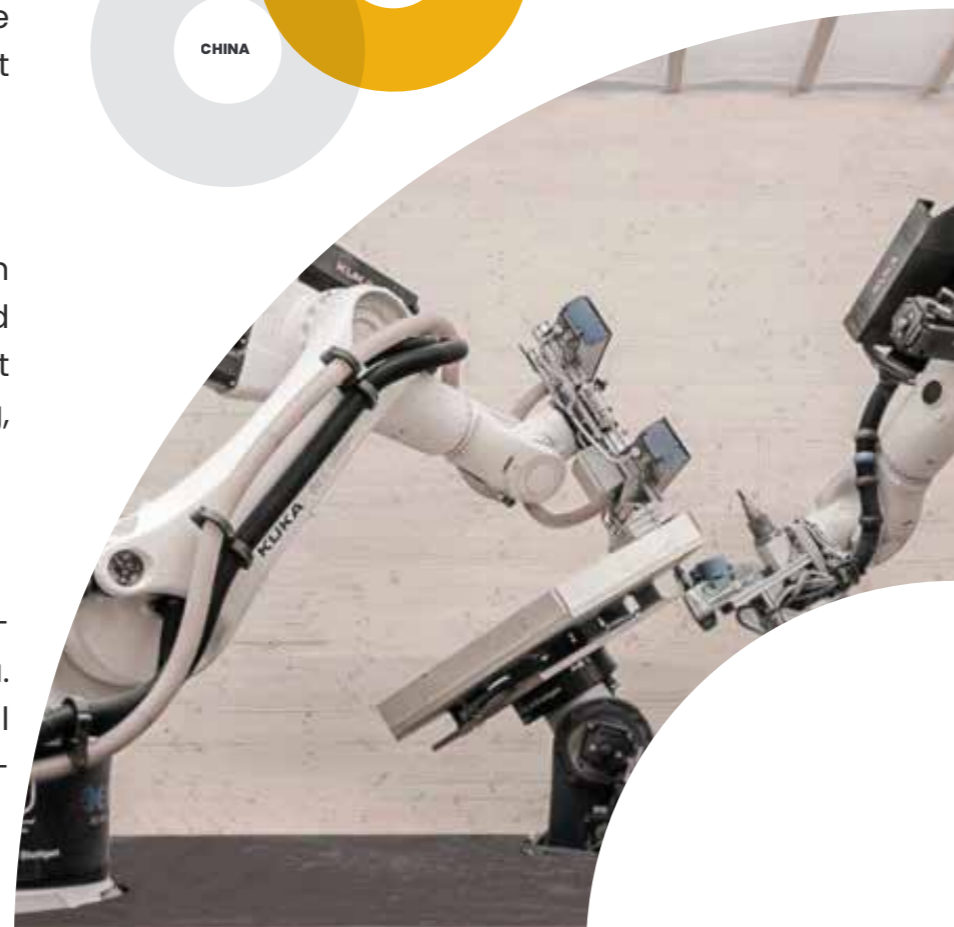


### 02 Administrative

Select the best possible location for the Client China entity, and engage a trustworthy local agent for admin support (tax, accounting, hr, etc.).

### 03 Commercial

Assist in establishing and consolidating a stable presence in China. Support to boost its commercial penetration into China by generating the clients and distributors

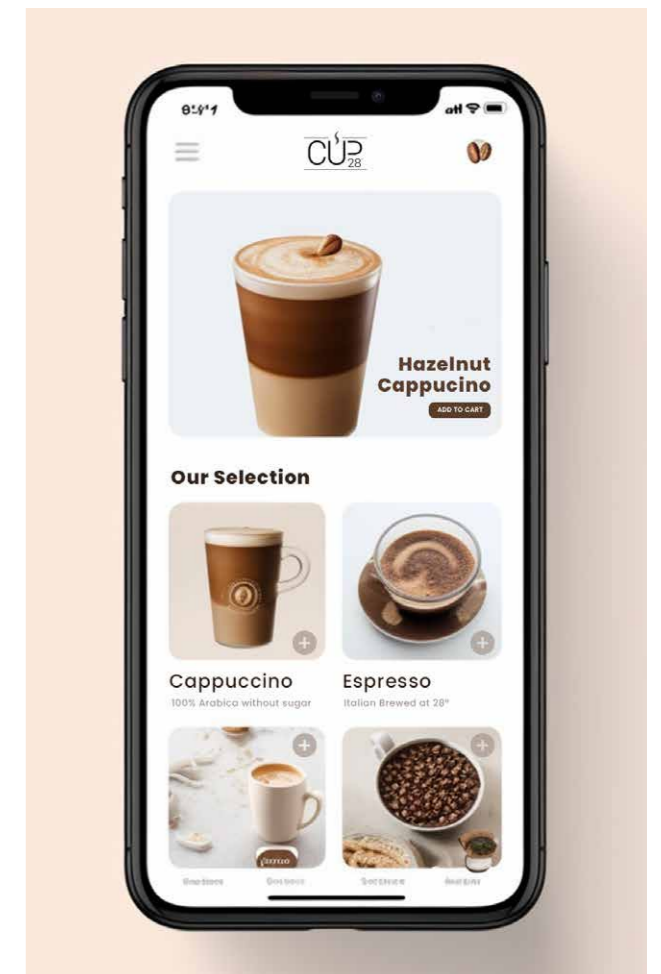
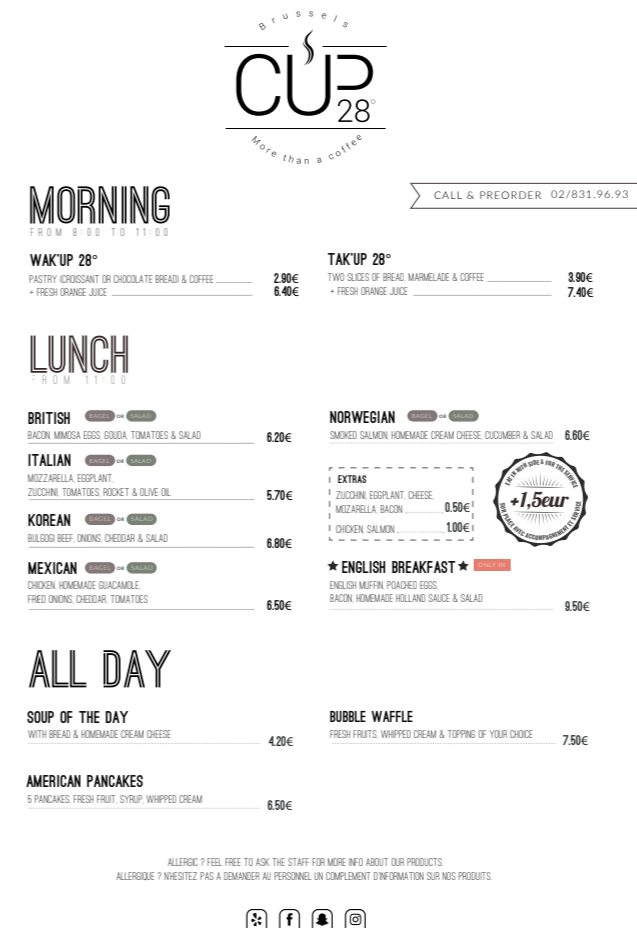


# PROJECT 06

Project Scope | Coffee Visuals and App Design for CUP 28°  
 Industry | Restaurant  
 Location | Brussels, Belgium  
 Year | 2022

## Services Offered

The Cup28 case study focused on designing a user-friendly and visually appealing UI for a coffee shop mobile app in Brussels. One of the main challenges was incorporating the client's existing logo into the design, while also ensuring a modern and cohesive look and feel. Through close collaboration and creative problem solving, I was able to successfully integrate the logo while also introducing new elements and features that enhanced the user experience. The resulting app design reflects the client's brand identity and values, while also meeting the needs and expectations of their customers.



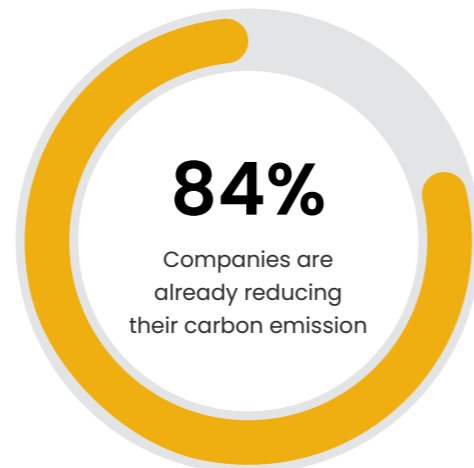
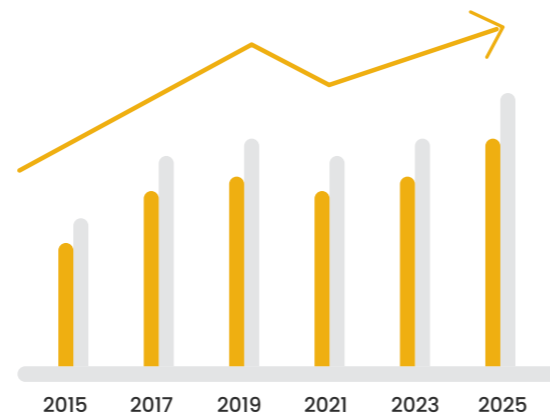
# PROJECT 07

Project Scope | Analysis of the Chinese Market for Environmental Technologies  
 Industry | Environment and Ecology  
 Location | Belgium - China  
 Year | 2023

## Services Offered

This case study involved assisting a leading Belgian governmental institution in accessing China's cleantech market. Our analysis covered topics such as China's energy conservation and environmental protection policies, cleantech sectors, market performance indicators, and impact on Belgian-Sino business. By providing valuable insights and recommendations, we were able to help the institution navigate the complexities of the Chinese market and achieve its goals.

- The implementation status in China's energy conservation and environmental protection following the 13th FYP.
- The quantitative objectives and the key figures to inform the policy priorities which are relevant for Belgian companies and with special focus on Belgian sister cities and provinces,
- China's cleantech sectors, market performance indicators, import and export trends/FDI trends, dynamics of change in downstream application sectors,
- The impact and implications of China's policy evolution on Belgian-Sino business in cleantech sector by studying the available datasets of imports/exports and FDIs.



# PROJECT 08

Project Scope | Coffee Shop Interior Design & Illustrations for Nihao Cafe  
 Industry | Education - Language  
 Location | Beijing, China  
 Year | 2023

## Services Offered

The Nihao Cafe project involved both architectural and graphic design elements, with a focus on creating an inviting and natural environment that reflects the beauty of Chinese culture. The newly designed store features comfortable seating areas, a selection of books about learning Chinese, and Thatsmandarin products. In addition, illustrations and social media templates were created to promote the cafe and its unique ambiance. Through careful attention to detail and a focus on creating a warm and welcoming atmosphere, the Nihao Cafe successfully combines architectural and graphic design to offer a truly memorable experience to visitors.



- Illuminated logo**: The wooden slats will elongate the narrow room and lead the eye towards the logo and towards the school.
- Quick Access**: The iconic yellow door will drive the visitors to the school and connect the two identity together.
- Pegboard**: The pegboard and the low cabinet allow to showcase any type of merchandising and is very flexible.
- Coffee Corner**: To accommodate the wall angle, we will add a coffee corner and low cabinets for storage and organization.
- High Visibility**: By renovating the place, the design will bring high visibility and match the branding of Nihao Cafe in a minimalist way.
- Counter Desk**: The counter allows the staff to work comfortably and the visitors to fill forms or documents.
- Banquet Sofa**: The sofa will welcome the visitors to relax, sip a coffee and read a book while charging the phone if need may be.
- High Tables**: If they feel like to, they work on their laptop and enjoy the light and the streetview.
- Wide Openings**: The wide window frame allows more light to enter and fully open during the summer.
- Terrace**: A small terrace to enjoy the sunshine and the fresh air.

