



# UNIK CONSULTANT

New business in Europe  
THE ASSESSMENT PROCEDURE

[WWW.UNIKCONSULTANT.COM](http://WWW.UNIKCONSULTANT.COM)



# Who are we? And what do we do?

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Dear future friend.

We are a company that helps companies outside of Europe establish themselves in Europe.

We know that real business is best done through friends and that is exactly what we offer, to be your friend in Europe.

I have personally spent 30 years of my life building companies in Europe and successfully. I know all parts of Europe and speak several European languages.

My love for China started many years ago and I have had the pleasure of doing business with what are now my Chinese friends.

Our European team has now teamed up with a skilled Chinese team to establish subsidiaries for Chinese companies in Europe.

We know that everything is a matter of trust and we are worthy of trust and know that it is a matter of honor to deliver success to your company.



*Karl Andreassen*  
*CEO / Founder*



# We only focus on China and Europe?

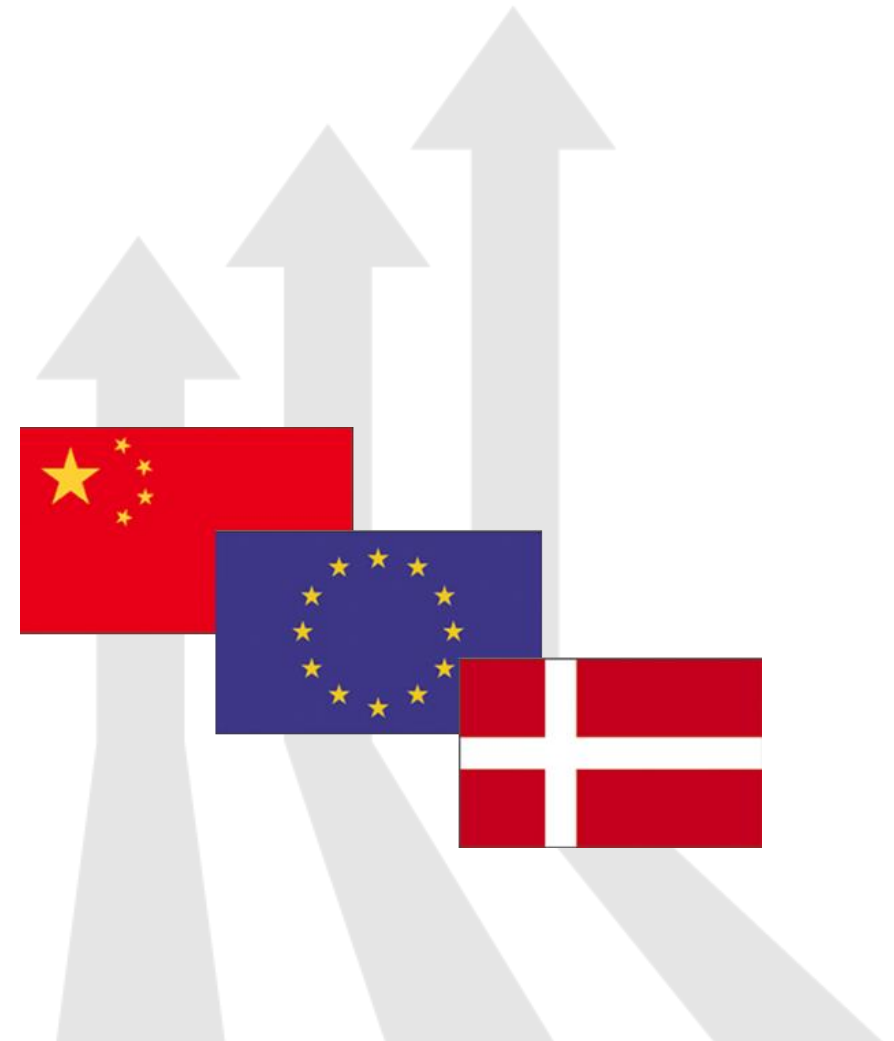


# Why start a company in EU/Denmark?

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There are 3 major reasons.

- 1. Better profits.** When your company uses European distributors instead of owning a local European sales company, you give the entire profit to the European distributor. Keep it yourself.
- 2. Better control.** When you set up your own company in Europe, you have full control over the product, all the way from the factory to the end customer. By controlling the entire value chain, you will never be cheated.
- 3. Carbon-Boarder Tax.** The EU has introduced a tax on CO2 emissions, which is intended to hit foreign companies that produce primarily in China. This is an unpleasant trade barrier, but by owning your own European business there are several ways to easily get around this tax. Among other things, partial production in Europe.



# Where is the smartest location in EU?

More precisely, we offer to have your company established in one of the richest countries in Europe, namely Denmark.

As a Danish company, you can trade with all other countries within the European Union, completely without customs or other barriers across borders.

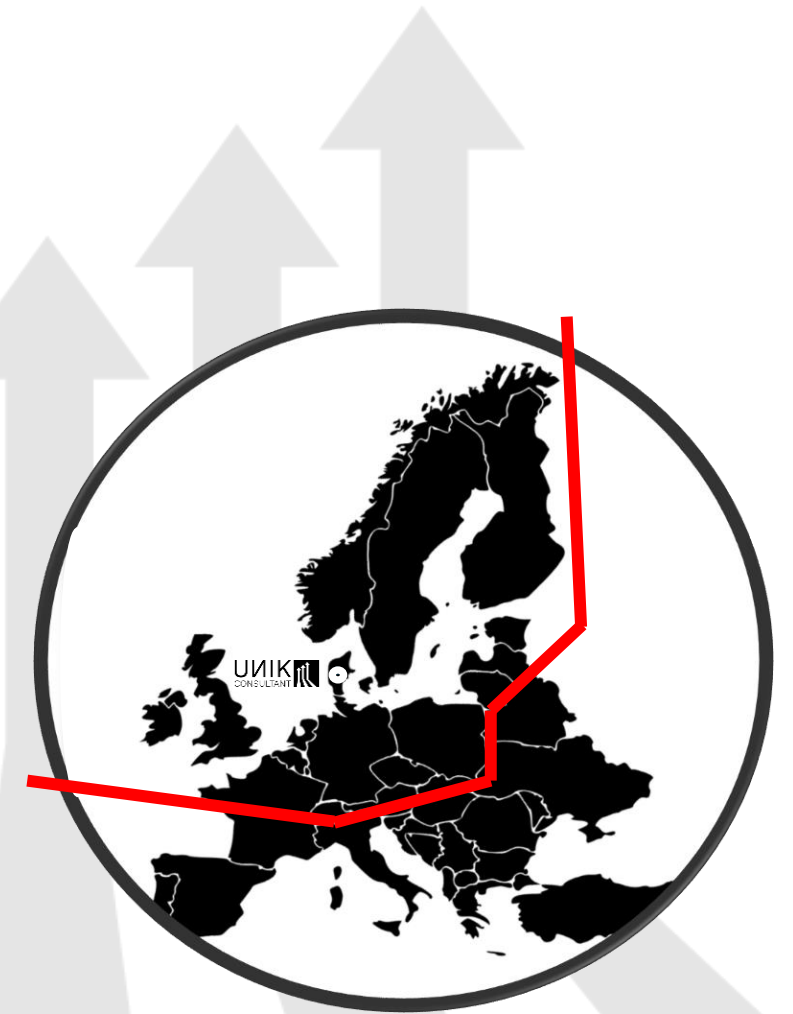
Remember that England is no longer part of the European Union, but Denmark has trade agreements with England so it is only a matter of paperwork to be able to enter England from Denmark





# Why start in the Northern part of EU?

Europe is not a uniform mass of states, it is a collection of deeply different individual countries. Today, they are divided into a less prosperous southern and eastern Europe and an economically strong northern Europe. Northern Europe is more technologically advanced than the rest of the country. Germany is a country in the middle where technological development has been stagnant for many years and where all systems are very administratively heavy, just as Germany is divided into states that are deeply different from each other. Therefore, it is vital that you, as a foreign company, ensure that you position yourself strategically correctly. It has always been an advantage to "be a Danish company" in Europe. Danes are known for honesty, orderliness and a good business talent, and most Danes speak German and, of course, fluent English. Another advantage is that, back in the past, Denmark was a larger country that ruled over England, northern Germany, Estonia, Lithuania, Latvia, Norway, Iceland, Greenland, the Faroe Islands and most of Sweden. Therefore, there is a long tradition of trade for Danes and it is your advantage that you can take advantage of when you establish yourself in Denmark and via the internal market in the EU can trade freely throughout Europe.



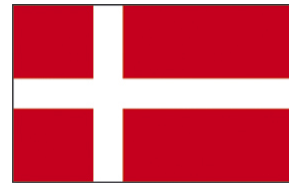
# But why Denmark?

Although many perceive the European Union as a unit, this is far from true.

These are still individual countries with their own legislation regarding companies and their establishment. This means that legally it can be very difficult to establish yourself, especially in the less digitized parts of the EU such as Germany, most Eastern European countries and in southern Europe. Denmark has a big advantage here, everything is transparent, everything is digitized and the legal aspects are standardized. The first years of your new Danish company life is made easier by the government

Only a friend in Denmark/Europe is needed here.

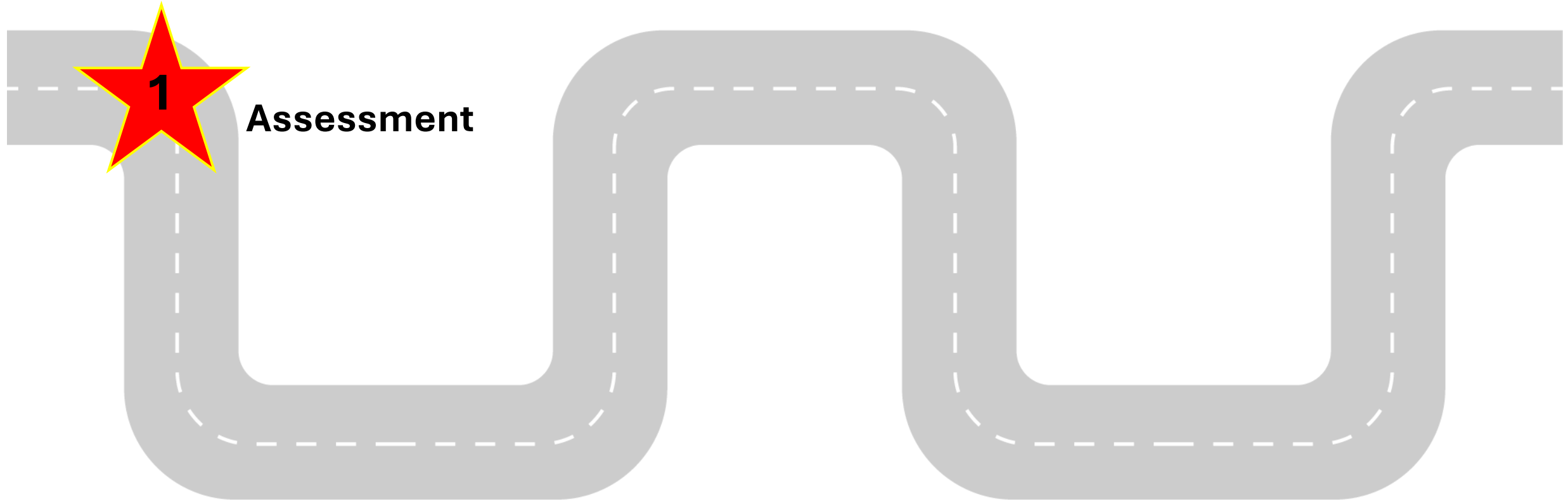
Denmark has also been voted the least corrupt country in the world, and in terms of business Danes are known for "a man is a man and a word is a word" Here, the value of a handshake and the personal relationship are valued.



# What is the road ahead?

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First, an assessment is made as to whether your company and your products are ready to start a business in Europe. This is made together with our Chinese partners and consists of several steps. In this step, we will come up with suggestions for product customization, colors, design, etc. All so that your products fit a European context.





# Assessment, what is that?

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We have to make an assessment of your company:

1. This means that our people must visit your company in China
2. Here the finances of the company must be assessed, are you ready to start a business in Europe/Denmark
3. We need to have 100% control over which products you intend to sell in Europe and whether these are suitable for the European market.
4. We will guide your company in which products based on your product range that can have opportunities with in Europe.
5. We will propose changes to your products so that they can be successful in Europe. (colors, design, approvals etc.) and in this connection, video calls will be held with your people and our team at your company.
6. We must have verified that the companies can support having a European company, this means we must make sure that the company has the necessary personnel who can speak English properly both in writing and speaking.
7. We must have checked that all products have the correct CE marking etc.
8. We must have control that no products are produced with child labor or in bad conditions for employees and the environment.



# Assessment, a valuable tool !



# Assessment, a tool made in China and EU !

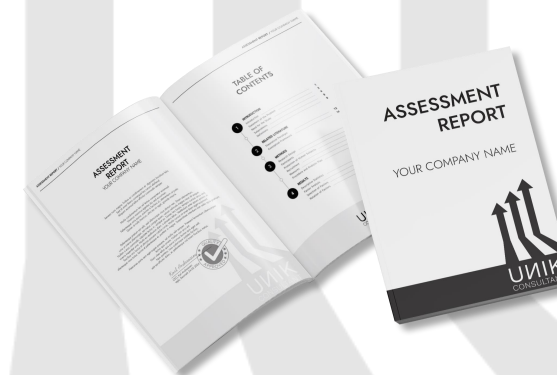
Munkholm & Zhang Consulting ApS  
Building bridges between cultures

QR code with profile picture

Regions labeled: XINJIANG, QINGHAI, TIBET, SICHUAN, YUNNAN, GUANGXI, HAINAN, HONGKONG, MACAU, GUANGDONG, HUNAN, GUIZHOU, HUBEI, HUNAN, JIANGXI, FUJIAN, ANHUI, ZHEJIANG, SHANGHAI, JIANGSU, SHANDONG, HEILONGJIANG, JILIN, LIAONING, SHANXI, HEIBEI, TIANJIN, BEIJING, INNER MONGOLIA, SHANXI, GANSU, NINGXIA, SHAANXI, HEBEI, HAINAN, HUNAN, GUANGXI, GUANGDONG, HONGKONG, MACAU, HAINAN, TAIWAN.

RELYCOM

Contact our partners today!



# Assessment, what's the price?

To make an assessment of your company is time consuming :

1. This means that our people must visit your company in China
2. Here the finances of the company must be assessed, are you ready to start a business in Europe/Denmark
3. We need to have 100% control over which products you intend to sell in Europe and whether these are suitable for the European market.
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7. We must have checked that all products have the correct CE marking etc.
8. We must control that no products are produced with child labor or in bad conditions for employees and the environment.

Price for this step is 65.000,- RMB



# Assessment procedure, can it stop here?

## An assessment of your company is valuable to your business :

1. It creates value to know how close or far you are from being an international company with an international product range.
2. Gaining real knowledge of the European market creates value.
3. It creates value for your company to gain knowledge about how a European audience views design, colors, technical solutions and many other things that are important for the further development of products.
4. It creates great value for your company to have a sparring partner who knows the European market and who can guide your company to a better place with a higher margin and better sales opportunities.

## What happens if we do not proceed after the assessment-report:

1. If we jointly assess that a leap into Europe is the wrong thing for your company and that the current products are not suitable, then you have benefited from the points above.
2. But if we don't go any further, you've got a friend in Europe who is ready to help you move on when the time is right for you.

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If your assessment of the company turns out to be positive and our joint work bears fruit, then you are ready for the big leap into Europe







# UNIK CONSULTANT



THE BIG LEAP INTO EUROPE

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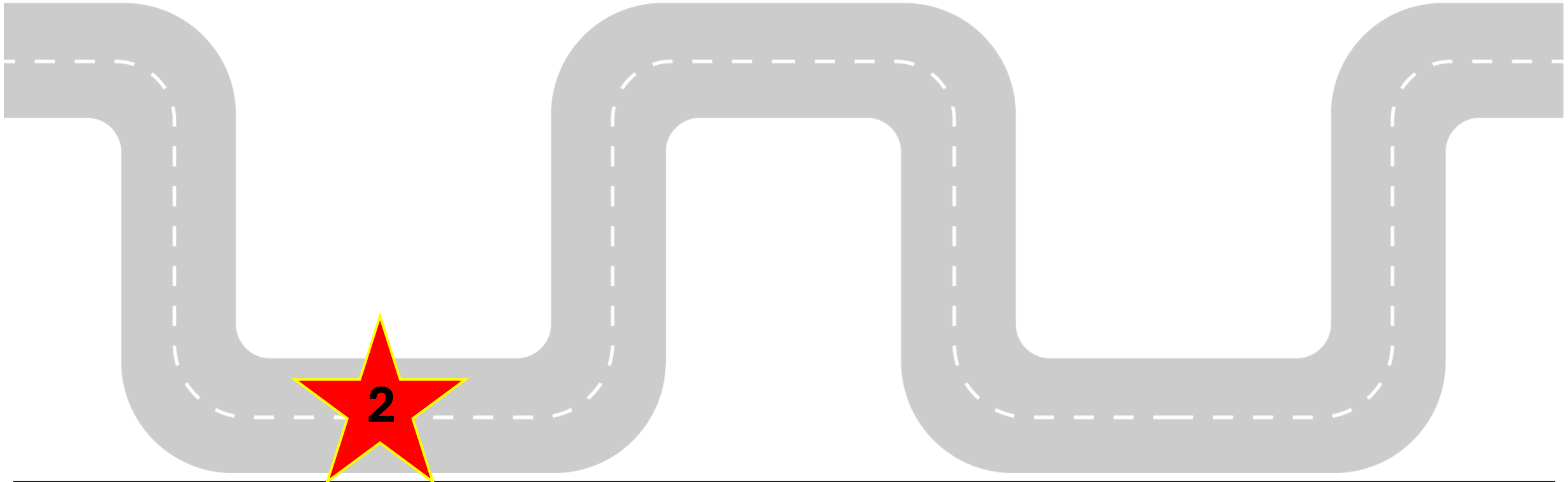




# What is the next step?

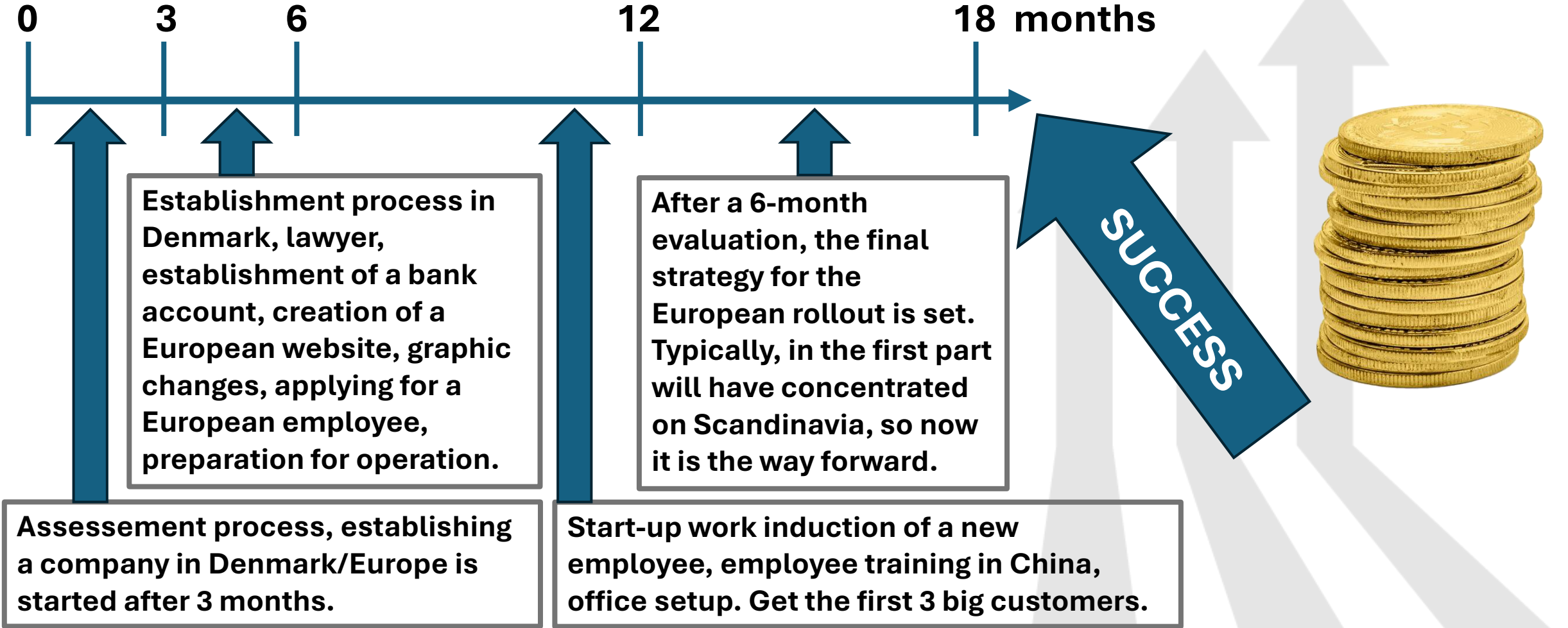
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When your company has gone through the assessment process, which can take up to 3 months, we will assess together with you whether there are real opportunities in Europe. If we find that there is a real basis for proceeding, the next step is for UnikConsultant to set up a company for you in Denmark and thus you are suddenly a European company. In this, there are several steps and we see it as a course over 18 months and therefore it is subsequently set up according to a 18 month plan, including the assessment procedure.



# THE BIG LEAP INTO EUROPE !

Time line:



# THE BIG LEAP INTO EUROPE !

There are many things that are completely different in Europe compared to China.

One thing is the culture.

The culture in Denmark and the way Danes view things is closer to the Chinese way of thinking than you find in the rest of Europe, this is the reason why Danish companies have been successful in China, such as Maersk and Lego, just to name just a few.



**MAERSK**



Global Transport and Logistics



HC Andersen



In your school days, you learned the fairy tales written by the Danish author HC Andersen. The Little Mermaid and The Ugly Duckling are just some of them.



# THE BIG LEAP INTO EUROPE !

## There are many things that are different:

If you look in other parts of Europe, there are cultures like the German which are completely different from the Danish and completely different from the Chinese. The big advantage is that Danish companies have extensive experience in doing business throughout Europe, including Germany, and this gives you an opportunity to maneuver throughout Europe from a Danish company.

Even if you refer to Europe as a unit, it is individual countries, not provinces, here there are different languages, different cultures and not least different perceptions of things. This also means that the legislation is different, but many things have been standardized with the European Union. But one thing is certain, if you want to make a living in Europe, it is always best with a Scandinavian starting point, i.e. having proven your worth in one of the Nordic countries.



# Whats in this step ?

## We are now in step 2 and this is the legal part :

The first part of step 2 is to report the creation of your Danish/European company to the authorities. Here we use a specialized law firm that stands as guarantor for the establishment.

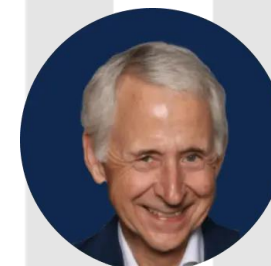
Our partner is Dokument24 Lth. in Copenhagen and this is our team of lawyers. This team have ben responsible for thousands of this document cases in the past so it's an experienced team.

Since it is incredibly difficult to set up a company here as a foreign company or citizen, we let our legal entity UnikConsultant ApS (ApS means private limited company) set up your new European company.

This is because your new European company must have a bank account, which is an official requirement and foreign nationals cannot immediately set up accounts in Europe due to the new money laundering legislation within the EU.

Therefore, your subsidiary is first created by us and subsequently transferred to you as the owner.

Price for lawer + process is 13.000 RMB



Claus



Jørgen



Matias

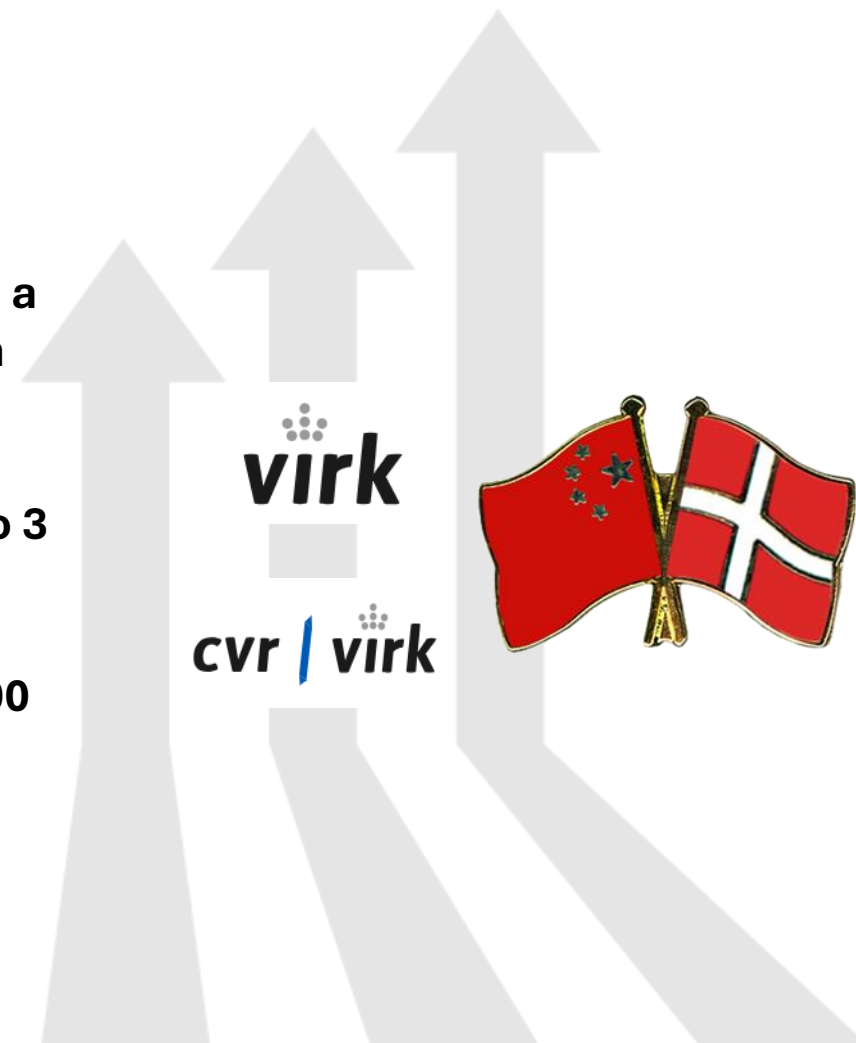


# Whats in this step ?

## We are still in step 2 and this is still the legal part :

The lawyer is certified to report companies to CVR / VIRK, which is the official register of companies in the Kingdom of Denmark. It is a requirement from the authorities that a new company presents an amount on the lawyer's blocked client account to demonstrate that it is a serious company. The amount is very small and only 43,000 RMB, which means 40,000 Danish kroner, which is the local currency. Our service is 22.000 RMB for this part. Remember that we are using our name for the creation of your subsidiary, so this is a matter of trust. Now it takes up to 3 weeks while the authorities process the application, meanwhile the 40,000 Danish kroner (43,000 RMB) is parked in a blocked account with the lawyer so that the authorities are sure about the creation. Your 43,000 RMB will be paid out again to your new European company's own bank account after the official processing, they are thus included as responsible working capital and can be used for the company's operations.

Deposit is 43.000 RMB





# Whats in this step ?

## We are still in step 2, its time for the bank account :

When we receive your new company's CVR number, which means your official company registration number which shows that you now have a legal European company with all the opportunities and rights that come from it, we can apply for a bank account for your company.

This can be done as Mr. Andreassen stand as a guarantor with his Danish social security number as a temporary CEO in your company.

The creation takes place in the fully Internet-based major European bank Revolut, which is based in the Baltics within the EU.

Since revolut is 100% internet based, you can manage the finances of your own subsidiary directly from China. When your Revolut account is in place, which typically takes a week, the lawyer pays out the guarantee capital to your new account.

Price for 12 month is 2500 RMB



# Whats in this step ?

**We are still in step 2 and this is finding a name and a style :**

**It is important to be aware that when communicating to a European audience, there is a completely different style and expression than there is in Asia. Here, it is important to focus on colors, fonts and generally pay attention to appearance, and here it is not least the logo for your new European company that is important.**

**You will not be successful using the Chinese company name for your European subsidiary.**

**We help you in collaboration with you and our skilled graphic designers to find the right name and the right expression that you can use further in your successful years in Europe.**

**The price of this part is 12,000 RMB**



# Whats in this step ?

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## **We are still in step 2 and this is marketing, webpage, social media, email :**

**Your company certainly has a website today. Your website is .cn maybe .com.cn or similar. It is not a success in Europe, primarily because of the legislation in Europe which has some very strict rules within websites. It is specifically the GDPR rules (General Data Protection Regulation) that require a European website for a European company. The purpose of the GDPR (General Data Protection Regulation) is to establish a common set of rules for how personal data is collected, used and stored on the internet. The GDPR is a regulation created by the EU (European Union), which was adopted on April 14, 2016 and entered into force on May 25, 2018, replacing the previous data protection directives. Therefore, we have an agreement with a Danish company that creates a .eu .com or .dk and creates a European-looking website with all the necessary cookie restrictions and which complies with the applicable law, as the legislation changes constantly due to the many new types of attacks. This European website is 5 page, Frontpage, About us, Product page, costumer case page and contact page. Ve manage to setup of the 3 first email accounts. This company also arranges, in collaboration with us, to create your company's pages on Facebook, Instagram, LinkedIn etc. so that you can use social media as a marketing platform. And on top of everything we also produce a profile video about your company and your product.**

**Price for the complete setup is 57.000 RMB**



# Whats in this step ?

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**We are still in step 2 and now we find your first costumers and first employee:**

Now comes the difficult part, namely finding the right European seller for your product, here our experience is decisive. Because if you want to be successful in Europe, you must have a European face and a person who is trained in doing business in Europe. We are specialists in this and we are specialists in managing employees once they are employed. But it is important that we see this together with other efforts, because at the same time as we find the right man/woman, there is a need to make a pre-launch of your product on social media, and we have just prepare that in the previous step.

So we create a hype around your product and go into the market to find your first 3 customers.

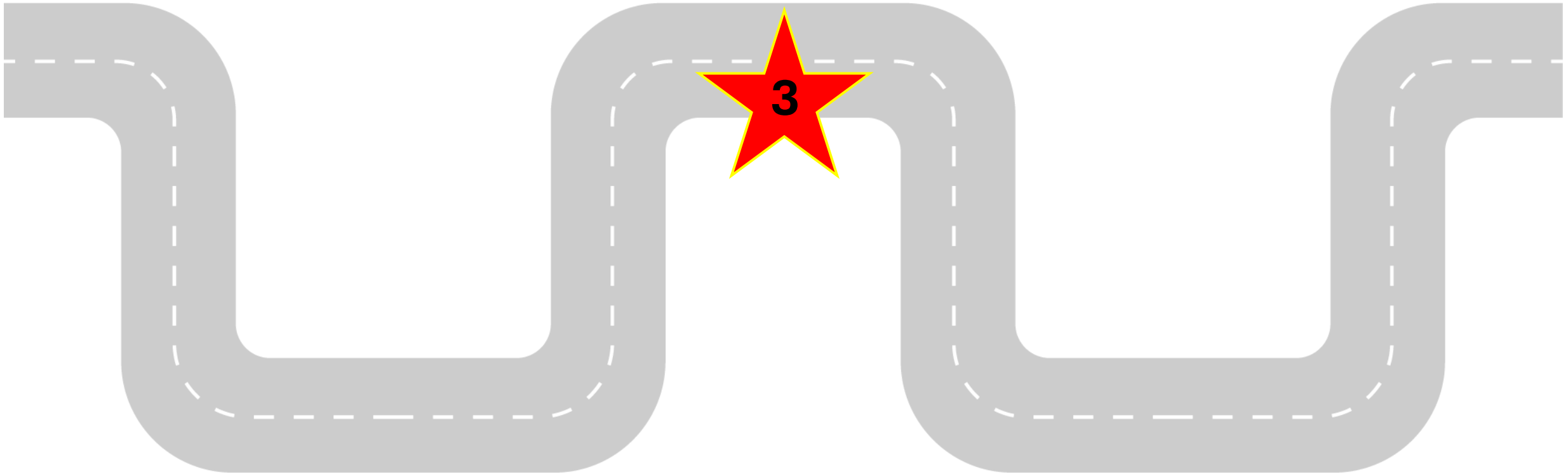
This is to test the market so we know how to approach it from day 1 when your new European salesperson goes into the field.

**Price for this part is 54,000 RMB**



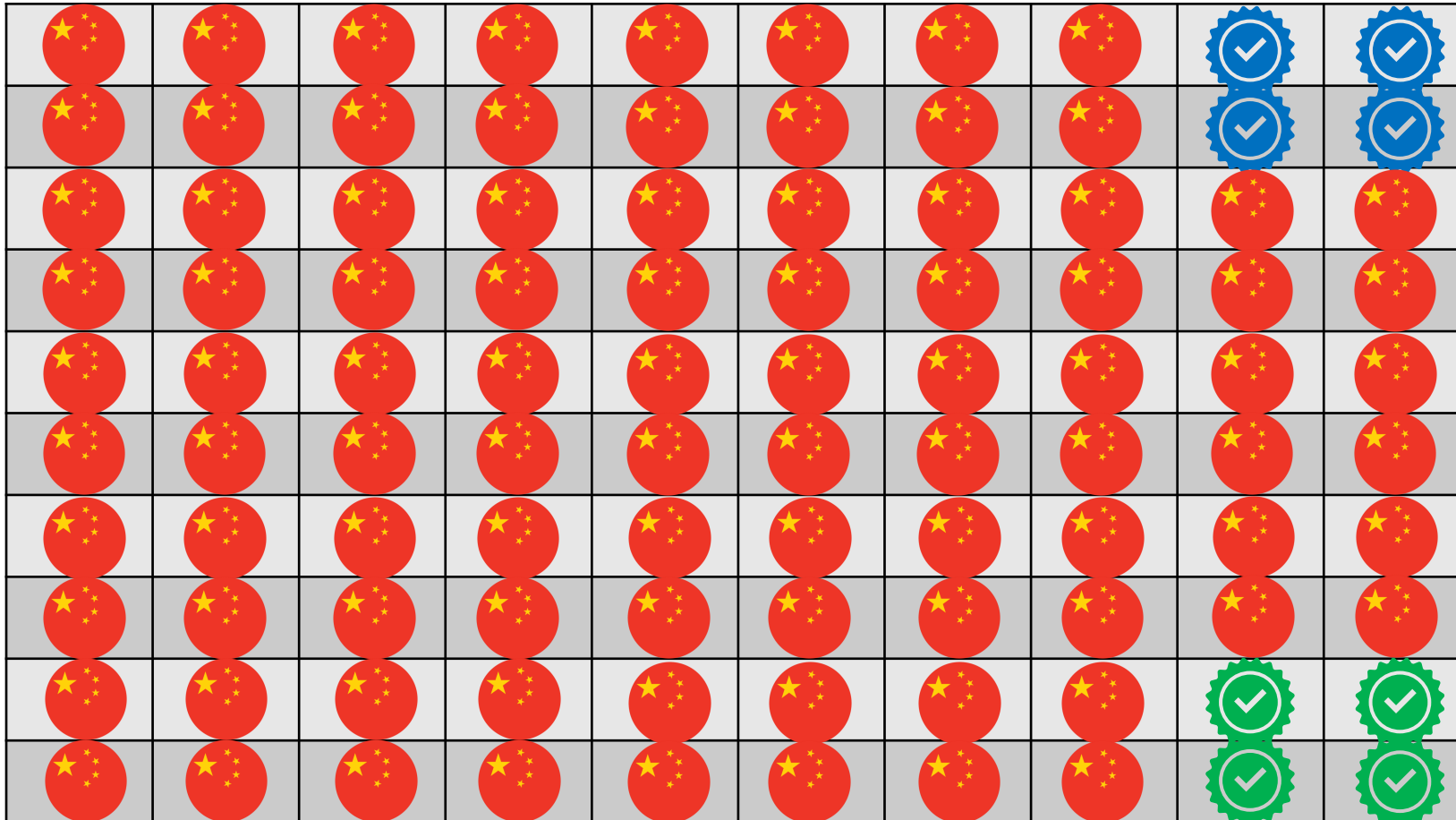
# The road to European success part 3.

Now we are getting serious and things are going fast from here. But to make it all go fast, a dedicated effort is required, which includes training staff and new customers in a new market. Everything is exciting and everything is new, but don't worry, we've done it before, so you're in safe hands. You have both local support from Relycom, which also has extensive experience in Southern Europe, as well as our help directly on a daily basis here in Europe. And both Relycom and UnikConsultant will continue on the journey in your new European company.



# Now you are the owner of a EU company ?

On the next page we go through the parts of your new company, but schematically it looks like this.



OR





# Now you are the owner of a EU company ?

And what does it mean that both our associated partner Relycom and UnikConsultant are on board in your new company, because it means we will continue to be dedicated to making your business a success. The company we have set up for you is a private limited company (a company made up of parts). As a starting point, this is 100 parts. Each part represents 1/100 of the equity capital, which at the time of foundation was 40,000 Danish kroner (43,000 RMB), so each part has a value of 400 DKK. (RMB 430).

Relycom buys 4% of the parts = DKK 1600 (RMB 1720) UnikConsultant does the same.

Now both partners are co-owners each with 4% and therefore a board of directors is set up under you, Antonio from Relycom and Karl from UnikConsultant.

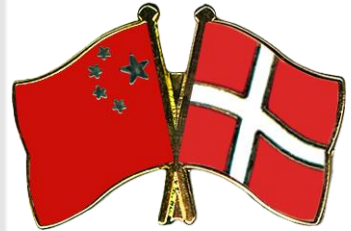
Since you own 92% (92 parts) of all the parts, you naturally have the final say, but you have two experienced European advisers by your side.

Karl Andreassen will stay on board your new European company for 18 months as CEO for 18 months, which is unpaid.

Exclusively to ensure that everything runs as it should and to ensure progress.

UnikConsultant undertakes the task of managing your European employee and ensuring that he/she performs his/her work satisfactorily, for this task UnikConsultant receives 2% of the gross sales revenue.

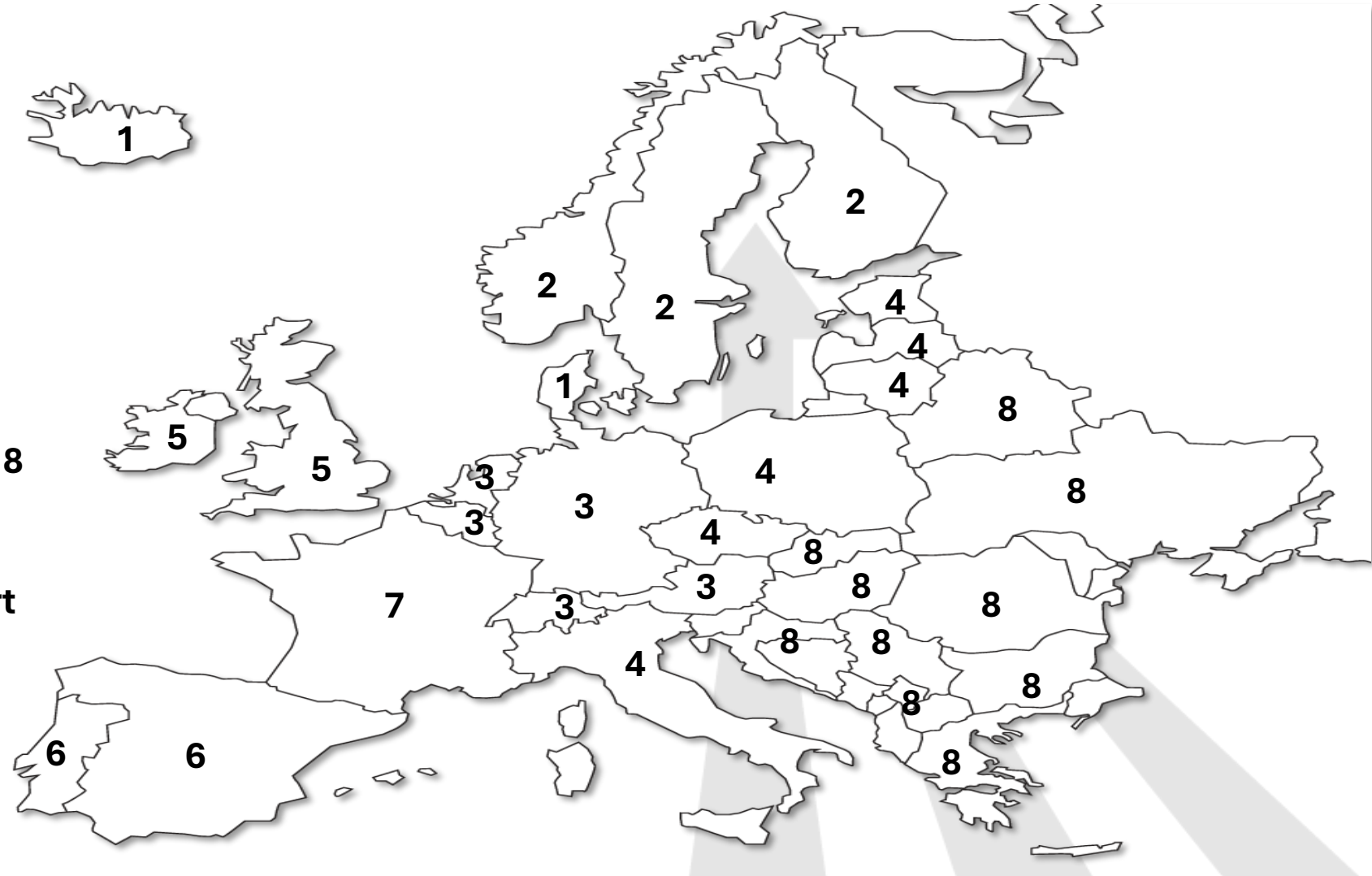
This keeps us in fire every day to make a sale.



# Roll out plan !

In most cases, a rollout plan will look like this. It is of course adjusted based on wishes and which product is involved. If it is a product with a webshop, the rollout is of course completely different. But otherwise it is Scandinavia (the richest region in Europe) here marked with 1 and 2 which can be reached in the first 18 months.

After this, the most densely populated and second-richest part of Europe is marked with 3 on the map, here it is another 18 months. And then the rollout otherwise goes faster with 12 months per steps.



# The road to European success part 3.

## Your first european employee:

A Northern European employee who is skilled and has experience and can do his job in Europe's various countries is somewhat more expensive than what you are used to in China. Here we are talking about a basic salary per month of 40,000 RMB + bonus for sales.

On top of the salary there is insurance, but it is limited, and there is a pension, usually 8% on top of the salary and there is holiday pay which is 12.5% also on top of the salary. But they say as a general rule that you have to multiply the basic salary by 1.3 to have all salary expenses covered.

So  $40.000 \times 1,3 = 52.000$  RMB per. Month. + sales bonus

In addition to this, a hourly hired bookkeeper is needed to manage accounts and the payment of wages, which takes place in a state-controlled system, as everyone pays income tax and it is the employer's responsibility that the tax is paid before the wages are paid.

This service costs approximately 3.000 RMB per month



# The road to European success part 3.

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## Your first european employee:

In addition, a company car is added, as in Europe you typically drive to the customers, as the public transport system is not of the same standard as in China.

A typical company car for a salesperson here will be a Ford Kuga and due to the car taxes in Northern Europe this is also quite a bit more expensive than in China. Normally we lease the cars and that is also the recommendation here.

If we look at the price of a leased car like the one mentioned, it is normal that a down payment is paid. Since your new company does not have a long history and the share capital is not high, the payout is relatively high, in this case 53,000 RMB

The subsequent leasing fee per month is 5500 RMB , but this includes all expenses for service, oil change, etc.



# The road to European success part 3.

## Your first European employee need training:

We are trying to achieve great things with only one European employee in the startup supported by your Chinese team. But in order to get off to the most efficient start possible, your first European employee must attend an intensive course in your products and technology. This is essential to create a successful sale. Therefore, your new employee travels to China together with Karl Andreassen or a senior from UnikConsultant, as he is appointed as CEO for the first 18 months and he ultimately has to ensure that your product is presented correctly in Europe.

The cost depends on the price of plane tickets at the time. Here it is a question of who orders the tickets, but be aware that Europeans have slightly longer legs than most Chinese, therefore you do not travel in tourist class but instead economy+ or business. Price to be determent.

Your employee is on your salary, and since UnikConsultant is a co-owner of your new company, the remuneration for this week's work is 1/3 of the normal price, so this part is 32,000 RMB.



# The road to European success part 3.

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## Your first 3 European costumers:

It is important to get hold of the first 3 customers as soon as possible. That is why it is our first focus point. Why 3? Because, it is important to get customer stories where there is satisfaction. 3 customers who talk positively about the product(s) and about the collaboration with your company. 1 customer who stands up and praises you is not enough, as a European way of thinking would say that he/she might be bought to say what he/she says. 2 customers is better and shows that you and your products might be worth a closer look. 3 customers who are positive is enough for you as a European customer to choose to try the product(s). So here we are talking about direct footwork with the product in hand directly on the buyer's table and here you can draw on the large network that the UnikConsultant team has built up in their career throughout Europe. This is part of UnikConsultant's service and has no additional cost, we are automatically interested in generating revenue. When the 3 customers have received their product and they are satisfied, a small video is made with the customer and the product as a statement. These videos are used on European social media, such as LinkedIn, Facebook, etc., as well as on the overall UnikConsultant platform. Typically, such a video will cost 12,000 RMB per PCS. and we recommend promoting these on the various media for a total budget of RMB 8,000 per video.

Our partner in video and promoting is :

MavicMedia 





# The road to European success part 3.

Our associated partner in storage and logistics is Searunner, here there is flexible storage from 1 pallet onwards, they also take care of picking stock for webshops and he handles partial production, we are exclusively intermediaries of this service. This cooperation ensures flexible and safe delivery throughout Europe.

**SEARUNNER** - more than 25 years of experience in Asia. SEARUNNER A/S was established as a subsidiary of Atlantic Forwarding Group in Denmark, after more than 25 years with agents. The previous agent was bought out early in 2013, but Atlantic Forwarding wanted to continue to be present in the Danish freight forwarding market. Atlantic Forwarding is a family-owned forwarding company headquartered in Switzerland. Since its establishment in 1979, it has been dedicated to trade between Asia and Europe. Today, Atlantic Forwarding has its own offices and subsidiaries throughout Asia - the oldest since 1980. It also has its own offices in Europe as well as agents and partners in the rest of the world. Over the years, Atlantic Forwarding has developed strong ties with customers, suppliers and business partners in Asia as well as the rest of the world. For the company and the employees, the values of the Asian family are paramount: Trust, Respect, Responsibility, Loyalty, Solidarity, Harmony and Wealth

You only pay for what you need and the prices are competitive.

**SEARUNNER**



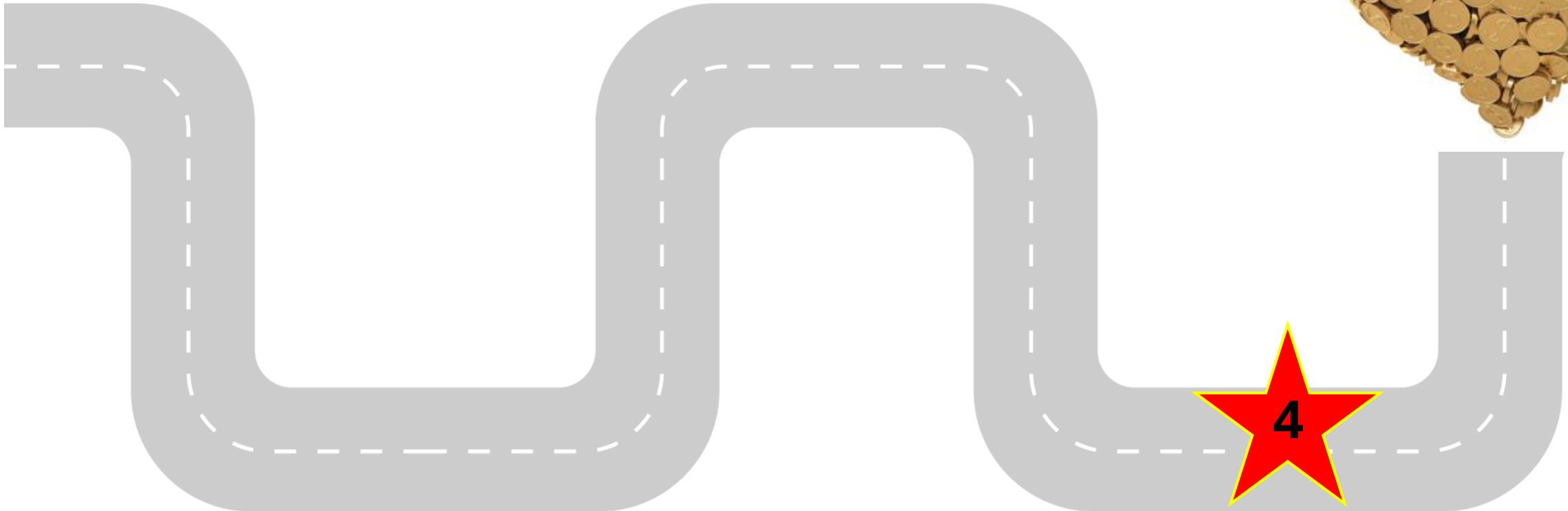
# The road to European success part 3.

**UnikConsultant is based in Dandy Business Park in AI House.  
We have a good relationship with the Business park and we continue to have our offices here, this also means that your new company will have an attractive address that gives the right impression.  
We are situated in Denmark in the best possible position and with a really good cooperation with the local authorities in Vejle municipality.  
This means that we can draw on their extensive business department, which supports our activities and welcomes you as a new company.  
Office space here for your company will be 6.500 RMB per month.**



# What is the road ahead step 4?

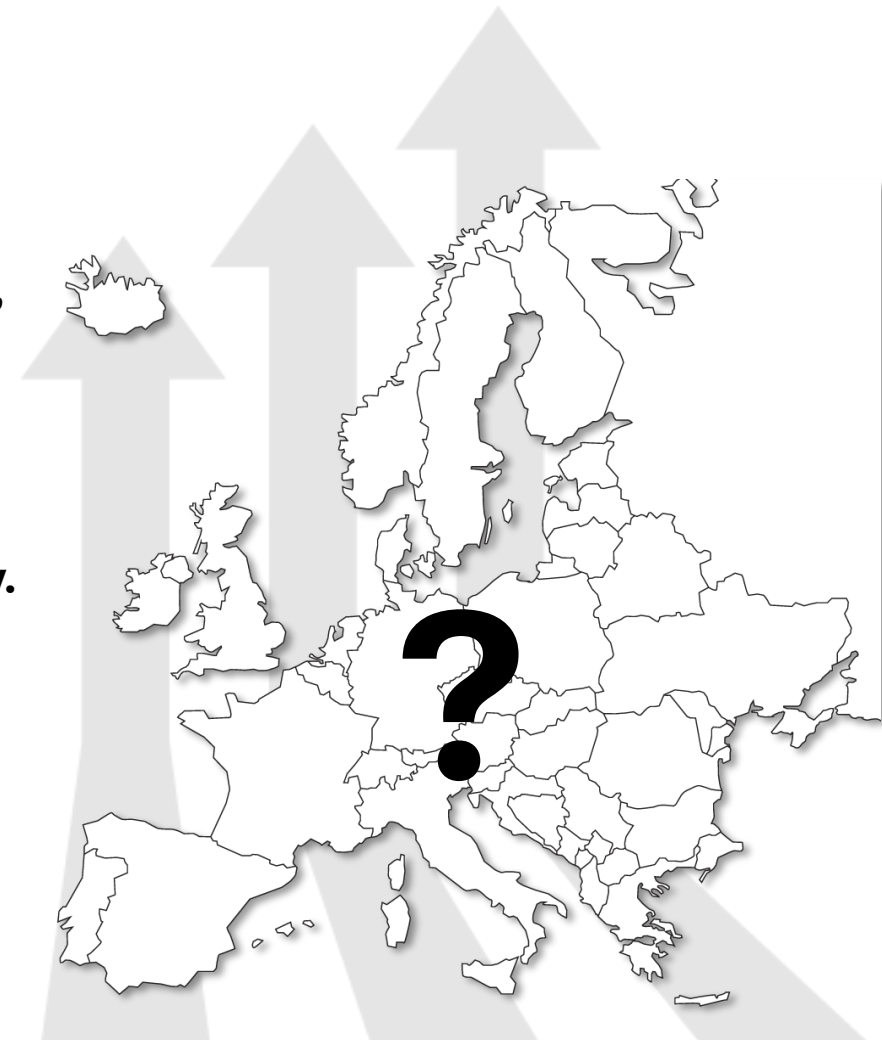
Now 6 months have passed since we started your new European company together with you, your European employees have been in the market and have created the first good sales and have laid the foundation for further operations, now it is time for an important exercise, namely a joint meeting in Denmark where everything is reviewed, from finance to marketing. Now a real strategy for the future must be laid out.



# The European success part 4.

Now we need to get all parties together, everyone who is in the team to help your new European company get started. This means that all parties meet around a table, and Relycom is online on the big screen. So now storage and logistics are around the table together with the bookkeeper, web designer, the municipality's business department, customs and import specialist, graphic designer, yes the whole team behind UnikConsultant and of course your own local employee and your team from China who want to be in Denmark. Then it is time to evaluate the first period, what can be done better and what the future holds for us. This is a full day in our meeting rooms and a subsequent session the following day to lay out a preliminary strategy. After this, we visit one of your new customers, which may lead to changes in the strategy. Everything is collected and put into a strategy document with a roadmap for the next 6-12 months. After 12 months, a stop or go meeting is held between UnikConsultant and your organization where we decide whether to continue or stop the investment. Travel to and stay in Denmark is at your own expense .

**Price for the total strategy work 55,000 RMB**



# The European success part 4.

Now we come to the next milestone, 18 months after the journey began with an assessment report. Sales have now been running for 12 months and we have perfected the strategy halfway together.

Since we benefit the most from having a large sale, we have throughout the process made sure to manage your European employees and use our expertise in marketing and our large network to secure precisely this largest possible sale.

As previously described, we have invested in 4% of the company, therefore our interest is that the European company achieves the highest possible value through the greatest possible growth and profit. Our goal is, after a number of years, to be able to sell this 4% and enjoy the fruits of the efforts we have made.

That is why we are focused on helping you in the best possible way with your European venture, this also applies to our associated partner in China, Relycom.

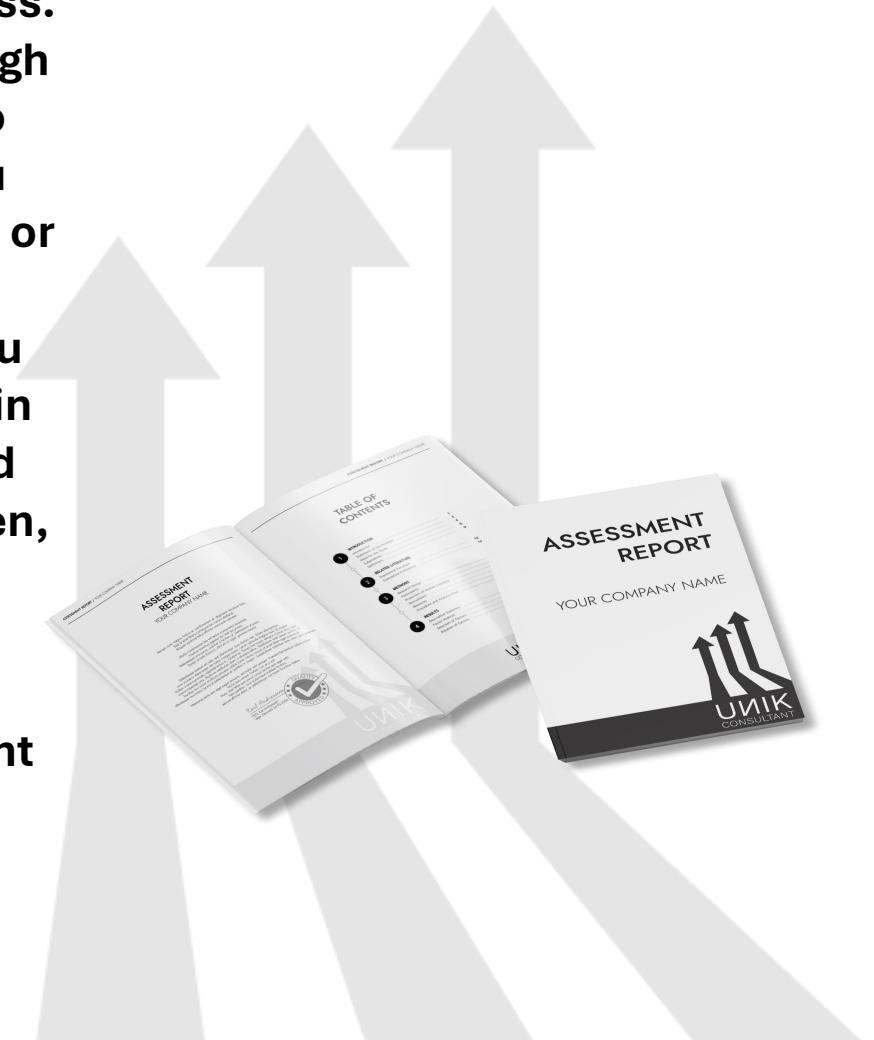
But if you are not satisfied with the development after 18 months of cooperation, then we will also help you to liquidate your European business. That is, find other employment for your employee and settle accounts and terminate the company in relation to the authorities, this usually takes 3 months and has a price of 35,000 RMB  
The chances are that we have found a distributor to continue with your products.





# The European success part 4.

However, there is no doubt that your European business will be a success. This success is founded the moment your Chinese company goes through the assessment process. This is where the entire basis for being able to enter Europe is started, here you find your own feet in how and what you want to do as a company. It is important that you get an idea of whether or not your dream can actually be realized at the time before you sacrifice large sums. Here, it is our professional advice that tells you whether you should go for the option or not. We do not care that your company fails in Europe, in fact it is really dangerous for us, our good name in Europe and vis-à-vis the authorities is weakened and since our CEO, Karl Andreassen, is personally the CEO of your new European company at the start-up, it means that we don't start things that we don't think can be completed. And should we say no thanks to taking your company to Europe at this time, well then you have a report that tells you what is needed if you want to try later. And at the same time, you now have an estimate of the real cost of establishing yourself in Europe. We are the cheapest possible alternative and we have hands-on experience.







# Note on European VAT.

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**Note on pricing in the document.**

**All prices settled in Europe are + VAT**

**VAT is a value added tax of 25%.**

**This means that those you sell in Europe must be subject to 25% VAT**

**If it is a company that buys the goods, this company can deduct the VAT paid from their accounts.**

**So in reality, as a European company, you get the VAT you pay back again at the first VAT statement after 6 months.**

**Even if the company has not yet had a turnover.**

**However, you can choose to pay the expenses directly from China and avoid VAT on the bills.**

