



UNIK CONSULTANT

New business in Europe
THE ASSESSMENT PROCEDURE

WWW.UNIKCONSULTANT.COM



Who are we? And what do we do?

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



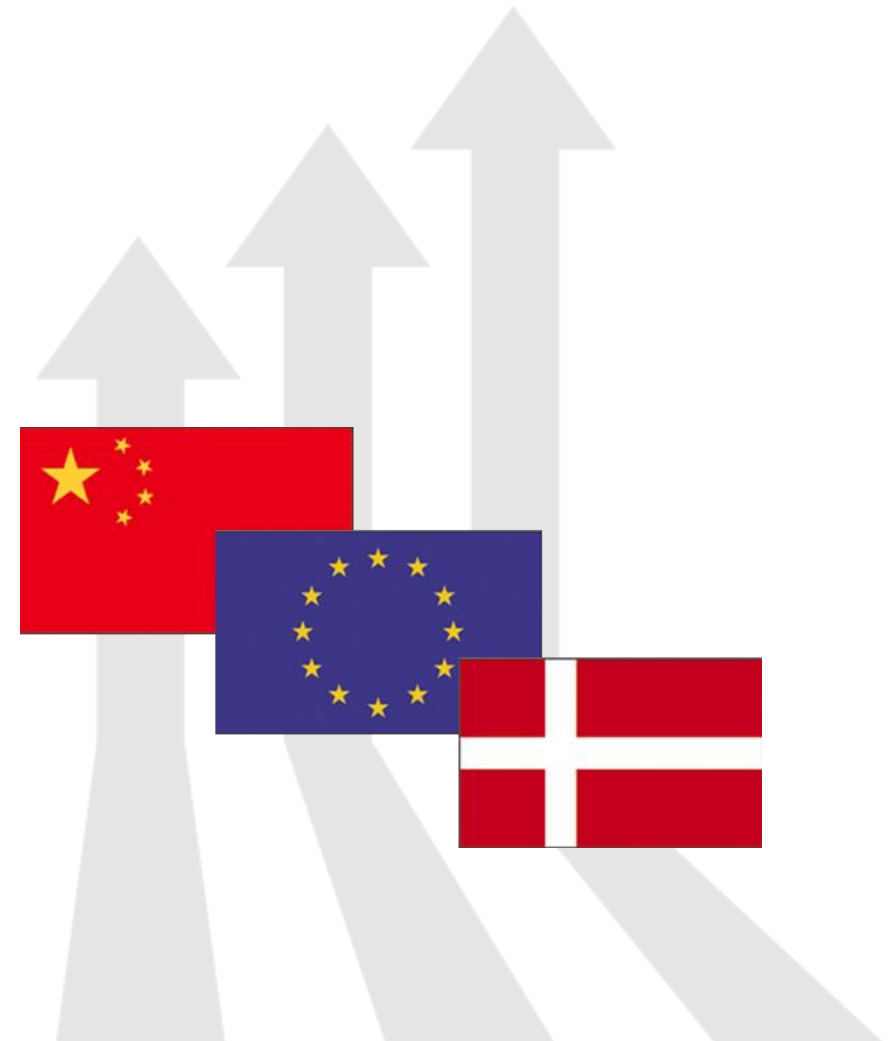
We only focus on China and Europe?



Why start a company in EU/Denmark?

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.



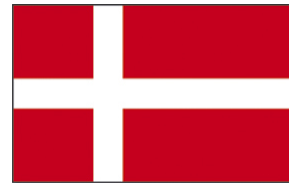
But why Denmark?

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

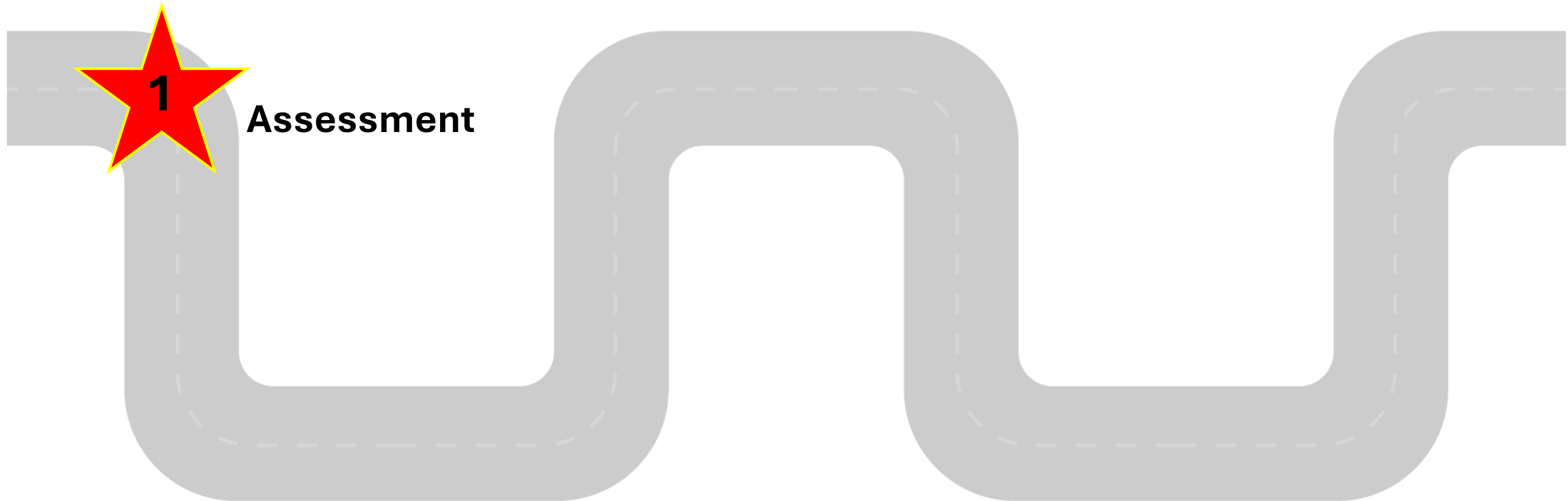
Only a friend in Denmark/Europe is needed here.

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?

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?

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 within 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 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.

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



Assessment, a tool made in China and EU !



Contact our partners today!



Assessment, what's the price?

To make an assessment of your company is time consuming :

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Price for this step is 65.000,- RMB

