

Adwatec Oy

Establishing a firm presence in a specific market.

Since 1997, Nordic Industries Development has been active in France's Marine & Offshore sector, helping numerous companies build ties with top French shipyards and maritime companies.

Adwatec Oy, a fast-growing Finnish SME, manufactures water cooling solutions suitable for various ship applications related to electric motors, drives, and energy storage systems.

www.adwatec.com

Although they had already established some business in France, they had not fully explored the market potential there. Their equipment falls under different sub-categories depending on the ship type and applications. The various contact points in the value chain are for example:

- Ship owner/operator



- Shipyard (technical or purchasing dept)
- Naval engineering/architect company

- Ship process system subcontractor
- Manufacturer (OEM) of the application being cooled

1. UNDERSTAND MARKET

We gathered a comprehensive overview of the market potential and relevant stakeholders in France. We contacted them on behalf of our customer, leveraging our existing relationships and industry insights as an advantage.

2. FIND RIGHT PARTNERS AND BUSINESS OPPORTUNITIES TO HIT THE GROUND RUNNINGSTRY

Together with the customer, we analysed all the chosen companies that indicated direct business opportunity and also identified potential channel partner companies with technical competence to sell Adwatec's solutions in the French market.

3. OPERATIONAL SUPPORT

We helped customer in organizing business meetings in France and supported them to establish relations there. The journey continues....

Adwatec

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