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PRIVATE SECTOR SPECIALIST - MARKET RESEARCHER - PROJECT MANAGER

- 10 years of experience in international sales and marketing in the private sector.
- For 19 years specialised in market research (desk and field), export market development and company coaching for small entrepreneurs (SMEs) in developing countries.
- Specific projects to identify synergies in designs (e.g. in fashion) or to find applications for e.g. food ingredients or other agricultural products to generate a more focussed market approach by SMEs.



EDUCATION

- 1980 - 1983** BA - Bachelor of Economics at the **HEAO** Business School in The Hague, the Netherlands.
1993 - 1994 **Certificate** - Capacity building for SMEs in developing countries at **COS** and **NCH**, the Netherlands.
2010 **Certificate** - Monitoring and Evaluation at the **PCM Group**, Brussels, Belgium.
Various: Social Geography (1 year), Japanese (certificate) and face-to-face selling skills.

LANGUAGES AND COMPUTER SKILLS

Dutch: Native, **English:** Fluent, **French:** Fluent, **German:** Advanced, **Japanese:** Advanced.

Office (Word, Excel, PowerPoint, Access), **Project** tools (MS Project). **Custom qualitative research tools** (Comext, ITC, SPSS), **Creative software** (Adobe Photoshop, Illustrator) and **Web development** (Joomla, Dreamweaver).

Some keywords on personality: diplomatic, empathic, pragmatic, entrepreneur, organiser, co-ordinator, team player, thinker, analyst, advanced writing skills, idealist, problem solver, result oriented, punctual.

COUNTRY EXPERIENCE

Short-term assignments:

- **Asia:** India (1978), Sri Lanka (1979), Indonesia (1979), Philippines (2007), Nepal (1979, 2013, 2014).
- **Africa:** Egypt (1977, 1979), Cape Verde (2001), Namibia (2002), Madagascar (2003), Mali (2010, 2014), Burkina Faso (2010, 2014), Benin (2011, 2013).
- **Middle East:** Yemen (1996), Oman (1997), Jordan (2004), Palestine (2015).
- **Latin America:** Dominica (2011), Colombia (2013).
- **Eastern Europe:** Moldova (2012).

Long-term assignments:

- **Asia:** Japan (1984 - 1987)
- **Africa:** Kenya (1990 - 1991)

WORK EXPERIENCE

1996-present **SEARCE - Own market research agency**

www.searce.eu

- **Market studies** analyzing market sizes in export countries, long term trends/seasonal fashion trends, consumer segments, main players, opportunities, market niches, access requirements, trade channels, price structure and promotion strategies by main players and competitors.
- **Strategic guidance** giving company/sector assessments, SWOT analysis, consumer and country selection, positioning, product/collection development, packaging, price setting, selection distribution and promotion strategy.
- **Coaching companies** in doing market research, product development, participating in trade fairs, creating business plan and business practice in export markets.
- **Feasibility studies** improving the competitiveness of a group of SMEs or sector and encouraging more sustainability in buying policies by importers, retailers in export markets.
- **Value chain analysis** from small holders to consumers, market analysis, risk analysis, upgrading of local processing and vertical/horizontal coordination.

MAIN MARKET STUDIES

Consumer products:

- **Footwear** (2017) – Extensive market study and preparation of Market access strategy to develop the footwear sector in Nepal in a sustainable way and creating more employment for women.

Markets: USA, Germany, Japan, UAE, South Africa, India, Malaysia, Vietnam, Thailand and Bhutan with the identification of consumer trends for sneakers, vegan shoes, indoor felt shoes and slip-ons amongst others.

Future potential is based on trade statistics and retail sales forecasts, consumer trends, seasonal fashion forecasts, value chain improvement, local footwear components production, outsourced manufacturing for Asian markets, prices/margins, market access requirements, logistical challenges, distribution channels and main players.

- **Jewellery** (2013/2014) – Compiling a market study to improve the competitiveness of the silver jewellery sector in Nepal in the global market.
Markets: Germany, France, USA, Canada, Japan and Hong Kong with the identification of market niches, future potential, opportunities, market structure (manufacturing, imports), prices/margins, access requirements, consumer preferences, (seasonal) trends, distribution channels and main players.
- **Apparel** (2009 - 2012) different market studies for Knitted clothing, Woven clothing, Sports clothing, Baby clothing, Leather clothing, Bodywear and Fashion accessories.
Markets: Europe (total) and 23 European countries in separate reports.
- **Shapewear** (2012-2013) - Detailed study of the German market including recommendations for exporting companies from Colombia.
- **Home decoration & Home textiles** (2011 and 2012). *Markets:* Europe and 12 EU countries.
- **Sustainable designed home decoration, textiles, fashion accessories, clothing** (2012, 2015) in Europe. Market studies identifying opportunities in ethical and sustainable fashion for (hand-made) products that deliver value in accordance with:
 - *Environmental dimensions:* Raw material, production process, product life cycle and use.
 - *Social dimensions:* Fair trade, Culture and Trade combinations.
 - *Longevity dimensions:* Product quality, product maintenance, timelessness, non-seasonal, of aesthetically high quality.

In both studies three consumer segments (highly conscious, trendy conscious and design conscious) were identified. Each to be approached by a different strategy and research for local suppliers of raw material, use of re-cycled material and extra marketing efforts.

- **Stationery and Office supplies** (2010 and 2011) for Paper based products, Writing/drawing instruments, Storage & filing products, Carrying products and Desk accessories.
Markets: Europe (total) and 22 European countries
- **Jewellery** (2002 - 2011) for precious and costume jewellery (including hair accessories).
Markets: Europe (total) and 25 European countries. Reports were updated yearly.
- **Footwear** (2008 - 2010) including sports footwear/sneakers. *Markets:* Europe (total) and 23 European countries. Reports were updated yearly.
- **Luggage & Leather Goods** (1999 - 2010) including Luggage, Handbags and Wallets & Purses
Markets: Europe (total) and 21 European countries. Reports were updated regularly.
- **Domestic Furniture** (2001 - 2009) including Living and dining room furniture, Bedroom furniture, Kitchen furniture, (Non-) Upholstered seating, Home Office furniture (SOHO), Cupboards, bookcases, wall units and Furniture parts. *Markets:* Europe and 24 countries.
- **Sports goods and Sport goods Retailing** (2002 - 2009). *Markets:* Europe (total) and 22 European countries. Reports were updated yearly.
- **Low cost housing** - study for pre-fab houses of recycled material in Addis Ababa (Ethio-Global).

Agricultural products:

- **Ginger and ginger products** (2017) – Extensive market diversification study and preparation of Market access strategy to make the ginger sector in Nepal export-ready.
Markets: UAE, Japan, Bangladesh and India with the identification of industrial demand for semi-processed ginger for use in food, drink, natural cosmetics and herbal/traditional medicines. Assess potential based on trade statistics and retail sales forecasts, local processing, market access requirements, distribution channels, logistical challenges and main players.
- **Medicinal and Aromatic Plants (MAPS) and Essential oils** (2015/2016) – Extensive market study and preparation of Market access strategy to develop this sector in Nepal in a sustainable manner.
Markets: USA, France, Germany, China and India with the identification of industrial demand (cosmetic, food, pharmaceutical and aromatherapy), future potential based on trade statistics and retail sales forecasts, value chain improvement, local processing/distillation, prices/margins, market access requirements, consumer trends, main players and possible distribution channels.

- **Fresh mangoes** - market study in 2014 to identify the export opportunities to Europe, including market segments (country, consuming industries, sea- or airfreight), post harvest issues, traceability, main mango varieties, logistics (cold chain), packaging, presentation, promotion, improving the competitiveness and business practice of exporting companies in Senegal, Mali and Burkina Faso. Market study is made in English and French. *Markets:* Europe
- **Fresh pineapples** - (2014) similar market study as above for the pineapple sector in Ghana and Benin. Study was carried out in a similar way as for fresh mangoes with the same deliverables.
- **Dried mangoes** - (2014) similar market study as above for the dried mango sector in Burkina Faso, Mali and Ghana. Study was carried out in a similar way as for fresh mangoes with the same deliverables.
- **Dried fruit and edible nuts** (2002). *Markets:* Europe (total) and the 7 main European countries (UK, Germany, France, Italy, Spain, Netherlands, Belgium).
- **Spice and herbs** - (2001) in Europe and 7 European countries.
- **Hides and skins** - (1998) in Europe and 5 European countries.
- **Confectionery** - (1998 - 1998) European market report.
- **Dairy products** - (1997) in Europe for the Consumer Goods Europe-series (Mintel).
- **Tea** - (1996) in Europe and 5 European countries.

SPECIFIC PROJECTS:

Palestinian artisan women business development (2015/2016) to export to Europe and the Gulf States. The project is supported by [ITC](#) and [BWE](#). Export products include hand-made embroidered clothing, fashion accessories, ceramics, soap and stained glass. Main activities are:

- Company visits and identifying the base line (incl. SWOT) of 20 companies and selecting those with potential to export to UK, Germany, Netherlands as priority regions in Europe.
- Identify key consumer segments (conscious consumers, Arab Community) for each company being outlined in the market study for sustainable design for Palestine women SMEs.
- Provide recommendations on creative process using Palestine skills, old techniques, nature being combined with (slow) fashion trends. Advice on product development and packaging.
- Research on retail prices, elaborate on the importance of prices to target segments and suggest relevant distribution (importers, gift shops, boutiques, concept stores etc..).
- Individual coaching and workshops on market research, price setting, selection of trade partners and joint promotion (including brand identity). Remote coaching and guidance.

Coaching Nepali jewellery companies (2014, 2015) supported by [GIZ Nepal](#) to improve the trade capacity of companies and make handmade jewellery from Nepal more pronounced to buyers and consumers. Two workshops and company visits were held for:

- The development of a cluster or country-wise market entry strategy by (30) participating companies using the information and recommendations from the 'Handmade silver jewellery in Nepal' market study.
- Successful participation in the Inhorgenta trade fair in Munich (Febr. 2015) by coaching each company individually on trends, target segment, jewellery collection, market requirements, and presentation to buyers. Encouraging a move from 'made to order' to a pro-active marketing approach and doing own research to get the best results out of trade fairs.
- In addition to the 11 company visits, a trade fair seminar was held in November 2014. During the Inhorgenta, additional coaching and guidance was given to the companies.
- Assistance to GIZ in the preparation of the fair (location booking, stand builder selection, mailing to buyers, promotion material, administrative support and shipment of samples).

Benin (2013) - **Geographical Indication (GI) for shea butter**. Conducting a feasibility study for the Fairtrade producer [Karethic](#) (supported by [FAO](#) and [REDD](#)). Some of the activities were:

- To develop new applications in export markets (cosmetic, skin care, medical, food) in Europe and African markets.
- To improve availability of market information and create more transparency throughout the cosmetic and food processing industry.
- Encourage women producers (350) in Western African countries to collaborate and export high quality shea butter (final product) that is locally made according to Fairtrade standards.

Sustainable leather production (2013) - feasibility study for CTC covering three phases of the leather production chain from the hides and skins in the slaughterhouse to the tanning process to the production of finished leather for footwear, leather goods, fashion accessories and industrial use (upholstery). Some of the research subjects were:

- Identify initiatives in the value chain towards more traceability of cattle, wastewater management, reducing waste, new technology for chrome leather solid residues and EU/International legislation to control the shortage of raw hides and skins in the world.
- Review the challenges/risks in a highly fragmented traditional sector and assess how they are organised, which issues are present, and how improvements in sustainability can be achieved (role of middlemen, vegetable tanning, cleaner processing, communication, collaboration and transparency).

Moldova (2012) - feasibility study for CBI and APIUS to enhance the **sourcing of raw textiles** of apparel producing companies as a result of reduced import duties by using diagonal cumulation. Main subjects were:

- To clarify the status of Moldovan-EU free trade arrangements for the apparel sector.
- To highlight the importance of the apparel sector in the national Moldovan economy and analyse the exports to Europe.
- Assess the implications of diagonal cumulation for Moldovan apparel companies in terms of export processes, paperwork, legal requirements and proof.

Mali/Burkina Faso (2010-2011) - Export market study for organic agricultural products (mango's, sesame seeds, shea almonds & butter, fonio, hibiscus) and textiles by Mobiom. Some activities were:

- Identify main consumer and industrial segments in European export markets. Define market potential for current products and new products (peanuts, cashew nuts and marrows).
- Establish a marketing strategy - positioning, packaging, pricing and distribution in small supermarkets, (green) grocers, organic shops, delicatessen stores, convenience stores etc... in France, Belgium and Germany.

INSTRUCTION MANUALS:

- **Exporting to the EU (2006)** - Compiling an Export manual for SMEs from developing countries to become more familiar with Europe as a potential export market, EU trade policies, different lifestyle trends and business practices.
- **Doing market research (2003 and 2008)** - Compiling an Export manual for SMEs to become more familiar with free or low cost (online) market research. This manual consists of three parts (1) *Your research assistant* (2) *Your research practice* and (3) *An e-tool* using a case with an imaginary furniture exporter to Europe.

OTHER ASSIGNMENTS:

- **Conference participation in Colombia**, organised by COLOMBIAEXPORT for 80 – 100 Colombian apparel companies who aim to export to Europe. Made presentation on the European apparel market and on the Shapewear market in Germany. Presentations were held in in Bogota, Medellin, Cali and Pereira.
- **Explorative study in Benin** about the local consumption of locally made cheese by the Peul farmers in the North of Benin – supported by the SNV in Natitingou (Benin).
- **Trade Mission to Japan**, organised by the Dutch magazine Misset Food Publishers for 30 Dutch companies who aim to export to Japan. Assistance in organisation, store visits, translations and made a presentation on the Japanese Food distribution.
- **Trainings** on 'Business culture in Japan' and 'Living in Japan' done for the KIT in Amsterdam, the Netherlands.

Clients:

GIZ, ITC, CBI, Fairtrade, FSPA, SGI, Traidcraft, Brazilian Embassy, Mobiom (Mali), Karethic (Benin), COLOMBIAEXPORT (Colombia), APIUS (Moldova) and Mintel. See also <http://www.searce.eu/about-us/our-clients.html>

1985-1995**INTERNATIONAL SALES AND MARKETING**

1985 - 1987

Nippondenso : Manufacturer of automotive parts (Toyota Group)**Japan**

Conception of export marketing strategy and sales of OE air conditioners and automotive electronics supplied as OE equipment to European car manufacturers (Volvo, Saab, Jaguar, Ford).

1987 - 1989

Denso Europe : Subsidiary of Nippondenso**Netherlands**

Sales of automotive parts for the aftermarket to importers in Belgium, France, Italy and Spain. Control of all promotion, advertising, PR activities and organising trade shows (all products).

1990 - 1991

FAO - Economic consultant**Kenya**

Feasibility study for the exports of agricultural products (tea, spices, nuts) exported from Kenya to Europe. Set up an international market research methodology and a system for targeted distributor selection.

1991 -1995

TBWA/Hakuhodo – Account and Research Director**Netherlands**

- Planning and implementing European product introduction campaigns for food, cameras, computer peripherals and industrial goods. *Clients*: Canon Europe, Nissin Foods, Hoya lens, Nichiyu forklift.
- Market research food retail industry developments in Europe and Japan.

VARIOUS

Membership:

MRS – Market Research Society - in London (UK), **VadeMarketum 2.0 / études marketing** - in France, social networks (Linked-in and Viadeo, Pinterest), **Nedworc** - Dutch network site for development cooperation. **Artisan Connect** - network site for producers/workshops in developing countries.

Arts/leisure:

Music (guitar), outdoor sports.

Travel:

> 20 countries - Asia, Africa, Middle-East and Latin America.