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Client
Acnis



Year
2022 - 2024



Location
France



Project Type
Business development

What was the client's challenge?

Acnis International is a French leader in high-performance material storage and distribution, with over 80 employees across four continents, specializing in industries like aerospace, medical, and dental.

Acnis had a long-standing presence in international markets, but their footprint in Poland was limited, with only about a dozen clients and a few prospects identified over 25 years. Despite the potential of the Polish market—particularly in medical, aerospace, and dental industries—language barriers and cultural differences hindered their ability to effectively develop relationships and expand their market share.

To accelerate growth in Poland, Acnis sought a partner to bridge these challenges and help them gain a foothold in the market.

How did Valians International help?

Valians provided its local team of qualified Project Managers to support Acnis in its expansion strategy on the polish market

- Market analysis: Evaluation of Acnis' position in the polish market, identification and segmentation of key accounts and potential clients / end-users, data collection on market trends and competitive environment
- Regular outreach to potential clients: phone, email, linkedin, events, presentation of Acnis' solutions, collection of interest and RFQ, coordination with client
- Organization of regular B2B meetings in Poland with Acnis' team to meet potential clients, either on-site or during relevant events in the industry (defense trade show, medical and dental seminars)
- Support during meetings and follow-up of contacts after meetings, coordination and regular reporting with Acnis

Results

- **Market Identification & Qualification:** Valians helped Acnis identify and qualify over 100 client accounts and prospects in Poland, significantly expanding their market presence.
- **Revenue Growth:** The collaboration led to a 50% increase in sales, diversifying Acnis' client base and expanding its footprint in Poland's high-potential sectors (medical, aerospace, dental).
- **Sustained Growth:** Following this success, Acnis decided to hire a full-time sales representative to solidify their market position in Poland. The same approach was then replicated in Hungary, ensuring scalable and sustainable growth in the region

