

Successful Expansion from China to Europe

As a company with roots in China, we faced the challenge of successfully transferring our existing strategy to the European market. This was not merely a market entry. It required realigning our entire approach to Europe's requirements, structures and market dynamics.

Victory Consulting accompanied us throughout this process and developed our existing strategy further until it worked for the European market.

A particularly important part of the engagement was building the right sales and market access. Victory Consulting independently identified and qualified relevant distribution partners and additional channels, then established direct access to them. Rather than handing us contacts or recommendations, we were introduced into prepared, warm conversations.

More than classic consulting

- The collaboration worked exceptionally well for us.
- With Victory Consulting, you do not simply receive a recommendation or a strategy paper. You gain access to a network and a team that actively works on behalf of the client, creates opportunities, builds channels and accompanies the implementation through to the goal.
- In our view, exactly this operational approach is what sets Victory Consulting apart from classic management consulting.

What sets Victory Consulting apart

- Discretion: Victory Consulting treats the collaboration and all related activities with strict confidentiality. This discretion protects all parties involved and creates the necessary basis of trust, particularly in strategically important conversations.
- Active implementation: The team does not limit itself to making recommendations. Victory Consulting actively engages, builds relevant channels, establishes connections and accompanies the client on the path to the defined goal.
- Network and market access: The decisive added value lies not in the knowledge alone, but in the ability to combine that knowledge with a reliable network and to turn it into concrete business opportunities.
- Understanding of international expansion: The team at Victory Consulting understands how expansion works and which strategic and operational steps are necessary to position a company successfully in a new market.

Our recommendation

- We recommend Victory Consulting without reservation.
- In our experience, the firm combines strategic consulting, discretion, a strong network and an exceptionally high level of implementation focus.
- Victory Consulting does not just advise. It works actively to ensure that the right connections are made, channels are built and the jointly defined goals are achieved.
- Based on how we experienced the collaboration, no challenge is too great for this team.