




Reference Case Description

Client	 <p>Yanga Srl (Italy) www.yanga.it/</p>
Product	Tubular bandages and orthopaedic devices
Project	Distributor search in Sweden
Duration	February – May 2018
Objectives	<p>Yanga wanted to find a distributor in Sweden. They had already found some in Norway, Finland, and Denmark, but Sweden appeared too difficult to handle on their own. Thus the company turned to Columdae for assistance.</p>
Consultant's Role and Achievements	<p>Columdae investigated the entire medical technology distribution scene in Nordic countries in order to find out, which companies would be the best to sell the Italian company's product. Columdae then identified firms, which were selling similar and related products.</p> <p>Columdae then contacted every such company in Sweden. Columdae managed to awake the interest of several potential distributors, despite the fact that this product area is increasingly price competed with a growing number of cheap Far Eastern suppliers. Columdae explained the benefits of the Italian company's products in a way that was well understood in the local cultural and business context, and thus convinced several local distributors to consider cooperation with Yanga, despite its higher prices.</p> <p>The most promising distributor candidates were then shortlisted. Thus Yanga could then make a well-founded decision on which distributor candidate to cooperate in Sweden, having received such information and advice from Columdae that the company could not have obtained on their own. Yanga is finalizing his partnership agreement.</p>
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