

To whom it may concern

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Recommendation

As a Danish government funded business development center, Væksthus Zealand has had the pleasure of hiring Your Op BV to fulfill an urgent and important match making task for us between Danish SME's and Chinese potential partners.

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The match making was financed under the EU Structural Fund program 'KinaVækst' (the ChinaGrowth Program), run by Væksthus Zealand from 2012-2015.

Your Op helped us to carry out individual match making and meeting schedules in China for around 10 Danish SME's. The purpose was to identify up to 5 different suitable matches for each of the Danish SME's based on a Partner Identification form and set up the individual meetings for our joint business delegation trip under the 'KinaVækst' program.

Besides, Your Op also carried out partner identifications for yet another group of our companies, who would go on their own at a later stage and not take part in the joint delegation.

Your Op delivered clear results after a focused and dedicated work process. First they interviewed each of the companies one-by-one via Skype. Already during the first interview, Your Op was clearly able to pinpoint the strengths and weak points to the different business models and partner wishes. During dialogue with the companies, Your Op was able to influence the companies and make them reconsider their way into the Chinese market, whenever needed.

All results of the match making was given to the Danish SME's well in advance of our delegation trip, even though it is a basic fact that when setting up meetings in China, Chinese customers very often are late at accepting any meeting, and often only say yes to a meeting few days before the meeting shall take place.

GØR UDFORDRINGER TIL MULIGHEDER

Hos Væksthusene kan virksomheder på Danmarks regning få lagt deres vækstplan og gjort udfordringer til muligheder.

During the visit, paid great attention to confirming the meetings scheduled with Chinese partners/customers, before the Danish SME's went to the individually arranged meetings. Your Op followed some of the companies to their most important meetings. And finally, Your Op was also assisting when it came to follow up with the Chinese meeting partners after the visit.

The work from the hands of Your Op's top management and employees was fulfilled in a very dedicated and focused way. Your Op provided us with visible results and some of the Danish companies were able to establish a long-term relation to one or more of the matches.

We can only give our best recommendations to anyone in order to team up with Your Op for any European-Asian business development task. When it comes to establishing European-Chinese contacts for business development, it turned out that the two founders of Your Op, Mrs. Ching Ping Au and Mrs. Ching Foe Au, have a deep understanding of both Chinese business environment and due to their upbringing in Europe, they have the same of European cultural behavior. The team was good at assisting the Danish SME's to understand the Chinese partners better.

Besides, the team being well-educated, took pride in delivering sublime results and clearly expressed that they required a dedicated effort from us too, in order to be able to deliver the asked for results. Hence, they were brilliant at matching expectations with us, and in that way, we also felt safe during the co-operation.

In case further clarification is wanted, please feel free to contact me.

Yours Sincerely
INNOVATION HOUSE CHINA-DENMARK



Karin With Ankersjerne
General Manager