



### **CPM Representative Office opened in Bangalore, India for their biomass activities.**

As per 01 June 2017 NXT International Trade & Agency Services India (NXT Trade India) will be the acting Representative Office of CPM Europe B.V. in Bangalore, India for their biomass activities.

California Pellet Mill Co. (CPM) is a leading provider of process equipment and engineered solutions for the oilseed, animal feed, and bioenergy markets under the brands Beta Raven, Century, CPM (California Pellet Mill), Crown, Roskamp Champion, Ruiya, SKET and Wolverine Proctor. For over 130 years CPM has established a reputation for exceeding customer expectations for efficiency, productivity and quality, which is evident in their large installation base around the world. CPM provides the lowest operating costs and highest performance capabilities in the industry. Their solutions are core components of the global food, bioenergy and materials markets

### **Proposition for the Indian Market.**

As a leading supplier of process equipment and technology for the bio-mass, waste, oilseed and numerous other industries, CPM is always striving to open new potential markets worldwide.

NXT will support CPM Europe to create local presence in the Indian market for their biomass activities, additionally build and manage structural sales opportunities and develop new sales. Besides creating insights in the local market demand, NXT's office in Bangalore provides active business development services focusing on creating local presence, brand awareness and market and sales development, by offering a local representation office address and phone number, and increase sales not only by managing existing relations and following up on requests for proposals, but expanding the network of potential clients, distributors and stake holders, through pro-active approach by dedicated representatives.

### **Why India?**

About 32% of the total primary energy use in the country is derived from biomass and more than 70% of the country's population depends upon it for their energy needs. The Ministry of New and Renewable Energy (MNRE), Government of India has realized the potential and role of biomass energy in the Indian context and has initiated several programs for the promotion of efficient biomass conversion technologies to be used in various sectors of the economy. India has over 5,940 MW biomass based power plants comprising 4,946 MW grid connected and 994 MW off-grid power plants. Out of the total grid connected capacity, major share comes from bagasse cogeneration and around 115 MW is from waste to energy power plants. Machineries and equipment used currently in the Indian market are not always matching the expectations of the output requirements. The Indian market in this segment seems to be ready to accept high quality equipment which is offered by CPM Europe. Currently the main players in this segment are the Chinese and indigenous solutions, but there has been a growing interest for higher quality western equipment, like those of CPM.

### **Why a CPM local representative office?**

The Indian market is ready to invest in high-quality machinery and equipment, but the potential clients need to be approached on a local level. A local presence with an office address, Indian phone number, Indian webpage, customized marketing material, and a local sales approach by representatives of the international brand, but based in India and speaking the Indian languages, create a trust and comfort level which will help generating sales. When the potential client feels comfortable that the brand has a strong local presence, hesitations about sales support, after sales services and maintenance requirements can be easily avoided. The support of NXT, with 10 years of experience in the Indian market, a vast knowledge of the Indian business ethics and an extensive

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network of potential clients and stakeholders, allows CPM Europe to skip a large part of the new market entry learning curve, and immediately focus on the target at hand, positioning and sales!



Maarten Visser, CEO CPM Europe B.V.: "In regards to our biomass business we have been involved in India for some time now on a direct sales basis. *Traditionally we at CPM fly all over the world ourselves and actively generate leads which hopefully result in sales at the end. We consciously chose for a strategic cooperation with NXT due to the increased opportunities in the biomass industry in India and our decision to work with an organization with local contacts and personnel with local connections. This cooperation we see as an effective model to accelerate business in new international markets. We expect a successful launch of our products and are looking forward to a fruitful cooperation*".

#### **About CPM Europe B.V.**

CPM Europe is a leading supplier of process equipment and technology for the animal feed, biomass, oilseed and a lot of other industries. They have a worldwide reputation as pelleting, grinding, conditioning and flaking solutions specialists. They are dedicated specialists with over fifty years of experience. This results in machines that ensures continuous operation, high performance and the lowest operating costs. Built to last, designed for the long term.

CPM Europe is part of CPM Group worldwide. Today, over 900 CPM employees serve their customers at 20 facilities in North America, South America, Europe and Asia.

#### **About NXT International Trade & Agency Services (NXT Trade)**

NXT TRADE is a division of the Dutch based NXT Group of Companies and is a service provider aimed at supporting European based producers, retailers and brands in opening emerging markets by creating and enabling their local presence and substance. NXT TRADE is specialized in developing new markets, opening sales channels and managing supply chains for European based producers, retailers, e-commercial platforms and brands. NXT TRADE services their customers by responsibly managing their foreign trading operations and are committed to achieving a solid local presence and meeting the needs of each entrepreneur and company who trusts NXT TRADE in handling its international expansion.

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