



**MINISTRY OF FOREIGN AFFAIRS OF DENMARK**  
THE TRADE COUNCIL

## Bramidan Balers Trade Council of Denmark as “Extended Sales Platform”

**Jørgen Lassen from Bramidan says about the collaboration with the Trade Council of Denmark:**

*“The agreement we made with the Trade Council of Denmark in New Zealand regarding the “extended sales platform” was invaluable to us as it meant that at the time of the transfer to the local distributor we had a strong brand value, a foothold in the market and references that made this “birth” invaluable. We assessed that this was the cheapest way for us to engage this market – and has also proven to be very effective.*

*Bramidan and our distributor are still in constant dialogue with the Trade Council of Denmark as they have immense knowledge about the local market and our distributor is confident that by having the Trade Council close, the distance to the manufacturer has been minimized/eliminated. We still biannually evaluate the option of having the Trade Council to support our local distributor further.”*

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### Facts about Bramidan:

Bramidan A / S was founded in 1975 and has approximately 75 employees. Bramidan A / S develops and manufactures equipment for waste management, primarily for customers in retail, industrial and HORESTA. Bramidan A / S exports over 90% of its goods to more than 45 countries.



### The Challenge:

In 2005, Bramidan approached the Trade Council of Denmark, Auckland, to perform the “usual” partner search. At that time, Bramidan was a fairly unknown name in New Zealand and hence struggled to find partners with the perfect fit. Bramidan was still confident that there was a great potential for their environmental technologies and wanted to find a way to explore the potential.



### The Solution:

Bramidan decided to enter a long-term retainer agreement with the Trade Council of Denmark which meant that the Trade Council allocated a part-time dedicated resource to promote and market the Bramidan balers to end-users.

This was the perfect alternative to a costly local setup and bearing in mind that to engage a new market would take time in the short run but be profitable in the long term.

### The Effect:

The advantages of having the Trade Council of Denmark as an “extended sales platform” are above all that it is considerably cheaper than a local setup. Furthermore, the Trade Council shares all contacts, sales figures and reports on a regular basis of the progress. This meant that when Bramidan decided to engage a local distributor all the contacts and figures could be handed over – they also had a better understanding of the actual market potential.

A specific number of hours per month was agreed with The Trade Council of Denmark which meant that we were working for Bramidan and our resources were dedicated to their solutions and not to a range of solutions which are often the case with distributors. The extended sales platform also put Bramidan more in control of the process as they could outline and change focus of the sales effort as they pleased.

The extended sales platform has not only introduced Bramidan’s solutions to the market but has also made sure that there was enough traction in the market to find a distributor who could take over and continue the strategy.