

Case Study

Catalyst Producer Starts Working Directly with CIS Refineries



An American catalyst manufacturer has worked in the CIS region for over 20 years. Most of their end customers are refineries and prefer to purchase already customs cleared products. The manufacturer has no legal entity of their own in the region, so local distributors are appointed as resellers.

Starting Situation

The local distributors control the relationships with refineries. Consequently, the supplier's margins are squeezed in certain projects and the distributors consider using competitive products.

After losing several tenders, the manufacturer wanted to take control of their relationship with the refineries by communicating and working with them directly.

Solution

We attracted a dedicated sales manager that, within the field of catalysts, works exclusively for the American manufacturer. By involving the manufacturer actively in technical negotiations with the refineries, we managed to develop strong relationships and gain their trust regarding the quality of the catalysts.

By acting as the Importer of Record, we could also offer customs cleared products ensuring that we could meet all aspects of the expectations of the local market. The manufacturer paid a limited fixed monthly fee to cover our overhead costs and an agency fee whenever we closed a deal on a project.

Conclusion

The manufacturer received a dedicated sales representative and full control of their CIS commercial footprint with only limited recurring fixed costs.

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