



Established in 2011, Euro Diesels (Trading) Ltd specialises in the import and export of new and used diesel engines. Surplus truck parts are also bought and sold worldwide. The company offers a comprehensive service with highly trained sales staff and a full range of parts.

GOALS FOR CHINA

Euro Diesels' aim in the China market was to source specific new surplus diesel engines from China: with the goal of expanding the company's international presence and operational capacity, as well as the products offered to its customers.

SECTOR EXPERTISE & INSIGHTS

To help achieve its goals in China, Euro Diesels sought CBBC's assistance to better understand and navigate the China market. CBBC delivered regional and sector specific advice and resources to Euro Diesels.

TAILOR-MADE SUPPORT

CBBC produced tailor-made market research via CBBC's China Navigator service, suited to Euro Diesels' needs and requirements: contacting and scoping out a wide range of companies that were previously unknown to Euro Diesels.

This exercise worked to highlight and uncover the vast scale of the China market and the potential opportunities available to Euro Diesels in China.

FUTURE POTENTIAL

Ultimately, Euro Diesels opted not to enter the China market at the time of working with CBBC. However, this remains a possibility in the future, and the company now has the tools and insights at its disposal to facilitate this, should a suitable opportunity arise.

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In the old days it was possible to go to a country blind and work from the yellow pages upon arrival, this no longer works and the CBBC prepared the way for us prior to booking any airline tickets to China.

CBBC's service was easy, diligent and accurate. Well worth the fees charged

Mike Smelt, Manager, Euro Diesels

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