

THE NETHERLANDS

PENNSYLVANIA'S TRADE REPRESENTATIVE

The Netherlands & Belgium



Peter E. Sanders, Director

psps consultants
Het Nobelhuis, Nobelstraat 1c
NL-2513 BC The Hague
THE NETHERLANDS
www.psp Consultants.nl

DIRECTOR'S BIO

Peter Sanders was appointed as Pennsylvania's Authorized Trade Representative in April 2008. As an international business consultant, Peter has assisted small and medium-sized companies in developing partnerships throughout Europe.

He has worked closely with the Agency for International Business and Cooperation (EVD), part of the Dutch Ministry of Economic Affairs, and has an extensive network of contacts in a variety of industry sectors, such as information and communication technologies (ICT), electronics, durable consumer goods, sustainable energy / clean technology, engineering and healthcare, metal fabrication as well as machine building.

Originally from the Netherlands, Peter was awarded his Bachelor's degree in Ghent/Flanders and later attended Boston University, where he received a Masters of Science in Corporate/Marketing Communications. He speaks fluent Dutch, English, German and French.

OFFICE SCOPE OF SERVICES

- Offers a market check: market size; price situation; typical sales & distribution channels, market potential assessment, etc.
- Organizes a customized list of manufacturers, buyers, agents, distributors, or other potential business partners
- Trade show support, including pre-show marketing communications, meeting schedules, logistics
- Referrals and introductions to government officials, industry experts, legal, shipping and other service providers

RESEARCH TOOLS & FACILITIES

- Subscribes to a selection of industry-specific directories and trade show directories
- Distributes a newsletter to approximately 1,200 decision-makers in government
- Maintains an office in The Hague, equipped with computer, telephone, fax and wireless internet

To obtain export assistance from our Authorized Trade Representative, contact:

Jen Black, International Program Manager
Tel: 717-720-7472 | Email: jblack@state.pa.us
Department of Community and Economic Development
Office of International Business Development
400 North Street, 4th Floor
Harrisburg, PA 17120-0225

