

# Invitation

You are cordially invited to the Breakfast Seminar:

## An efficient supply chain – key to your success in Europe

The EU's single market, with its single currency and single set of trade rules, is still the world's largest market and for many industries also the most lucrative. An efficient supply chain is essential for your company's success in this market. Due to its strategic location in the heart of Europe's largest consumer markets, its attractive fiscal climate, as well as its excellent logistics infrastructure, many international companies use the Netherlands as their logistics gateway into the European market.

During this informative session you will get the chance to learn about the business environment in the Netherlands and how to set-up your European supply chain in the most efficient way, while a sit down breakfast is served. So if your company is already exporting to Europe, or is planning to do so in the near future, please come and join this complimentary seminar.

Date: Monday 24 September 2012  
Time: 08:30 – 10:30 a.m.  
Location: Intercontinental Hotel, Tulip Room, 1<sup>st</sup> floor  
Jalan Ampang, Kula Lumpur

Program: Registration

Opening address

The Netherlands: Your entry into the European market, *by Karin Rancuret, Area Director NFIA South East Asia*

“European market entry: Effective supply chain design”, *by Matthijs Benink, Senior Manager Supply Chain Solutions, Holland International Distribution Council*

RSVP: As seats for this event are limited, please RSVP before Monday September 17th, to: [seah@nfia-malaysia.com](mailto:seah@nfia-malaysia.com).

**Netherlands Foreign  
Investment Agency**