



TILBURG  
UNIVERSITY



# The International Marketing Expedition



California  
2023 / 2024



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“TIME has provided us with a very professional report, which is a detailed and in-depth analysis of a very specific market. With only minimal input and counseling they have managed to produce valuable insights and a very practical set of recommendations. All together we will definitely follow through with the results of the report, and would be happy to participate in the program on future occasions.”

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**Pieter den Hooglander | Sales Manager  
Gazpack - Canada 2017**





# The International Marketing Expedition

The International Marketing Expedition (TIME) is a foundation with the objective to conduct high-quality international market research for Dutch companies interested in doing business in a foreign market.

## Customized International Market Research

TIME offers the unique chance to conduct completely customized market research in California, specifically in cities like Los Angeles, San Francisco or San Jose (these are subjected to change according to the assignments). The research will be conducted by selected students in cooperation with Tilburg University and the Advisory Board of TIME. The field research will take place on location for a period of three weeks. Throughout the process, the consultants are mentored by professors of the Marketing Department from Tilburg University and the advisory board. Therefore, a high level of academic quality is guaranteed. Furthermore, the report will provide advice for implementation.

## Advisory Board

The Advisory Board consists of six professionals who have been active in the working field for years and who also participated in TIME in the past. They take care of the project's long-term policy by guiding and advising the board, using their professional knowledge from the field and experience. The TIME board, in cooperation with the Advisory Board, chooses enterprising, multidisciplinary and proactive students from Tilburg University who will conduct research for participating companies.

## Supervision Marketing Department

The Marketing Department of Tilburg University is highly regarded all over the world. According to the American Marketing Association, Tilburg University ranks third when it comes to University Research Productivity in the Premier AMA Journals. Also, the faculty of Business and Economics is ranked 17th in the US News Best Global Universities 2020. Together with the Advisory Board, the Marketing Department guarantees the academic quality of the project.



# Previous Editions of TIME

## Previous Editions

Successful projects conducted in the previous editions have taken place in, for example, Turkey, Canada, India, Brazil, China, Japan, Taiwan, Malaysia, and Indonesia. Companies that participated in previous editions vary from multinationals to SMEs, such as Leaseplan, Secrid, Grand'Italia, DAF Trucks, Imtech, FrieslandCampina, and Philips. Participating in TIME has helped these companies create valuable contacts in the aforementioned countries.

## Research Possibilities

- ABCD Analysis
- Consumer Analysis
- Segmentation Research
- Distribution Analysis
- Supplier Selection
- Market Analysis

## Our Strengths

- Tailor-made research
- Professional customization
- Field research on location (three weeks)
- Great variety of industries
- Implementation strategy



# Phases of the project



## 1 Desk Research October - December

- Top-down information gathering
- Develop a roadshow with potential partners or new customers

## 2 Field Research January

- Visit potential partners or new customers
- Explore opportunities in California

## 3 Reporting January - February

- Complete research report/recommendations
- Present findings to the company



# California

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## California

California, with its dynamic business landscape, presents a compelling destination for companies. The state's vast market, strategic location, and robust economy create an environment ripe with opportunities. California's strong emphasis on innovation, particularly in sectors like technology, clean energy, and entertainment, attracts companies seeking growth and collaboration. With a massive consumer base, California is the largest state in the US, home to nearly 40 million people and renowned cities like Los Angeles, San Jose, San Diego, and San Francisco. It's on track to become the world's 4th largest economy, trailing only the USA, China, and Japan.

## San Francisco & San Jose

San Francisco and San Jose are cities that epitomize innovation, technology, and entrepreneurial spirit. In the heart of these two cities lies Silicon Valley, a region where leading high technology multinationals are based such as Apple, HP, Meta and PayPal. The region supports sustainable initiatives and is a worldwide leader for renewable energy. Innovation is one of their key values, many networking events are organized to connect entrepreneurs and expand your network. San Francisco and San Jose have a well-educated workforce with esteemed educational institutions such as Stanford University.

## Los Angeles

Los Angeles, a vibrant metropolis nestled on the coast of California, stands as a beacon of opportunity for businesses. Strategically positioned at the crossroads of bustling river and sea routes, Los Angeles has organically evolved into a thriving economic center. Its strategic location, combined with a rich cultural heritage and entrepreneurial spirit, sets the stage for unparalleled growth and success for businesses of all scales and fosters worldwide connectivity. Los Angeles offers opportunities for business in various sectors such as manufacturing, retail trade, health care and entertainment.





## Costs

TIME is a non-profit foundation and therefore conducts research at cost price. Because of this, the costs are only a fraction of the prices that consultancy firms charge for similar investigations of equivalent quality. In addition, the researchers will be on location for a period of three weeks in contrast to similar investigators, which mainly consist of desk research. For €6500,- excl. VAT we offer high-quality research on an academic level in California. Additionally, more options are available depending on whether more research will be conducted. The exact costs will be discussed during the preparation of the quotation depending on the demands in terms of research needed and possibilities within our capabilities.



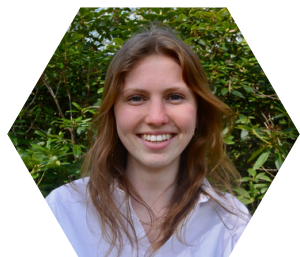
Students get into contact more easily with companies than we do, especially when a university is involved. For this reason companies enter into a conversation more easily with investigators than that they would do this with us. The research gave us accurate insights at a relatively low price.



**Servi de Vette**  
**LeasePlan Corporation N.V.**

# MEET OUR TEAM

## Board



Veerle van Brussel  
**Chairman**



Mylene van der Welle  
**Secretary &  
Public Relations**



Luca van Dooren  
**Treasurer &  
Operations Manager**



Tasso Devetzis  
**Acquisition Coordinator  
& Operations Manager**

## Consultants



Annika Rothe



Dalyl Lachkar



Eefje van der Sanden



Jim van Ryt



Pommeline Montijn



Rob van der Wielen



Stan Engelen



# MEET

## Our Advisory Board



### Ron Colen MSc

Part of the advisory board TIME since January 2012 and currently chairman since 2015. Personally, I was part of the operational board while having a successful expedition throughout China in 2006. Next to this, I have been a key contributor to the financial turnaround of NXP Semi since the end of 2007. Today, I am the strategic and financial business partner/ MT member of a fast-growing business within NXP Semi Automotive after having done the Technology & Operations groups controller function. Both these jobs are at the director level.

### Giel Hellegers MSc

As a consultant, I participated in TIME in 2013. For several years I also joined TIME as a supervisor during the field research abroad. Working at bol.com for 8 years now, currently as Senior Marketing & Promotions Specialist, I've gained a lot of experience in marketing, strategy, online advertising, and brand management. With our experience in both business and previous editions of TIME, the advisory board can support the consultants and stimulate the development of their commercial skills, in addition to the academic skills they learn at Tilburg University.



### Giuli van Berkel MSc

Currently, I am working as a data analyst and consultant for a Dutch retailer. In my role, I utilize my expertise in analyzing and interpreting data to provide valuable insights and recommendations for the retailer to enhance their marketing strategies and improve customer experiences. I have previously worked as a lecturer in Marketing at Tilburg University in the Marketing Department for a few years. During my time there, I taught various marketing and research courses and supervised theses. Additionally, I was responsible for ensuring the delivery of high-quality research projects for TIME. As a former participant of TIME myself, I found the experience to be unique and rewarding.

### Jolein de Kreiger MSc

Currently I work as Export Brand Manager for one of the oldest Dutch family companies. I am responsible for the strategy & the execution of the marketing plans in our European Export markets and work closely together with our Global Brand Teams and with the distributing partners in our export markets. My participation in TIME committee member was my first professional international experience, which is one I never forget. To me, it was one of the few projects that took my University career to new heights and where I further discovered my passion for combining traveling with work. Are you ready to see what TIME can bring you?



### Sander Berlinski MSc

During my time as a full time lecturer in various MSc courses at the Marketing Department of Tilburg University, I joined the advisory board of TIME in order to ensure a high quality standard of the research projects. Currently I'm working as a Director of Propositions & Strategic growth at valantic, a large digital marketing & technology agency. At valantic, I helped many large retailers, wholesale and brand manufacturers to develop their (digital) strategy since 2017. Due to this experience in academics and business, I'm able to help TIME researchers create valuable and actionable insights for organizations while relying on high quality academic research.

### Ton Verhoeven MSc

With the experiences I've gained as a Research Consultant during TIME 2013 in Singapore & Malaysia and as the Operational Officer of TIME 2014 in Dubai & Qatar, I'm supporting and guiding the current group of high-potential students to achieve their goal: conducting market research for Dutch businesses in California. The international business experience that TIME has brought me is relevant in my current job as Global Content & Campaign manager at ICL Growing Solutions. It is my responsibility to provide our local teams across the world with the right content and creative campaigns to create an uniform brand, wherever you go.



# GET IN TOUCH



The  
International  
Marketing  
Expedition

## Contact



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