

如何在荷蘭成功經商

專欄作家: Menno de la Vienne

宣紙製成的雨傘

荷蘭是一個非常個人主義的國家。個人利益永遠優先於集體利益。我們分配個人的權利，而不是集體。這是一個對我們的國家相當重要的價值，它形成我們的自由和言論自由的基礎。

相反地，中國則側重於集體。這是儒家思想的重要部分，並且直至現在仍對中國社會有重大影響。哲學家孔子誕生於公元前551年歿於公元479年。迄今中國的小學教育仍築基於儒學上。

每個纖維

清楚地說，以上並非宣判，而是一種說法。這正如個人主義構織成我們的社會每一個纖維一般重要，這也包括我們的經營方式。如果你想在荷蘭做生意，你應該明白這一點，並且認真看待它。我之所以會提起這些，主要是因為我看到有許多在荷蘭的中國企業最後非常失望地離開我們的國家。這讓我深感遺憾。

為什麼這麼多公司會失敗？大多數情況是因為在荷蘭的中國企業仍按照他們一對一的經商方式。然而，荷蘭的個人主義卻形成非常挑惕的消費者。他們想脫穎而出，卻不想穿制服，或呈現同樣的產品。這就是為什麼公司會強調其獨特性以及區別產品和服務的要素。

專利

這就形成了在生產數量上相對來說較少量的獨特產品。一個小的目標群體和一個小的市場形成適度的利潤。這是歐洲強調專利權重要性的原因之一。當點子未獲保障，微幅差額即刻消失。仿冒產品因此受到指控。此外，還有其他方面需要注意，比如各不相同的金錢價值。我指的不是匯率，而是月底的淨利。租金，勞動，社會保障和保留在歐洲都比較高。在荷蘭，企業家也致力於執照，許可證和承諾。也有許多規則和條例要求他們嚴格去執行。

因此，入境隨俗，在沒有一把可靠的保護傘之前不要輕易離家。因為有一天它可能會下雨。中國的遮陽紙傘是用宣紙製成，目的在抵擋陽光。當它首度遇到歐洲的傾盆大雨它是無法倖存的。我想說的是，你得去適應荷蘭的心態以及學習其商業環境。這需要適度準備。當一家公司在烏得勒支省設立業務，烏得勒支投資機構免費幫助它進入荷蘭市場。你得接受這種支持，否則最後失望地離開將會是得不償失。



Menno F. de la Vienne

• Directeur / Acquisiteur
Utrecht Investment Agency
(UIA)
(UIA is een privaat publieke organisatie met als doelstelling: het vergroten van de werkgelegenheid in de provincie Utrecht en het terugdringen van de kantorenleegstand)

• Directeur DLV Worldwide BV,
Human Capital Investments

• Algemeen Directeur Boekhandelsketen

• Is een database / netwerk opgebouwd met circa 3.000 bezochte ondernemingen.

• In vier jaar tijd zijn er, middels acquisitie, 30 nieuwe ondernemingen gevestigd met een additionele werkgelegenheid van 844 FTE..

An umbrella made from rice paper

By Menno F. de la Vienne

Holland is a very individualistic country. The collective interest never prevails over the interest of an individual. We allocate rights to a person, not to a group. It is an important value of our country and it forms the basis of our freedom and freedom of speech.

China on the other hand is more focused on the collective. This is an important part of Confucianism which up till now has a major influence on Chinese society. The philosopher Confucius lived from 551 till 479 B.C. and still today there are elementary and primary schools in China that are based on Confucianism.

Every fibre

Just to be clear, the above is not a judgement but a statement. An important one as well, as individualism is to be found in every fibre of our society, including the way we do business. If you want to do business in the Netherlands, you should be aware of this and take it into account. I bring this up because I read the other day that many Chinese entrepreneurs in the Netherlands leave our country disappointed. This is a very regretful thing.

Why does it not work out for so many companies? In most cases because Chinese entrepreneurs copy their way of doing business one on one when they are in the Netherlands. However, Dutch individualism leads to very critical consumers. They want to distinguish themselves and do not want to wear the same clothes or be seen with the same products. That's why

companies emphasize the uniqueness and distinguishing elements of a product and service.

Patents

This leads to unique products that are manufactured in relatively small quantities. A small target group and a small market lead to modest margins. This is one of the reasons for Europe to emphasize the importance of patents. When ideas are not protected, the small margins disappear instantly. Counterfeit products and alleged counterfeits are therefore exposed. There are also other aspects to keep in mind. The value of money can vary. I am not referring to the exchange rate, but to the net result at the end of the month. The cost of rent, labour, social security and reservations are higher in Europe. In the Netherlands, an entrepreneur also has to put effort into licenses, permits and compliance. There are many rules and regulations and they enforced rigidly.

Therefore, act as the Dutch do and do not leave home without a reliable umbrella. It may rain any day. A Chinese parasol, made from rice paper, is for blocking the sun. It will not survive its first European rain shower. What I am trying to say here, is that one should adapt to the Dutch mentality and study the business climate. This requires preparation. When a company is setting up business in the province of Utrecht, the Utrecht Investment Agency helps it enter the Dutch market, free of charge. Accept this support, as disappointment can be a costly matter.

碧荷文化采風

碧荷基金會 三週年文化特刊(之二)

為因應荷蘭各級中小學及文化機構希冀瞭解中華民俗文化之需求，碧荷基金會於2010年上半年以「四季饗宴—台灣文化日」為主題，分別於荷蘭各地與當地市政府及民間文化機構合辦中華文化推廣活動，二月份舉行「燈節賀歲、虎年迎春」活動，並舉辦為期八週的第二屆「台灣風情圖片展」及第一屆「中華美食之夜」，以饗荷蘭社會大眾。六月份則以「夏之饗宴—台灣文化日」為主題分別於鹿特丹及海牙舉行台灣文化節，以推廣台灣傳統的中華文化。

自2007年七月至2010年六月，碧荷基金會在荷蘭主流社會植根發揚中華文化，深獲各界歡迎與肯定。三年來協辦及贊助單位無數，在荷之台僑及台商計有僑

委會、新聞局駐荷新聞組、台灣鄉親聯誼會、台灣商會、海牙台北學校、佛光協會、中華航空公司、長榮航空公司、陽明海運、長榮海運、大眾電腦公司、台達電子公司等。荷蘭各界之贊助及協辦單位計有鹿特丹市政府、海牙市政府、Barendrecht市政府、海牙市立圖書館、Barefrect市立圖書館、Alle-r-Hande協會、SVR協會、Apeldoorn龍舟協會、Aspiration基金會、鹿特丹Drie-hoek文化中心、海牙國際交流展協會、鹿特丹歌劇節基金會等十餘個單位。

碧荷基金會衷心感謝各界支持，並將在未來一本初衷，繼續在荷蘭各地推廣中華文化。

2007-2010 Green Lotus Foundation has succesful reached its cultural promotion goals

Green Lotus Foundation was established on June 28, 2007 in the Netherlands. GLF is a non-profit organisation. The purpose is to promote traditional Chinese culture and spirit throughou the Netherlands, in addition to Taiwan Culture Day held regularly every month, Taiwan's folk arts to school children in the Netherlands: such as making lantern, paper clay, and co-ordination cultural activities during three main Chinese festivals, as: 'Chinese New Years' Festival in February, Dragon Boat Festival in May and Moon Festival in September.

In response to the Netherlands at all levels of primary and secondary schools and cultural institutions hoping to understand the needs of the Chinese folk culture, Green Lotus Foundation set up a Cultural institute for the Chinese lesson, Chinese cuisine and the Chinese performance art, and has organized in

the first half of 2010 of "Four Seasons feast — Taiwan Culture Day" as its theme, respectively, with local municipalities throughout the Netherlands and non-governmental cultural institutions jointly organized the Chinese culture promotion activities, GLF will conduct an eight-week second session of the "Taiwanese style exhibition", to satisfy the public.

In the past three years, Greeb Lotus Foundation has organised the following cultural activities: Three times Spring Festival cultural activities; 40 times Taiwan Culture Day's activities; Twice Taiwan Photo Exhibition; Three times Taiwan Cultural Festivals and the first World Toy's Festival.

In sociial activities, Green Lotus Foundation has set up the woman social group as: Taiwan-lady Club (TLC) and Chinese Lady Club (CLC) and has organized monthly gathering

for TLC and CLC meetings. The purpose is to bring a social contact for the Chinese ladies to intergrate into the dutch society, In addition, Green Lotus Foundation has participated in culture and international exchanges activities in different area of the Netherlands, as:

- Co-working with the Apeldoorn Dragon Boat Festival organisation for bringing a large-scale Taiwan Culture Day in June 2009.

- Co-working with the Fourth International Cultural Exchange Exhibition for holding a Chinese culture exhibition.

Organize the charity activities

- Organise twice the charity events for Taiwan's flood: 21th June and 26 September 2009.

- Monthly donate to the Red Cross Organization in the Netherlands.

