

Event	Interview
Interviewee	<u>Mr. Jos van Nederpelt</u> Nedap Security Management
Date	April 2011

Eunite Ukraine (EU): What is Nedap experience in Ukraine? How long has been Nedap active in Ukraine?

JvN: Nedap has been active on the Ukrainian market for about 3 years. Our solutions have been installed at several buildings for Shell, Metro, Auchan. By the end of 2010 Nedap has won the project for NSK Olympiyskiy. Nedap AEOS will take care of access control and intrusion for this stadium.

EU: What did it take for Nedap to get involved in NSK Olympiyskiy development?

JvN: To be able to become successful for such a prestigious project you have to have a decent and innovative solution. But far more important is to work together with local partners which truly understands security solutions for high demanding end-users. Nedap is happy it cooperates with TransExpo Corporation.

EU: What were the biggest challenges you faced during the bidding process? How did you undertake them?

JvN: The timing issue was the hardest thing to manage. It was crucial to be present at the right time with the right information and the right solution. We've been dealing with this to listen carefully to the local people, the partnership with the Dutch Taskforce Euro2012 was helpful and gave Nedap more body.

EU: How is it to communicate with Ukrainian parties? Apart from language, what about culture and business mentality?

JvN: I do really appreciate to work with Ukrainian people. Although you can't always tell what's the essence of the meetings, I've always find them very reliable and trustful. From a technical point of view we were positively surprised with the skills and quick understanding of our innovative way of looking to security management.

EU: Do you think Task Force activities were helpful for you to enter the Ukrainian market?

JvN: Yes, being member of the Taskforce worked positive for Nedap. To be part of bigger group did also affect Nedap in a positive way. Furthermore the Taskforce did arrange some high level meetings with the right people involved for Euro2012.

EU: What other business prospects do you see in Ukraine? What are your future plans for Ukraine market?

JvN: Nedap is very active in the field of innovative security solutions for high demanding end-users. We see good opportunities at more football stadiums, airports, banking and high secure objects.



EU: Where do you see opportunities for other Dutch companies within Ukraine public infrastructure development?

JvN: Netherlands has a very good name in organizing logistics and managing people flow as where living with about 16 million people on a small piece of land, so I see good opportunities in public transport sector and organizing fanzones.

EU: How will you advise Dutch companies to approach potential clients from Ukraine?

JvN: My best suggestion is to find good local partners as it's hardly undoable to become successful if your not locally present. Another strong suggestions is to be able to act in the local language.