

Business Support Service Case Studies

Symphony Environmental Ltd
<http://www.symphonyenvironmental.com>



Symphony Environmental Ltd is a British company that develops and markets a wide range of environmental technologies, with the goal of alleviating environmental and health issues by improving plastics. Symphony Environmental contacted BCCP for assistance in identifying new distributors for their d2w oxo-biodegradable, d2p anti-microbial and d2t tag and trace additives. Their three main criteria in distributor selection are the following: 1) intensive background on plastic industry, 2) marketing capacity to develop market interest/needs on the plastic products and, 3) sales distribution networks.

Based on the criteria given by Symphony Environmental, the BCCP successfully identified seven interested distributors and arranged skype teleconference meetings. The BCCP was able to connect with these distributors through contacts within and outside its membership networks as well as relevant groups and associations. In particular, the Philippine Plastics Industry Association, Inc. (PPIA) was a key partner in accomplishing the deliverables as they provided a directory of all certified plastic companies in the country. The directory served as the primary reference in determining the appropriate companies to approach.

The BCCP also gave advice on the next steps to take when Symphony begins to export their plastic products in the Philippines and how they can maximise their exports.

As a result, Symphony then signed a distributorship agreement with a local distributor in the Philippines.