



The innovator's outsourcing partner in China

Custom Manufacturing Service presentation

July 2010

# Our Vision

*“Our company name is a combination of the ancient Greek word for river delta and the Chinese word for mountain. In nature, it is the mountain that feeds the river; we feel the same goes for modern China and Western innovators today. We build bridges to let innovative entrepreneurs and SMEs access the Yangtze and Pearl river deltas without getting wet feet and serve as their guide to cross the Himalaya mountains safely.”*

**Roel van den Berg**

Founder and GM

# Our Mission

*“To help innovators convert ideas into market success effectively.”*

Our outsourcing services help make sure our clients:

- Stay focused on their core competences
- Achieve shorter time-to-market and increase your flexibility
- Reduce product, warehousing and quality costs
- Reduce capital expenditures on fixed assets
- Leverage on supplier quality certifications and component innovation

# Our Customers

Our customers are Western European and US innovators that develop and market smart solutions to mankind's problems of the 21<sup>st</sup> century. They typically do so with a relatively small group of people and the biggest problem they face is that they don't have the capacity, skills or presence necessary to outsource their complex production requirements to China successfully.



# The Opportunities

Outsourcing holds the key to many recent innovative product successes. Now you can have your complete functional assemblies or components produced in China to your exact specifications and quality requirements, improving your bottom-line and providing your company with a unique and sustainable competitive advantage.

## Direct advantages

- Reduced bill-of-material cost
- Reduced warehousing cost
- Reduced quality cost
- Reduced capital expenditures

## Indirect advantages

- Shorter time-to-market
- Increase flexibility
- Leverage on supplier quality certificates
- Leverage on supplier innovative capabilities

# Challenges in China

Outsourcing success is hard to achieve in China, especially for our companies who don't have the dedicated personnel to overcome the difficulties involved in doing business in China:

- You need to be on the ground to assure manufacturing quality
- Important cultural barriers can frustrate the inexperienced
- There are still language barriers at decision making management levels
- China's legal, political and economic environment is very complex
- IP and contracts remain a big issue if not managed actively

Deltashan has overcome these challenges for you. We can be your eyes and ears on the ground and your strategic outsourcing partner in China.



# Custom Manufacturing

Our in-house knowledge and network pre qualified supplier capabilities extends to include the following processes:

- Design
- Engineering
- Tooling
- Machining
- Assembly
- Logistics



# Example project

Dutch Rainmaker

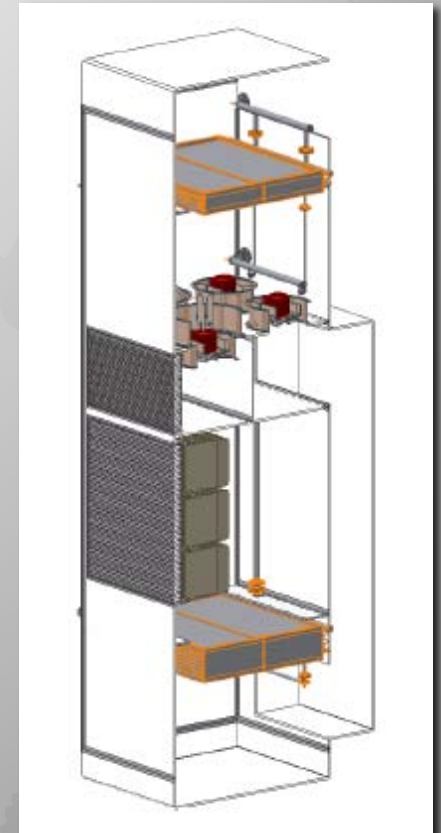


## Innovation:

Wind power driven system that extracts moisture out of air to make palatable water.

## Goal:

To manufacture the “water unit” in which a combination of fans, filters and heat exchangers forms the system that rapidly cools down the air and condenses the water in it.



# Example project

## Home Energy Power Balls



### Innovation:

A range of innovative wind mills that generate electricity silently using a patented spherical design based on the Venturi principle.

### Goal:

To manufacture the generators, assemble the rotors and improve wind mill performance.



# Example project

Hydrocomb  HYDROCOMB<sup>®</sup>

## Innovation:

An innovative comb that connects to a water hose and can be used to effectively remove paint from paint brushes or wash your pet. Nominated for Australian Design Award 2010.

## Goal:

To mass manufacture the combs and package them so they are ready to be shipped directly to distributors.



# Why Deltashan?

Because we understand you want to stay focused on what you're good at, not worry about your intellectual property while benefiting from low production cost opportunities to ensure your innovation's success.

Our people all have degrees at leading Western or Chinese universities and have had several years work experience in leading international companies, e.g.:

- Philips Research, the world's top corporate laboratory and IP applicant.
- Würth Group, world leader in connecting and assembly technology.

Each customer has a Deltashan account manager who personally ensures you achieve your goals and experience Western service levels at Chinese prices levels. Contact us today to find out how we can be of value to your business!



# Contact

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