

DEERNS

THE RESEARCH

Research question:

'(How) Should deerns enter the Indonesian Airport Market?'

One of the strategic goals of Deerns is to maintain their leading position in Europe and get a solid presence in the Asian market. Based on various industry reports Deerns decided to further investigate the Indonesian airport market. The expectations of the growing airport market are high. So the main research question is 'Should Deerns enter the Indonesian market?', and if yes 'How should Deerns do this?' In addition to that: Find five potential partners to cooperate with in further Airport projects.



PROJECT PLANNING



RESULTS

IRPdelft advises Deerns to enter the Indonesian airport market. Firstly the market offers a lot of perspective and can use the knowledge and expertise of Deerns' Engineering consultancy services. Secondly, the market is open for international players. The transparency of the market and the importance of having the right connections should be considered when entering this market.

We delivered Deerns a complete overview of the different players active in the Indonesian Airport market. A local partner is crucial for Deerns to win projects and to get more knowledge about the market and tendering procedures. Our team delivered Deerns all the contacts of the players within this market. Players active in the market are amongst others government parties, chamber of commerce, associations, engineering firms and architects. Besides that we set-up a roadmap in which we elaborate on strategic decisions that should be made when entering the Indonesian Airport Market. After hearing our results, Deerns decided to visit these potential partners in October.

AN IMPRESSION



TEAM MEMBERS



Bart van der Lee
Aerospace Structures
and Materials



Harm Houwink
Structural Engineering



Maartje Adank
BioMedical Engineering



Bouke Hylkema
Systems Engineering,
Policy Analysis and
Management

