

# Generate at a glance

A managed network of sales agents that serves companies across sectors to generate sales and extend market reach.

## Mission

Generate sustainable sales with lower investment and risk.

## Vision

Influence organisations to sell through independent business associates .

Support business professionals to become businessmen/ businesswomen.

Generate is a sales and marketing service company that serves European companies across sectors to generate sales and extend market reach.

We provide companies with a low risk, cost effective and practical means to target the China markets, generate new and incremental revenues.

In addition, Generate has its own trading company which specialises in creating and managing distribution networks *through* independent proven sales performers based on success only.

Founded in 2013, Generate is registered in Belgium and Shanghai and has established a managed network of over 100 independent sales associates.

# Generate

— Sales • Digital Marketing • Trading —



## Actions and activities in 2018

### Growth

Profitable and 50% revenue growth

### Sales Network

Expanded the Generate Sales Network to over 100 business professionals

### European Expansion

Registered Belgian legal entity – Generate Bvba

Opened Belgian office at the Innovatie- en Incubatiecentrum KU Leuven

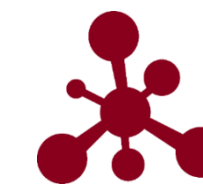
### Internship Programme

Providing learning opportunities to graduating students from Benelux on rotation basis

## Sectors of Expertise



Environmental



New Materials



ICT



Hi-Tech