

Looking back at a successful trading mission in Asia

During the Asia trade mission from 10 to 15 September, SWYCS has visited 3 Asian countries. This mission was under the inspiring leadership of our former Prime Minister Jan Peter Balkenende. Both in Indonesia, Malaysia and Singapore, it was confirmed that the SWYCS IoT solutions are “state of the art” for Asia. Many discussions with project developers, construction companies and various ministries have been conducted. From these countries a lot of interest is shown in SWYCS's solutions.

As part of the Green Building Conference in Singapore, a multi-day exhibition was organized. Here, SWYCS was represented for two days to present its solutions.



From left: Bart Lelij at SWYCS, former prime minister of the Netherlands Jan Peter Balkenende, Rene Riemens at SWYCS



From left: Bart Lelij at SWYCS, Prins Dennis Verbaas, Rene Riemens at SWYCS

Once arrived in Kuala Lumpur we met Prince Dennis, who had just left the Netherlands to enjoy his life in Malaysia as a spouse of the sultan of Johor Bahru.

This trade mission confirms the market potential for SWYCS in Asia. We will open a local office in Q1 2018.

