

Grant Agreement number: 958776

H2020-EIC-FTI-2018-2020

# NetWave



Smart System for the Prevention of Biofouling on  
Aquaculture NETs by Ultrasonic Wave Technology

## Deliverable D6.2

<b>Deliverable Title</b>	Extended Sales agent and Distribution Network
<b>Work package</b>	6 - Sales, Marketing & Distribution
<b>Lead Beneficiary (acronym)</b>	NESNE
<b>Editors (Name, Institution)</b>	Nesne Elektronik Ltd.
<b>Contributors</b>	<input type="checkbox"/> AWI <input checked="" type="checkbox"/> SOFCHEM <input checked="" type="checkbox"/> NESNE
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## TABLE OF CONTENT

TABLE OF CONTENT	2
EXECUTIVE SUMMARY	3
1) INTRODUCTION	3
2) RECRUITMENT STRATEGY OF SALES FORCES & APPROACH TO NEW AGENTS STRATEGY	3
3) STRENGTHENING CURRENT DISTRIBUTION SALES AGENT NETWORK	5
4) CONCLUSION AND OUTLOOK	5
5) ACRONYMS	5
6) ANNEXES	6
<b>Annex A The template of The Agency Agreement for Netwave</b>	<b>6</b>

## EXECUTIVE SUMMARY

The "Extended Sales Agent and Distribution Network" deliverable encapsulates the strategic approach undertaken by Netwave consortium within the H2020 NetWave project to reinforce the sales agent and distribution network for the revolutionary NetWave aquaculture solution.

This initiative started to be worked on from Month 24 to Month 36 of the project duration and aimed to enhance customer engagement across global regions.

The primary objective of this deliverable is to present the plan on to expand the reach of the NetWave solution by strengthening existing collaborations, creating new synergies, agreements and present the recruitment strategy plan. The strategy outlined in this report is designed to accelerate and streamline the network expansion, facilitating a swift and effective customer approach.

### 1) INTRODUCTION

The "Extended Sales Agent and Distribution Network" deliverable outlines the plan for enhancing the sales agent and distribution network for the NetWave project, with the aim of effectively approaching customers across various geographical regions.

This report was started to be worked on within the framework of Task 6.2 of the H2020 NetWave project, spanning from Month 24 to Month 36.

The primary objective of this deliverable is to reinforce the sales agent and distribution network, maximizing the reach of NetWave's innovative aquaculture solution for accelerating and streamlining the expansion of the network, ensuring an efficient and effective customer approach.

### 2) RECRUITMENT STRATEGY OF SALES FORCES & APPROACH TO NEW AGENTS STRATEGY

The report outlines the strategy for recruiting and strengthening the salesforces. A skilled and motivated team will be essential to effectively promote and sell the NetWave solution.

The primary objectives of expanding the sales agent and distribution network are as follows:

- To increase the geographical coverage of Netwave product distribution.
- To tap into new markets and regions, both within and beyond Europe.
- To enhance the accessibility of the Netwave product to a wider customer base.
- To leverage collaborative partnerships for effective market penetration.

- To meet growing demand and capture a significant market share in the aquaculture industry.

Target Regions and Markets: For the network expansion, we have identified several target regions and markets (details at D6.1 and D8.3), including:

- Mediterranean Region (Tier/Year 1)
- North Europe, Far East Asia, America, and Middle East (Tier/Year 2)
- Asia and African countries (Tier/Year 3)

These regions have been selected based on their market potential, existing collaborations, and alignment with our growth strategies.

Strategies for Expansion: Our strategies for expanding the sales agent and distribution network include:

- a) Agreement of New Sales Agents:** Identifying and onboarding new sales agents in target regions via participating in aquaculture exhibitions, forums, events and B2B meetings.
- b) Collaborative Partnerships:** We will collaborate closely with our partner organizations, including OctoAqua and Octoqua partners operating in various regions such as Norway, Italy, Greece, Malaysia, Iran, Blacksea, Caspiansea and Africa. These partnerships will support Nesne in expansion stages and seven partners for Sofchem (Gacon, Toutnico, JMDuclos for France. Biomarine/Oxyvision for Norway, CPI for Ivory Coast, KMG for Egypt, Dfm Company for Algeria). Our goal is to offer joint solutions and leverage their established networks and sales channels to facilitate our expansion into new regions, contingent upon Netwave delivering positive field evaluation results.
- c) Comprehensive Training:** Providing thorough training programs to ensure agents are well-prepared to represent the Netwave product.
- d) Localized Marketing:** Implementing region-specific marketing campaigns to effectively reach local customers to analyse the needs, gathering demands, and a review of application area conditions through B2B meetings.

In collaboration with regional aquaculture producers' associations, promotional meetings are organized to contribute to the recognition of the product. Information and forum meetings have been held with the support of regional development agencies.

A budgetary estimate has been prepared to cover the expenses associated with network expansion, including recruitment, training, collaborative agreements, and marketing efforts.

### **3) STRENGTHENING CURRENT DISTRIBUTION SALES AGENT NETWORK**

The existing network of Nesne and Sofchem (as described in the previous section) will serve as a foundation for expanding the distribution sales agent network. The strategy will focus on collaborating with companies that have already established relationships with NESNE, and allowing for a seamless integration of NetWave's innovative product within their existing portfolio.

Leveraging Collaborations Efforts will be concentrated on building upon the collaborations and partnerships already established with key industry players. This approach ensures a swift and efficient network expansion, as relationships and synergies are already in place.

As of the project completion, the Netwave project has an existing sales agent and distribution network in place. This network includes a select group of agents and distributors who have been actively promoting the Netwave product within specific regions.

Within the sales network, there were both existing network connections and new additions. Existing network companies underwent training for Netwave. This allowed them to understand the product and be ready to commence marketing efforts.

New sales agents joining the network, similar processes will be applied. The recruitment of new sales agents will follow a comprehensive selection procedure that considers their expertise, market knowledge, and dedication to Netwave's mission. Training programs will be customized to provide agents with the essential product knowledge and sales skills.

### **4) CONCLUSION AND OUTLOOK**

The Extended Sales Agent and Distribution Network deliverable outlines the strategic approach for expanding the sales agent and distribution network for the NetWave project. By leveraging existing collaborations, new synergies, and partnerships, the initiative will aim to maximize customer engagement across diverse geographical regions. The ultimate goal is to ensure the rapid and effective adoption of the NetWave solution in the aquaculture industry.

### **5) ACRONYMS**

N/A

## 6) ANNEXES

### Annex A The template of The Agency Agreement for Netwave

#### Agent Agreement

This Agent Agreement (the "Agreement") is entered into as of [Date], (the "Effective Date"), by and between:

**[Company Name]**, a company duly registered and existing under the laws of [Country], with its principal place of business located at [Address], hereinafter referred to as the "Principal,"

and

**[Agent's Name]**, an individual/company duly registered and existing under the laws of [Agent's Country], with its principal place of business located at [Agent's Address], hereinafter referred to as the "Agent."

#### RECITALS

WHEREAS, the Principal engages in the business of [Description of Principal's Business] and offers a product known as [Specify Netwave Product] (the "Product");

WHEREAS, the Agent has expressed an interest in representing and promoting the Netwaveproducts/services;

NOW, THEREFORE, in consideration of the premises and the covenants contained herein, the Principal and the Agent (collectively referred to as the "Parties") agree as follows:

#### 1. APPOINTMENT OF AGENT

**1.1 Appointment.** The Principal hereby appoints the Agent as its non-exclusive agent to represent and promote the Principal's [Specify Products/Services] (the "Products/Services") within the territory defined in Section 2 below.

**1.2 Scope of Authority.** The Agent's authority is limited to the representation, marketing, and promotion of the Products/Services within the specified territory. The Agent does not have the authority to enter into contracts or agreements on behalf of the Principal, except as explicitly authorized in writing by the Principal.

#### 2. TERRITORY

The Agent's territory shall be limited to [Specify the Geographic Territory or Market Segment] (the "Territory").

### **3. COMMISSION AND PAYMENT**

**3.1 Commission.** In consideration for the Agent's services, the Principal agrees to pay the Agent a commission on the net sales of the Products/Services made within the Territory. The commission rate is [Specify Commission Percentage] of the net sales.

**3.2 Payment.** The Principal shall calculate and pay the commission to the Agent on a [Specify Payment Frequency] basis. Payment shall be made within [Specify Payment Terms] of the end of each [Specify Payment Period].

### **4. MARKETING AND PROMOTION**

**4.1 Marketing Plan.** The Agent shall develop and implement a marketing plan for the Products/Services within the Territory, subject to the Principal's approval.

**4.2 Marketing Expenses.** The Agent shall be responsible for all expenses related to marketing and promoting the Products/Services, unless otherwise agreed upon in writing by the Parties.

### **5. TERM AND TERMINATION**

**5.1 Term.** This Agreement shall commence on the Effective Date and shall continue in full force and effect until terminated by either Party with [Specify Notice Period] written notice.

**5.2 Termination for Cause.** Either Party may terminate this Agreement immediately upon written notice if the other Party breaches any material provision of this Agreement.

### **6. CONFIDENTIALITY**

**6.1 Confidential Information.** The Agent agrees to keep all confidential information provided by the Principal confidential and shall not disclose such information to any third party without the Principal's prior written consent.

### **7. GOVERNING LAW**

This Agreement shall be governed by and construed in accordance with the laws of [Specify Governing Law Jurisdiction].

IN WITNESS WHEREOF, the Parties hereto have executed this Agent Agreement as of the Effective Date.

[Company Name]

By: \_\_\_\_\_

[Your Name]

[Title]

[Agent's Name]

By: \_\_\_\_\_

[Agent's Name]

[Title]

Date: \_\_\_\_\_