

BYLDIS

BUILDING
NETWORK

BUILDING NETWORK

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BYLDIS CASE STORY

PREFAB

Perfect for Scandinavia

BYLDIS perfect for Scandinavia

BYLDIS, one of Holland's top prefab concrete companies, has turned its focus towards the Nordic countries. Business Development Manager Han Blom and BYLDIS CEO Jacco van Dijk see a large market for the company's prefabricated products in Denmark and the rest of Scandinavia due to the heavy investments taking place there in urban development and infrastructure.

Fifty successful years of providing quality production, on-time delivery and a holistic approach to their market that includes sustainability, circularity and environmental awareness represent the foundation of BYLDIS, making it the perfect fit to meet the demands of the Scandinavian construction market.

Through the Dutch Embassy in Denmark and Copenhagen Capacity, which helps international companies become established in Denmark, Blom was introduced to Building Network.

"The managing director of Building Network, Micky Lund, and I immediately hit it off perfectly, both professionally and personally. Already at our first meeting I was introduced to the cultural differences in the construction industry and how to approach the market. His advice was refreshingly straight to the point and clear. We drew up the initial framework for marketing BYLDIS and have since been progressing successfully into the market. In fact, we have already signed our first 50,000m² residential housing project for delivery."

"We owe Building Network much of the credit for having succeeded in creating a solid, sustainable foundation for our Dutch company in Denmark."

**HAN BLOM, BYLDIS
BUSINESS DEVELOPMENT MANAGER
OF SCANDINAVIA**



Copenhagen - Zenit of the Nordic construction market

When selecting a new location for your company, it's of vital importance to consider the strategic importance of the underlying framework and environment. It's equally important that the daily environment is inspiring, attractive and dynamic. The closer you are geographically to the centre of your industry, the stronger it brands your company profile. These are some of the simple reasons that BYLDIS chose BLOXHUB in Copenhagen as its Scandinavian base. BLOXHUB is vibrant, generates synergy and is home to some of the most progressive companies and organisations working directly or indirectly with the construction industry. A perfect choice with an international atmosphere.



A symposium that changed our approach

BYLDIS possesses comprehensive knowledge on prefab designability, technical production and sustainability. To help others benefit from this, Building Network held a symposium for developers and leading Scandinavian architects, core influencers and key individuals in the construction industry.

BYLDIS participated with keynote speakers who willingly shared their eye-opening knowledge on prefab, which was well received by participants. Sharing knowledge, minus the sales pitch, served as an effective catalyst for extensive discussions on current industry topics and issues. A win-win for all.



The conference that put BYLDIS on the Scandinavian map

BYLDIS has attended the annual Building Network Construction Conference in Copenhagen two years in a row, in 2018 as a keynote speaker and exhibitor, with great success. The conference represents one of the largest conduits to the Scandinavian construction market and covers future housing, urban development and infrastructure expansion projects. It attracts developers, stakeholders, specialised suppliers, turnkey contractors, and private and public decision-makers on every level within the European construction industry. That's why the annual Building Network Construction Conference represents the perfect setting to profile your company and its key products, in addition to building relationships directly within your target group, just as BYLDIS has done.



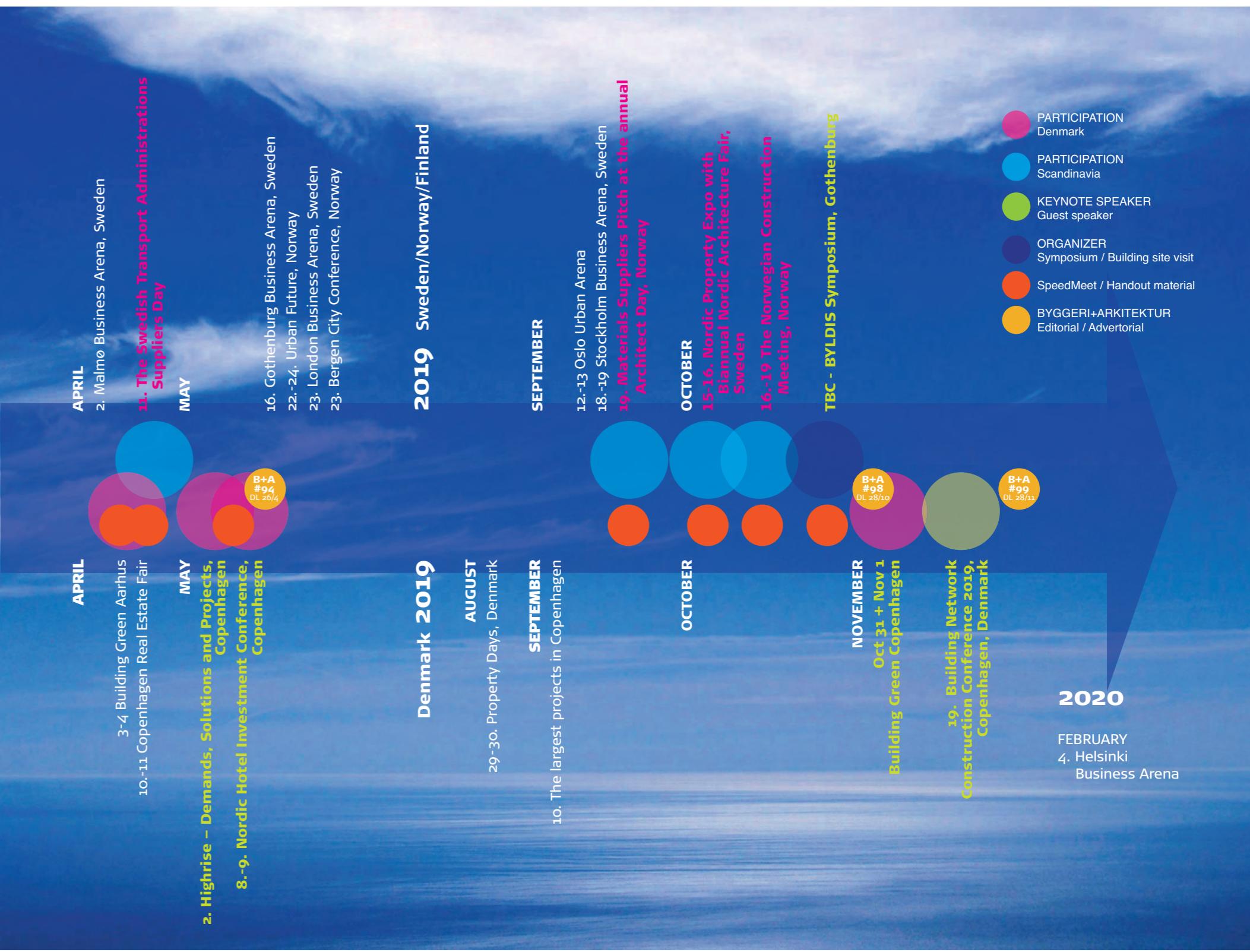
SUSTAINABLE ECONOMY WITH PREFAB CONSTRUCTION

The Dutch concrete supplier BYLDIS focuses on innovative solutions, sustainable economy and new opportunities for design freedom with precast concrete products. BYLDIS' goal is to create high-quality precast concrete products and to reduce construction time.

KEYNOTE SPEAKER & EXHIBITOR
HAN BLOM
BUSINESS DEVELOPMENT MANAGER
SCANDINAVIA
BYLDIS

A promotion and marketing plan that matches your capacity

Introducing a company into a new culture is extremely demanding and time-consuming, which is why Building Network assists BYLDIS with analysing market potential, maintaining its goals, setting new goals, market updates and by adapting the marketing plan and its timing. Entering a new market requires striking a delicate balance between the company's capacity, ambitions and business development. The best way to success is to follow the plan.



It's about creating relationships

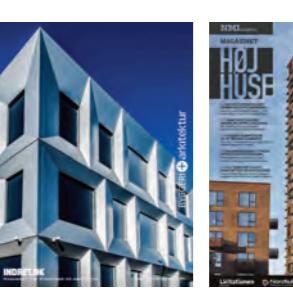
BYLDIS set up an office in Copenhagen early on after establishing just a few relationships. Inspired by Copenhagen Capacity, BYLDIS signed a Premium membership with Building Network that gave the company access to individual consulting and advice on marketing, in addition to an introduction to potential clients, including the option to participate in 14 annual regional networking conferences in Denmark. Building Network can also provide access to more than 5,000 decision-makers, mainly developers, advisors and turnkey contractors.





One of the challenges international companies face when becoming established in a foreign country is understanding when print media is a must. Due to its expense, employing print media requires local expertise to determine the best coverage and best return on value.

Trade magazines represent an ideal way to profile your brand, values and unique selling points by aesthetically presenting your company to target selective groups interested in the topics and editorials published their favourite periodicals. For BYLDIS, we chose a less is more approach by selecting a few precisely defined media with a clear strategy to achieve the desired value.



- Vi tænker designfrihed, vi tænker cirkularitet, vi tænker økonomi og vi tænker kvalitet. Det er de helt centrale hjørnesten i BYLDIS' succes. Vores store eksportopgave London City Island blev startskudet til den internationale succes, vi oplever bl.a. med opførelser af nye lejlighedskomplekser i London, fortæller Han Blom, BYLDIS' skandinaviske forretningsudviklingschef.

- Der er fantastisk udvikling i byggeriet i Skandinavien, og vores kvalitetskoncept passer som hånd i handske til de høje krav, der stilles til bæredygtighed, miljø og kvalitet. Vi tænker langsigtet og har længe arbejdet med bæredygtighed og genanvendelse som en naturlig del af BYLDIS' produktudvikling. Og de behov ser vi reflekteret overalt i de nordiske landes mange nye by- og infrastrukturprojekter. Derfor valgte vi at etablere os i København som det naturlige udgangspunkt for vores skandinaviske aktiviteter, fortæller Han Blom.

- Økonomi er altid vigtig, men byggetiden er dertil en af de vigtigste faktorer, og vi kan gøre en forskel her. Med præfabrikerede

Spot on print media

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Øget designfrihed og bedre økonomi med prefab betonelementer

Danmark er på vej mod nye højder. En af Europas store prefab-virksomheder BYLDIS er godt på vej ind i Danmark og Skandinavien. Den hollandske prefab-gigant leverer skræddersyede højkvalitets bygningselementer, og da BYLDIS for fem måneder siden afholdt symposium for ledende danske arkitekter i BLOX, trak det fulde huse.

Interview med Han Blom, BYLDIS, skandinavisk forretningsudviklingschef

BYLDIS er internationalt kendt for ikoniske byggerier som Amsterdam's Zuidas Hourglass og London City Island. Den hollandske prefab-virksomhed har vundet en række meget store ordrer blandt disse producere, levere og montere prefab betonelementer til et af Europas højeste boligårne Zalmhaven Tower på 215m og det store Ikazia-sygehus i Rotterdam.

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BYLDIS er en af de førende hollandske producenter og monterer af præfabrikerede elementbyggerier.

Fokus er at designe, producere og installere præfabrikerede elementer.

Virksomheden har to betonfabrikker og en aluminiumsfabrik i Veldhoven. Virksomheden har 400 ansatte.

Prefab Reality Symposium i København

- Der er meget stor interesse for præfabrikerede bygningselementer overalt i Europa - også i Danmark. Det blev helt tydeligt på vores første danske Prefab Reality Sympo-

sium, som blev afholdt for fem måneder siden i Dansk Arkitektur Center i BLOX, hvor vi måtte melde udsolgt til symposiet Designfrihed indenfor præfabrikation og bæredygtighed.

- Der var naturligvis bekraftende at opleve den store interesse de ledende danske arkitekterne udviste overfor prefab og BYLDIS' kvalitetskoncept med leveringssikkerhed og garantistillelse for de samlede projekter.

- Vi afholder jævnligt symposier og arrangementer, og hvis man skulle være interesseret i at blive inviteret til et af disse eller komme på fabriksbesøg på vores produktionsteder i Holland eller opleve vores on site byggerier f.eks. i London, er man velkommen til at kontakte mig direkte, slutter Han Blom.

bygge- og facadeelementer fremstillet på vores fabrikker og installeret på stedet, kan byggerier afsluttes hurtigere end ellers. Det er en stor praktisk og økonomisk fordel, som vi kan tilbyde bygherrer og investorer.

Hovedsædet er i Veldhoven, Holland.

BYLDIS har internationale afdelinger i London og København

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Strategic internet marketing

BYLDIS focuses on the B2B market and, even though it does not sell its products via the internet, it understands the value of personal relationship building. That's why branding on social media and developing its profile are part of its strategy to build mutual trust and its efforts to interlink with and share ideas between communities of interest. Consequently, Building Network applies a holistic approach and is aware that horizontal marketing promotes flexibility. Carefully chosen media channels make BYLDIS visible on digital media platforms, helping to generate and build the best contacts and leads in response to the given moment and situation.

✉ contact@buildingnetwork.dk

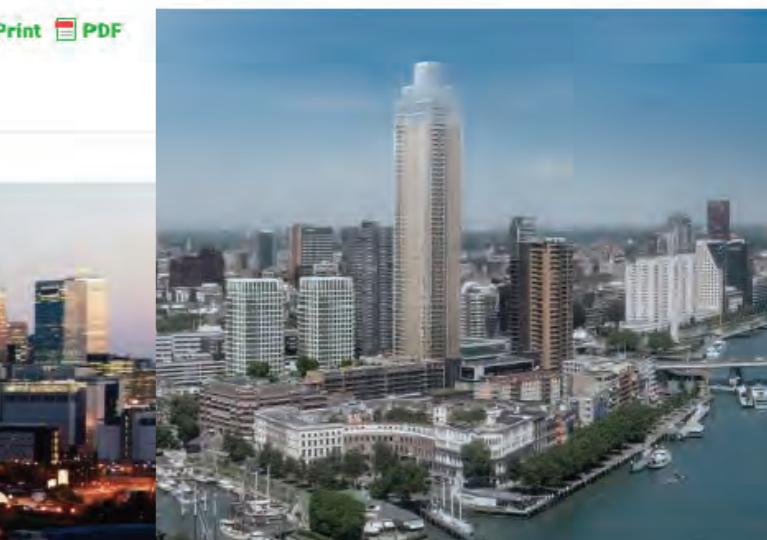
Vning Arrangementer Nyheder Kontakt Rediger profil

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BYLDIS PREFAB REALITY SYMPOSIUM 2018 – Design Freedom and sustainable economy with prefab construction

23. September 2018 Af Nsyd_Admin

On 3 October 2018 Building Network and the Dutch concrete supplier BYLDIS will host **BYLDIS PREFAB REALITY SYMPOSIUM 2018** which is taking place at Danish Architecture Center in BLOX in Copenhagen. The symposium, to be held in English, targets Scandinavian clients, developers, architects and other advisors, who are invited to meet with Danish and international experts to share knowledge and experiences in the design & Partners Arkitekter vil på konferencen give mere end 100 deltagere

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Building the future

The future is ever-changing and prefab offers perfect adaptability to a constantly developing market. That's why BYLDIS never ceases to search for ways to incorporate tomorrow's possibilities into today's demands. Its goal is to offer clients excellent opportunities to build for the future while taking into account the environment, sustainability and circularity as core values in all its building projects. BYLDIS always focuses on the fact that quality lasts. BYLDIS delivers as close to perfection as possible and strives to help its clients succeed on all levels, domestically and internationally.

