

The business environment is relatively Informal. Dutch business practices regarding the formality of contacts and the contractual aspect of business fall somewhere between France and Germany. First names are easily used in the Netherlands.

Bomem timed its switch from agent to its own sales force. Bomem switched from agent to direct sales force in the United Kingdom and in Germany when its product line was large enough to support full-time salespeople in these territories. This improved the quality of technical representation, which is vital for this high-tech product.