

# PROFILE – Poul V Jensen

## Market Entry | Strategy | Logistics – INDIA



With a **passion for EU-India cooperation**, Poul V Jensen has been dedicated in diversifying the presence of EU companies in the Indian market, contributing **towards sustainable and green development**.

### Educational background

Poul studied international trade and business administration. He holds a Bachelor's degree in International Trade from the **Copenhagen Business School Denmark** and a Master's in Business Administration from the **Cass Business School London**.

International business professional

### Passion for matching EU technologies with local needs in India

He has been director of EBTC since 2010, where he focuses on **promoting European technology solutions** and innovations to suit the local needs in India through a variety of projects, programmes and initiatives, **enabling Indo-European collaborations**. Poul's work has been focused in the **transport, energy, environment and ICT sectors**. Working closely with European and Indian business and research communities, he has facilitated business between European economic operators and both public and private entities in India, thus bringing parties closer together in their strategic and operational relations. This includes **advocacy work** and **promoting EU economic and trade interests** through **addressing and advising on the multitude of challenges** in transferring solutions and technologies, from non-tariff barriers restricting cross-border trade, over market entry strategies, and procedures to enhance collaboration on R&D and innovation. In addition, he **designed activities to build capacities** with Indian private and public sector stakeholders to work towards an **improved regulatory environment** for European businesses in India through **promotion** of and **harmonisation** with **EU standards**.

Supporting EU businesses in India at various levels

Thanks to his diplomatic approach and **client orientation**, Poul established **resilient relations** with key public and private stakeholders throughout Europe and India. This allowed EBTC to grow a long list of clients, MNC's and SME's alike, as well as partner organisations, from bilateral chambers, business groups, over industry federations, clusters and sector associations, to regional representations and Indian government bodies and municipalities. Over the years, these have developed into **trustful relations** and resilient networks, empowering EBTC under Poul's leadership to **facilitate EU-India dialogues at business and research level which also feed into the EU-India policy dialogue** and unifies forces to achieve joint objectives. Having worked for, and within, EU-funded structures, with numerous entities and institutions in the EU, such as the **European Patent Office**, and across a variety of EU agencies and the European Commission, Poul deeply understands the EU's economic and trade interests vis-à-vis India at political level as well as at business level.

Resilient network of key stakeholders

Supporting EU-India dialogues

Constituted as an EU co-funded programme in 2008, Poul **continuously developed EBTC's portfolio of services**, managed both public and private stakeholders, and has been holding budget responsibility of the EUR 20 million. Under Poul's leadership, the EBTC grew into a **financially self-sustainable** organisation and was transitioned to an independent, not-for-profit organisation, continuing the mandate to facilitate **Europe-India cross-border collaboration**, only now with a larger canvas.

Proven management skills and visionary leadership

## Relevant work history and related skills

### First-hand venture experience to Indian market

Previously, Poul served as Senior Consultant for an international management consulting firm (TransCare Group) in Germany, providing operational, strategic, and financial advisory in the fields of logistics and infrastructure. Having led international teams of up to 15 members and managing budgets of up to EUR 1.5 million, TransCare entrusted Poul to **lead the establishment of a joint venture with an Indian partner in New Delhi**. As **Managing Director**, Poul was heading the new company from 2005-2010, developing business from greenfield and building a brand name from no-name to value. This **first-hand experience** provided him with a **deep understanding for the market entry challenges** European companies typically face when venturing to the Indian market and enabled him to draw lessons learnt and adapt these to new scenarios when consulting others. It also gave him insights into the challenges of logistics and transportation in a country so vastly different to Europe, and European best practices.

### Expertise in market entry and business development

### Expertise in logistics in India

“As Managing Director, Mr. Jensen always appreciated the importance of ensuring the highest quality of the project results, the compliance of the project budget and the satisfaction of the customer.”

Ralf Jahncke, President and CEO, TransCare AG

### International exposure

Poul started his career in 1989, working for an **international trading and processing** company, covering different positions such as Branch Office Manager and Commercial Manager. Responsible for **business development**, he **analysed market access barriers**, conducted feasibility studies, and managed operations, including purchasing and logistics. Over a period of ten years, his postings included Australia, New Zealand, Germany and Denmark. His international experience not only enabled him to grow an open and **inter-culturally sensitive** personality, but also awarded him with **exceptional communication skills** when working towards agreed objectives across cultures, teams and organisations. From 2000 until 2002, Poul also consulted international clients on **market entry strategies** in Europe.

“Through his open and winning personality, as well as his never failing customer service always keeping quality of work and product as top priorities, Poul has obtained an enviable reputation and a respected position with suppliers and customers as well as with other business connections.”

Hans Bering Lohse, Europe Manager, Bloch & Behrens (NZ) Ltd.

He has proven his ability to work successfully with a range of Indian stakeholders and to act as interlocutor between the EU and Indian partners. His combination of an excellent business record and technical knowledge, paired with soft-skills for managing processes also at high political levels with at times sensitive partner organisations, as well as strong stakeholder management skills, also in an Indian scenario, makes for a powerful asset to any cross border transaction, also in the logistics space.