

FOUNDER

ISSUE 19 VOL 2

MAY 2024



**RENÉ VAN
BAARDEWIJK**
OWNER AT
REBAIN INTERNATIONAL

POWERED BY ASIA CEO COMMUNITY & CSUITE XCHANGE

COULD YOU SHARE A BRIEF OVERVIEW OF YOUR PROFESSIONAL JOURNEY AND WHAT LED YOU TO ESTABLISH REBAIN INTERNATIONAL?



Following my Masters study at Thunderbird(ASU) in Arizona, I still had to do my military service where I served as a platoon commander with the Dutch Marine Corps in the Dutch Caribbean(Aruba). Finishing that I started my career in chemical trading/Distribution with placements in Amsterdam the Netherlands and Moscow before moving to Auckland, New Zealand, where I started my compay Rebain International on july 14, 1998 from a very small base(a small room, in a very small house) Luckily I found a good businesspartner and little by little we grew the company to what is is today with offices in Australia, The netherlands, Niger and Barcelona, Spain where I'm based since 2000.

AS THE OWNER OF REBAIN INTERNATIONAL, WHAT IS YOUR LEADERSHIP PHILOSOPHY, AND HOW DO YOU INSPIRE AND MOTIVATE YOUR TEAM?

I very much believe in giving staff lots of responsibility, especially our commercial staff are all entrepreneurs on their own! We are flexible in working hours as long as the job gets done! It sounds familiar, but its work hard, and play hard!



CAN YOU HIGHLIGHT SOME NOTABLE PROJECTS OR ACHIEVEMENTS OF REBAIN INTERNATIONAL THAT DEMONSTRATE ITS SUCCESS IN THE ASIA MARKET?

Currently we source almost 50% of our raw materials from Asia, predominantly China and India and to a lesser extent, Indonesia and Malaysia. So Asia is very important for us, and we have a native mandarin speaker in our office in Barcelona. We also frequently visit trade fairs in Asia and have also made some sales into Asia, we would like to develop this more in the next few years.

HOW DO YOU NAVIGATE AND ADAPT TO THE EVER-EVOLVING BUSINESS LANDSCAPE IN ASIA. AND WHAT STRATEGIES DO YOU EMPLOY TO STAY AHEAD OF THE COMPETITION?



Indeed the markets of sourcing raw materials change constantly. changing oil prices, currency fluctuations, the Ukraine war, all have a mayor impact on where and how we source and we constantly need to adapt to the situation. This is why we are in daily contact with our suppliers to be on top of any change that may occur so we can look for solutions!

WHAT CHALLENGES HAVE YOU ENCOUNTERED AS A CEO IN THE ASIA REGION, AND HOW HAVE YOU OVERCOME THEM?

Main challenge is to keep suppliers to their contract when market conditions change suddenly. We like to be very reliable to our customers base as this is our main asset, reliability. This is why long term relationships with our suppliers are very important as they also value long term relationships!



WHAT ROLE DOES INNOVATION PLAY IN THE OPERATIONS AND STRATEGIES OF REBAIN INTERNATIONAL AND HOW DO YOU ENCOURAGE A CULTURE OF INNOVATION WITHIN YOUR ORGANIZATION?

It's important, I acknowledge that, and while personal contacts will always remain the most important issue, E-commerce, for sure has had an impact in the industry, we nowadays subscribe to various platforms to get informations on customers and market trends.

HOW DOES REBAIN INTERNATIONAL APPROACH TALENT ACQUISITION AND DEVELOPMENT, PARTICULARLY IN A HIGHLY COMPETITIVE MARKET LIKE ASIA?

While we get a lot of our new staff via informal channels, we constantly look for new contacts in the Asian markets and nowadays having been in the market for more than 25 years, they also come to us.

How do you foster strong relationships and partnerships with clients and stakeholders in the Asia market?

Visiting them regularly, exchanging lots of information, cooperating rather than just getting a price!



What advice would you offer to aspiring entrepreneurs who are looking to establish their presence in the Asia market?

Spent time, to get to know the people, the market, the culture, don't go in for the fast run, it won't work.



In your opinion, what are the key factors that contribute to sustained growth and success for companies operating in Asia?

You have to be there for the long term, not to make a quick buck, Asian suppliers and customer value that!





How do you incorporate sustainability and environmental considerations into the business practices of Rebain International?

Being an active buyers/seller and transporter of chemical raw materials we have to be on top of all latest regulations which often differ per country. In our offices we have not become paperless yet but are well on our way!

Looking ahead, what are your future plans and goals for Rebain International, and how do you envision its growth and expansion in the coming years?

Rebain International is about to start a new JV in Spain shortly with a UK company for the local production of Coolants, which is very exiting, also we believe a big part of our growth in the new few years will come from both the African and Asian continent, so we will put a lot of attention other to that to be prepared for it.





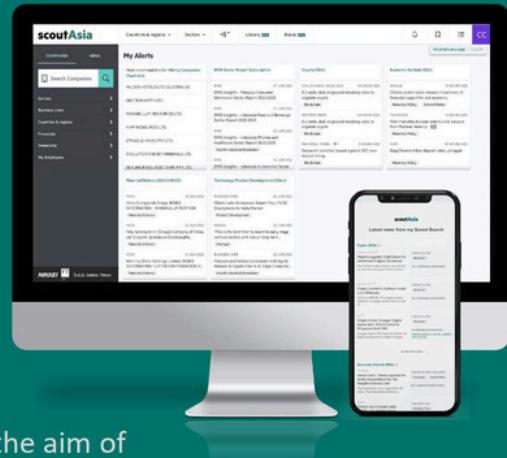
WHAT ARE YOUR THOUGHTS ON THE IMPACT OF TECHNOLOGY AND DIGITAL TRANSFORMATION ON BUSINESSES IN ASIA, AND HOW DOES REBAIN INTERNATIONAL ADAPT TO THESE CHANGES?

We need to adapt and we are constantly striving to improve this as it really going very fast nowadays. Yes most of our business is still concluded on the bases of trust and personal contacts !

COULD YOU SHARE YOUR PERSPECTIVE ON THE IMPORTANCE OF DIVERSITY AND INCLUSION IN THE WORKPLACE, AND HOW REBAIN INTERNATIONAL PROMOTES THESE VALUES?

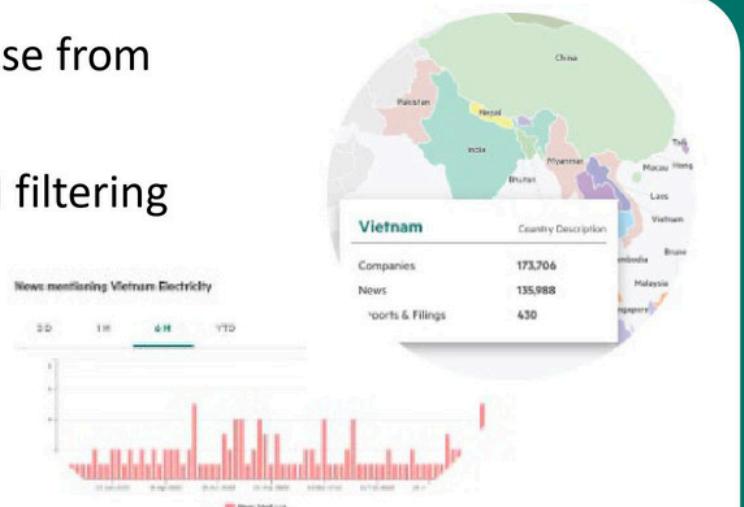
We have a very diverse working force with staff from Europe, Africa, the Americas and Asia in all our offices!

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Edited by