

# Belgian commercial agent seeking foreign manufacturers in construction, technical products and design outdoor furniture

## Summary

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Profile type

**Business request**

Company's country

**Belgium**

POD reference

**BRBE20260402025**

Profile status

**PUBLISHED**

Type of partnership

**Commercial agreement**

Targeted countries

**• All countries**

Contact Person

**[Enrico FRANZIN](#)**

Term of validity

**2 Apr 2026****2 Apr 2027**

Last update

**2 Apr 2026**

## General Information

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### Short summary

Belgian SME active in commercial representation and market development is seeking foreign manufacturers in construction-related, technical and design outdoor furniture sectors. The company aims to act as a commercial agent for Belgium and the Benelux, supporting long-term market entry and business development. Additional expertise is available for structured market introduction in the United States.

#### Full description

A Belgian SME with long-standing experience in commercial representation and market development is seeking foreign manufacturers willing to enter or strengthen their presence in Belgium and the wider Benelux market through a commercial agency agreement.

The company operates as an independent trade agent, representing foreign manufacturers of construction-related products, technical equipment and design outdoor furniture. Its activities focus on structured market entry, partner identification and long-term commercial development rather than direct sales transactions. The company has developed an extensive professional network within the construction, rental, distribution and design-oriented outdoor furniture sectors in Belgium and neighbouring markets.

In addition to Benelux market access, the company can support foreign manufacturers in preparing and executing market introduction strategies for the United States. This includes market positioning, identification of relevant commercial partners and guidance on adapting products and go-to-market approaches to US market expectations.

The objective of this business request is to establish medium- to long-term commercial agency agreements with foreign manufacturers seeking a reliable local representative. Through such agreements, the Belgian company would act as the manufacturer's commercial agent, supporting business development, market penetration and partner relations in Belgium and the Benelux, and, where relevant, assisting with initial steps towards US market entry. Interested companies may contact the Belgian company directly via [info@ebucon.be](mailto:info@ebucon.be) to express their interest.

#### Advantages and innovations

#### Technical specification or expertise sought

The company is seeking foreign manufacturers with commercially ready products in the construction, technical equipment and design outdoor furniture sectors that are suitable for representation through a commercial agency model. Products should be intended for professional or B2B markets and have clear value propositions for the Belgian and Benelux markets.

#### Stage of development

#### Sustainable Development goals

- **Goal 8: Decent Work and Economic Growth**
- **Goal 9: Industry, Innovation and Infrastructure**

#### IPR Status

#### IPR Notes

## Partner Sought

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### Expected role of the partner

The partner sought is a foreign manufacturing company that develops and commercialises products for the construction, technical equipment or design outdoor furniture markets. The partner is expected to appoint the Belgian company as its commercial agent for Belgium and the Benelux under a medium to long term commercial agency agreement.

The manufacturing partner would remain responsible for product development, production, pricing strategy and intellectual property, while the Belgian agent would support market entry, business development and partner relations at local and regional level.

### Type of partnership

**Commercial agreement**

### Type and size of the partner

- **SME <=10**
- **SME 50 - 249**

## Dissemination

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### Technology keywords

- **02006001 - Materials, components and systems for construction**
- **02007002 - Building materials**

### Targeted countries

- **All countries**

### Market keywords

- **09007002 - Manufacture of construction materials, components and systems**
- **07004006 - Garden and horticultural products**
- **07004005 - Furnishing and Furniture**
- **09007001 - Construction companies**

### Sector groups involved