



CEDENOR, S. A.
ASESORÍA - CONSULTORÍA

CEDENOR settles in Brussels as the consultant company for internationalization and European funding

Interview to **José Alfonso Pariza**, founding member of CEDENOR

CEDENOR is a company from Cantabria that offers personalized services like financial advice, labour and account consulting, as well as consulting for companies and legal advice in the commercial, administrative, labour, civil and criminal areas.

In 2015, the company decided to open in Brussels its first representative office outside Spain. From the Belgian capital, CEDENOR offers services like European financing and participation of SMEs in European projects, as well as internationalization processes. We interview José Alfonso Pariza, founding member of CEDENOR.

In 1989 you founded, along with other members, the consulting company CEDENOR S.A. in the city of Santander, in which there are eleven workers today. What are the reasons that led you to open the office in Brussels in 2015?

Brussels is the European capital and a decision-making place where you have to be present in order to catch every opportunity. Our office in Brussels allowed us to widen the services for our clients and it makes it easier for them to find funding for their projects, something that would be very difficult if we were not here. In this context, we offer a “plus” to companies and entrepreneurs we work with and, at the same time, it has given us new business opportunities. We believe that having an office in Brussels strengthens our brand and allows us to be in the front row, where strategic decisions for Europe are made.

Furthermore, with our presence in the Belgian market we want to offer our collaboration to any company that may be interested in taking the first steps of their internationalization process and their implantation abroad (in Benelux in this case). And for Belgian companies that may need it, we offer our advice for operations in the Spanish market.



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You land in Brussels with direct help of Brussels Invest & Export and its Welcome Package, a service that makes it easier for foreign companies to establish in the European capital. How was your experience with them?

The support and attention we received from Brussels Invest & Export was fantastic, especially from Mr. Lenaerts, who became a highly-valued collaborator for us since the beginning. They introduced us to many potential clients in Brussels and gave us a huge support.

In such a competitive environment like Brussels, what are the different points CEDENOR offers regarding other companies in your sector? How are you developing your communication and positioning strategy?

Our main competitive advantage is our variety of services and the personalized treating we offer to our clients, which has been the key in this 25 years. We currently count with a professional staff with experience in different fields, which gives us a high adaptability and the possibility to offer different solutions to the problems of our clients.

Regarding positioning, the events that the Official Spanish Chamber in Belgium and Luxembourg organizes, as well as the presence in other networking events is giving us the chance to know companies established in the country and their managers, and it helps us to know the services we can provide to them, presenting them in a more personal and adapted way.

Born in Sestao (Vizcaya), José Alfonso Pariza Castaños has a major in Economic Science and Business from the University of Santander (1985). Also, Pariza is a court expert, an insolvency administrator, member of the Registro General de Asesores Fiscales and of the Colegio de Empresistas de Cantabria.

In 1989 he founds the company CEDENOR S.A. along with other members, with presence in Brussels since 2015. Furthermore, he is the Secretary of the board of Members and Financial Manager of two consortiums for exportation: Industrial Manufacturers of Cantabria y Santander Global Metal.

In 2014, the Industrial Manufacturers of Cantabria (IMC) consortium was created, which gathers companies from the boiler making, mechanized and metallic construction sectors, as well as your consultancy. How does this group make profit from the fact of CEDENOR being in Brussels?

On the one hand, it has allowed the consortium to rely on an office close to the main European markets, like France, Germany and the UK, which is very important because having a branch here generates reliance on the clients and makes contact easier.

On the other, our services have helped the enterprises from the consortium to participate in European Projects, like the H2020, which is a very valuable presentation card in international markets, and a very important source of contacts with enterprises.

How does CEDENOR see, as a Spanish company with offices in Belgium, the commercial and business relations between the two countries?

The presence of Spanish companies in Belgium is getting bigger and more noticeable, and that is a good sign about how things are being done, both from the side of the companies and from the promoting organisms like the Chamber of Commerce and ICEX.

There are lots of business opportunities left here to take advantage of, and we have to promote Spain as a destination of Belgian investments.

I believe that, in general, it is a good moment for the commercial relations between our countries.

We have the pleasure of counting with CEDENOR as a sponsor member. What are the main benefits that the Chamber has given to your enterprise?

The Official Spanish Chamber of Commerce in Belgium and Luxembourg has entailed an essential support for CEDENOR since the beginning of our activities in the country. On the one hand, because of the company network you have access to, the activities it organizes and the business opportunities that generates.

On the other hand, the professional treatment received from its workers, starting from Maria Catalan, who has always been attentive. This is what generates trust and what has led us to get more involved in the activity of this organism and become a Sponsor Member. That is something we are very proud of and we put in value every time we can.

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