



Van Den Hogen Consulting Announces Plans To Work With ChinaSourcing Co. LTD.

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Strategic Alliance Allows Clients to Source Products and Services in China.

PR9.NET March 28, 2008 - New York, NY - United States consulting firm Van Den Hogen Consulting (<http://www.vandenhogen.com>) is proud to announce its plans to form a strategic alliance with Chinasourcing Co. Ltd. (<http://www.chnsourcing.com>), a Chinese firm that serves as a portal for companies looking to outsource labor, capital, technology, and resources. This alliance will enable Chinese service providers to better reach United States and Western European customers, while also enabling United States and European Clients to expand their businesses and increase sales in China.

Van Den Hogen Consulting is a leading provider of intellectual property services including acquisitions, licensing, property valuations, and patent strategy, as well as research and training, strategy and feasibility analysis, and other sourcing and procurement services. Outsourcing and offshore services are a core component of Van Den Hogen Consulting's business strategy, and through this alliance with Chinasourcing Co. Ltd. it expects to further augment its ability to gain its clients exposure and increased sales in China's marketplace.

In today's economy, companies across the globe are seeing the increased need to outsource to other countries in the interest of staying competitive. When entering international markets, it is imperative to have a consulting firm to bridge differences in laws, culture, language, and address other challenges faced in overseas markets. Van Den Hogen Consulting offers strategic solutions for firms looking to enter foreign markets that are based on diverse experience creating, developing, protecting, and promoting processes and technologies.

The more avenues into an international market that a firm has, the better odds its clients have of becoming and remaining competitive in that market. Through its strategic alliance with Chinasourcing Co. Ltd., Van Den Hogen Consulting's clients are expected to benefit from increased market share in one of the world's fastest growing economies. The addition of this strategic relationship at Van Den Hogen Consulting will greatly enhance its customers' ability to get their products, ideas, and technologies into foreign markets.

Chinasourcing Co. Ltd. will also benefit from this partnership in the form of increased exposure of its services in the competitive US marketplace. Chinasourcing Co. Ltd. serves as a link between outsourcing clients and vendors, creating chains of information release, transaction platforms, industry exchanges, intermediary services and software products, and delivering outsourcing solutions. Through its partnership with Van Den Hogen Consulting, China Sourcing's service provider clients can expect to gain increased access to and visibility among United States and European customers in need of the services and products they provide.

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About Chinasourcing Co. Ltd.

Chinasourcing Co. Ltd. (<http://www.chnsourcing.com>) is a leader in China's emerging outsourcing industry. It is the premiere web portal of China's outsourcing industry that serves as a springboard by which overseas outsourcers enter China's marketplace.

About Van Den Hogen Consulting

Van Den Hogen Consulting (<http://www.vandenhogen.com>) is an intellectual property and outsourcing consulting firm that specializes in assisting its clients create, develop, protect, promote and source their original ideas, processes, and technologies.

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