

# PW Akkerman BV in Personal Accessories (Netherlands)

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## Abstracts

PW Akkerman is aiming to reinforce its position as a reference supplier for quality and luxury writing instruments. The company is investing in making contact with potential overseas clients and increasing the services geared for tourists visiting the Netherlands, with measures such as Chinese-speaking sales personnel. PW Akkerman is set to continue expanding its range of luxury writing instruments, looking to capture new consumers in the Netherlands with in-store promotion, advertising and the...

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