

DollsVilla® is the Bentley among the world's doll houses!

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by Liliane Limpens May 16, 2014

Among the world's dolls houses

DOLLSVILLA IS THE BENTLEY

Guido Tielman, Dutch consul-general in the economically expanding city of Chongqing [31 million inhabitants], selected *LILIANE* BV from among approximately 200 Dutch international enterprises as the one with the greatest sales potential in China by far: "I am very impressed by the DollsVilla® by Liliane." Tielman is sounding out the potential of bringing the DollsVilla® by Liliane to the children of China at the Wereldveroveraars conference for conquerors of the world on 13 May 2014.

Tielman: "The DollsVilla® by Liliane has tremendous sales potential in China. Here's an anecdote to illustrate this. I live in a hotel in Chongqing. I recently passed by a wedding reception in the hotel. Looking outside, I noticed that there were ten Ferraris at the hotel car park! What I want to say is that there are many people in China nowadays with serious money. My British colleague sells Bentleys and he told me that he sold eighty Bentleys in just four years' time."

"This is the Bentley! [pointing to the DollsVilla® by Liliane on the screen in the conference hall] The Dutch DollsVilla® by Liliane is the Bentley among the world's dolls houses. The Chinese are very status-oriented. If you, as a parent, are able to buy a DollsVilla® by Liliane, you are a good parent."

"Because of the one-child policy, parents only want the very best for their child. The last [marketing] element is that the Chinese wish to educate their child to the highest possible level and give it the best possible upbringing. Parents are anticipating on the importance of developing a child's creative potential. The DollsVilla® by Liliane can contribute to this ideal."



'Wereldveroveraars' is the Netherlands International entrepreneurial network.