

QUALPEX

From a market opportunity to an operating business.

2025 - PRESENT

A case in business building: identifying a structural market opportunity, defining the model required to capture it, and progressively creating the supply network, operating platform and market access around it.

BUILDING A BUSINESS

CHINA ↔ EUROPE

Different starting points. Same principle:
understand what needs to exist - then build it.

01 / THE STARTING POINT

The opportunity existed.
The business did not.

The rapid growth of Chinese vehicle brands in Europe was creating a new requirement: more vehicles on European roads meant increasing demand for replacement parts, while the supply chain between Chinese manufacturers and the European aftermarket remained fragmented.

The opportunity was clear. The business required to capture it did not yet exist.

QUALPEX was created to build that connection.

02 / THE BUSINESS

A specialised cross-border automotive
supply-chain company.

QUALPEX SUPPLY CHAIN LIMITED was established in Hong Kong in 2025 to connect Chinese automotive sourcing capabilities with European and international markets.

The model focuses on parts and components for Chinese vehicles, combining genuine OE/OES sourcing where available with selected quality aftermarket solutions.

The objective is not simply to export parts from China. It is to build a reliable supply infrastructure between two automotive markets developing at very different speeds.

Not a consulting assignment around an existing organisation.

DSI has been involved in building the operating model itself.

01	MARKET POSITIONING	Defining where QUALPEX can create value between Chinese supply and European demand.
02	SUPPLIER NETWORK	Identifying and developing relationships with qualified Chinese manufacturers and automotive supply-chain partners.
03	PRODUCT ARCHITECTURE	Structuring the offer around body parts, lighting, exterior components, emission systems, mechanical and electrical components.
04	QUALITY & COMPLIANCE	Building sourcing, documentation and compliance processes appropriate for European customers.
05	COMMERCIAL PLATFORM	Creating the brand, digital infrastructure, product catalogue and B2B customer interface.
06	EUROPEAN OPERATIONS	Developing the structure required for European importation, warehousing and distribution, including the planned logistics hub in Gdansk.

A cross-border business cannot be built from a website and a supplier list.

It requires access to industrial capabilities, distribution channels and established automotive ecosystems on both sides of the market. QUALPEX is therefore being developed around strategic relationships with established Chinese automotive players.

BANGBANG AUTO SERVICE PICC ECOSYSTEM	The relationship creates a bridge to China's aftermarket infrastructure, sourcing resources and automotive service network. BangBang operates within the PICC ecosystem and brings access to an established automotive parts and service environment.
DESEN-MARELLI	Desen-Marelli brings industrial and supply-chain capabilities across automotive components. The relationship strengthens QUALPEX's access to Chinese manufacturing and technical resources, particularly in product areas requiring more than simple trading capability.

DSI did not start with a company looking for a market.

It started with a market looking for a company.

Identify the opportunity → Define the business model → Build the supply network → Create the organisation → Establish market access → Build the operating infrastructure

A business being built in real time.

QUALPEX is still being built. The sourcing network is developing in China. Strategic industry relationships are being established. The European commercial platform is being created. The product and compliance architecture is being structured, and the European logistics model is under development.

This case is therefore not presented as a completed success story. It is presented because it shows DSI's work while it is happening: transforming a recognised market opportunity into an operating business.

BUILDING A BUSINESS

Emmetec started with a company.
QUALPEX started with an opportunity.

In one case, DSI helped build the market around an existing business. In the other, DSI is helping build the business around an existing market opportunity.

DIFFERENT STARTING POINTS.

SAME PRINCIPLE.

MAKE YOUR MOVE.