



*We are experts for international
business development*

Market opportunities in
Germany and how to
address them

CPS Consulting
Brühl, Germany
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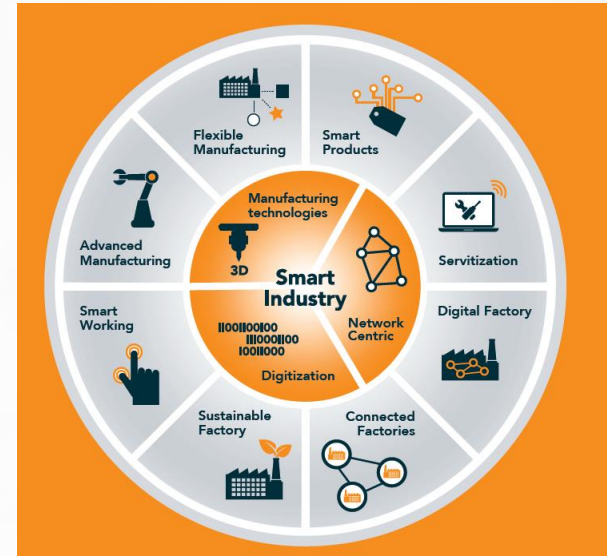
CPS Consulting - Who we are ?

Group of experienced international business experts located mainly in Germany and Finland

Each of our core members have over 30 years broad international industry experience from different business areas

Network of over 20 part time partners with deep business area specific expertise

Team with hands-on experience for defining market entry strategies and implementing business development projects in international business environment



CPS Consulting – what we do?

International Business Development

- Target market analysis
- Clients capability and offer analysis
- Competitor study
- Market entry plan and execution
- Sales and Distribution network
- On site business Development
- Interims management

Technology Scouting

- Generic technology studies - development focus
- Technology screening
- Competitor study
- Solution identification and proposal
- Value chain player identification
- Building partnership

Automotive, Manufacturing & Digitalization

- Support new technology and solution concepts
- Virtual methods & simulation solutions
- Virtual methods to support automatic driving vehicles
- Project management
- Interims management

Use cases in Germany – concrete business opportunities in the smart manufacturing

- How to increase industrial value creation through AI and Machine learning?
 - Deep machine learning as an important success factor for connected production and new business models
- New remote service models for machine deliveries to client site.
- Future machines will be more intelligent.
 - Smart services, digital platforms and AI take an increasing role in the new machine design
- New kind of predictive maintenance tools and services
- Digital Twins and simulations
- Connectivity and 5G in the production and smart factory environment
- Cybersecurity in production and in communication between different sites

Opening German market

- Expanding existing business to new markets is always a significant investment
- New market entry requires long term commitment and systematic approach to avoid risks and increase the probability for a success
- Most important criteria for a successful market entry is good preparation and diligent implementation:
 - Understand customer needs, requirements and expectations
 - Understand own competences and skills (and related development needs) to fulfill customer's requirements
 - Understand own products' or services' competitive advantage in the target market
 - Understand market conditions and "game rules" in the target country
 - Know competition and potential co-operation partners
 - Understand official product requirements and industry standards on the target markets
 - Have realistic budgeting and adequate financing available
 - High professionalism in the customer interaction

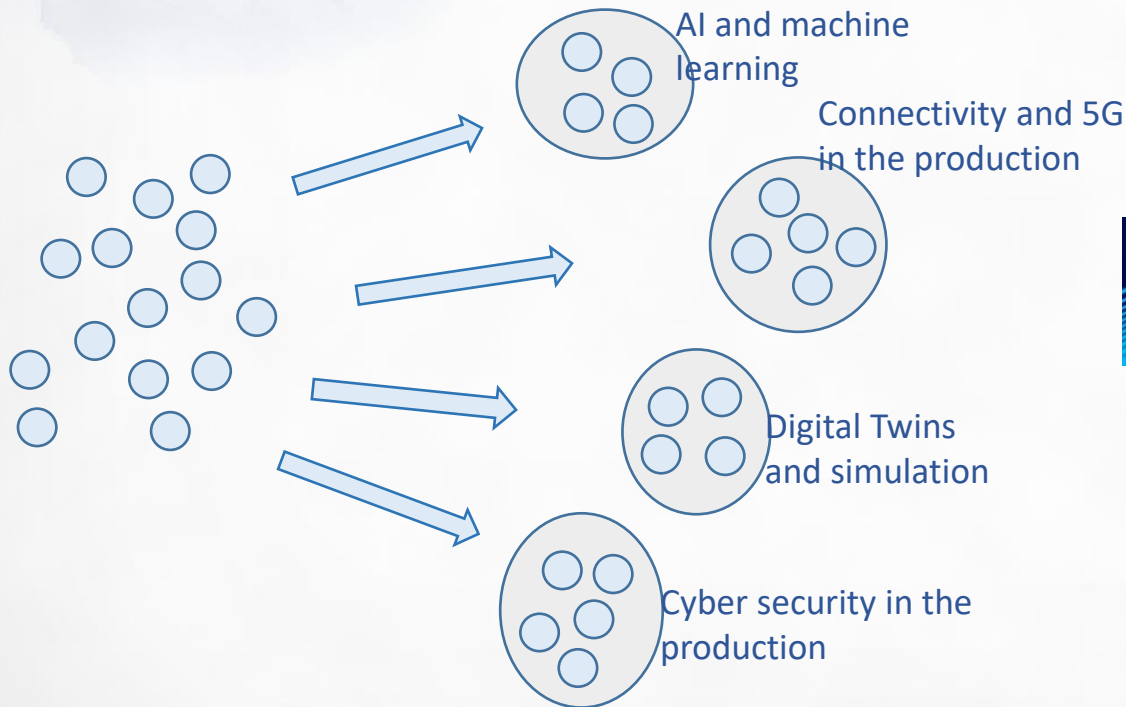
Process for structured market entry

1. Sustainable Manufacturing participants

2. Project participant grouping and project planning (for Business Finland Group Explorer)

3. Preparation and training

4. Market entry implementation



- GTM planning
- Presentations
- Workshops
- Training



- Customer meetings
- Presentations
- Trust building
- PoC projects



Thank you for your
attention

Contact

pekka.stuckert@cps-consulting.de

yrjo.kemppi@cps-consulting.de

[Tel. +49 2232 760 380](tel:+492232760380)

www.cps-consulting.de