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Innovation Management for India

How to Develop the Right Products for the Indian Market

Frankfurt am Main
November 17th 2011

CONSULTANCY



TRADING PLATFORM



PRODUCTION FACILITIES



German Hidden Champions

Have you ever heard of these global market leaders?



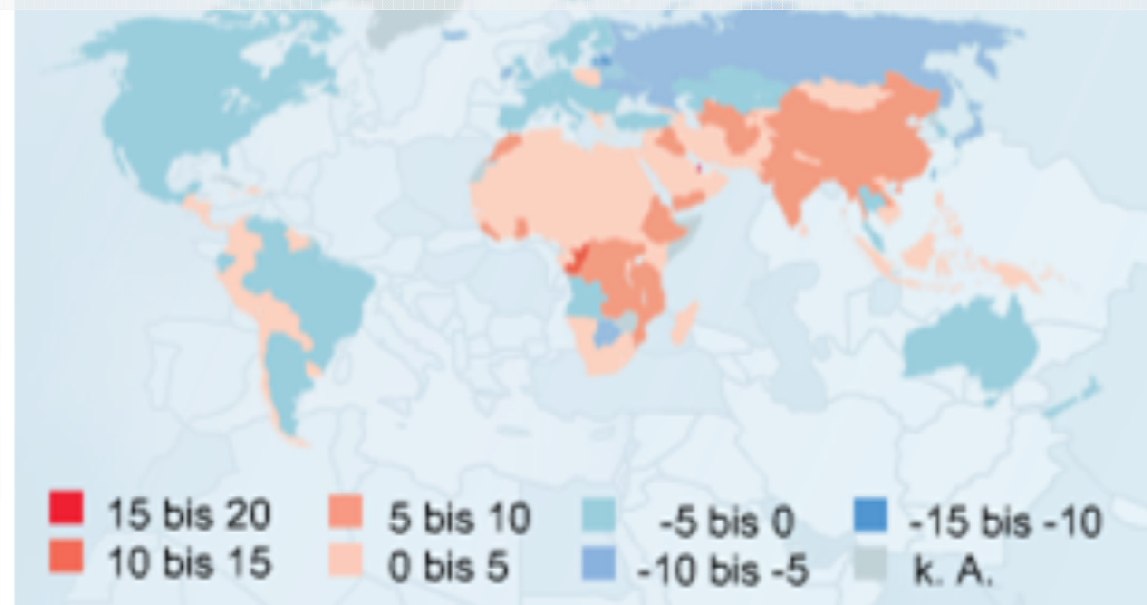
...or maybe these ones?

- Cloos
- Mann & Hummel
- Giesecke & Devrient
- Leoni
- Kärcher
- Winterhalter
- Veka
- Omicron

▶ Those companies represent the real „backbone“ of the German economy.

The Future

Estimated global economic growth



Goldman Sachs currently identifies 8 countries contributing to 70% of the future economic growth:

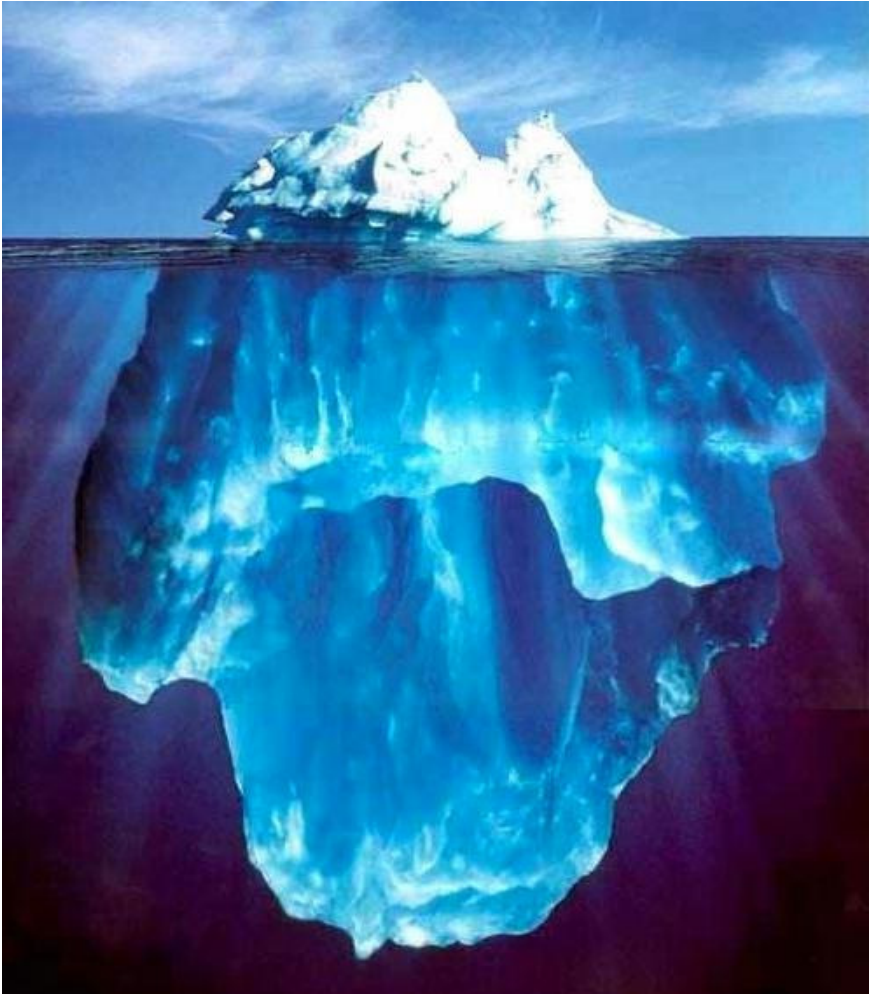
- BRICS
- Turkey
- Indonesia
- Korea

Emerging Markets - Today



} **Seems tiny from
this perspective**
(Buyers in the Emerging
Markets today)

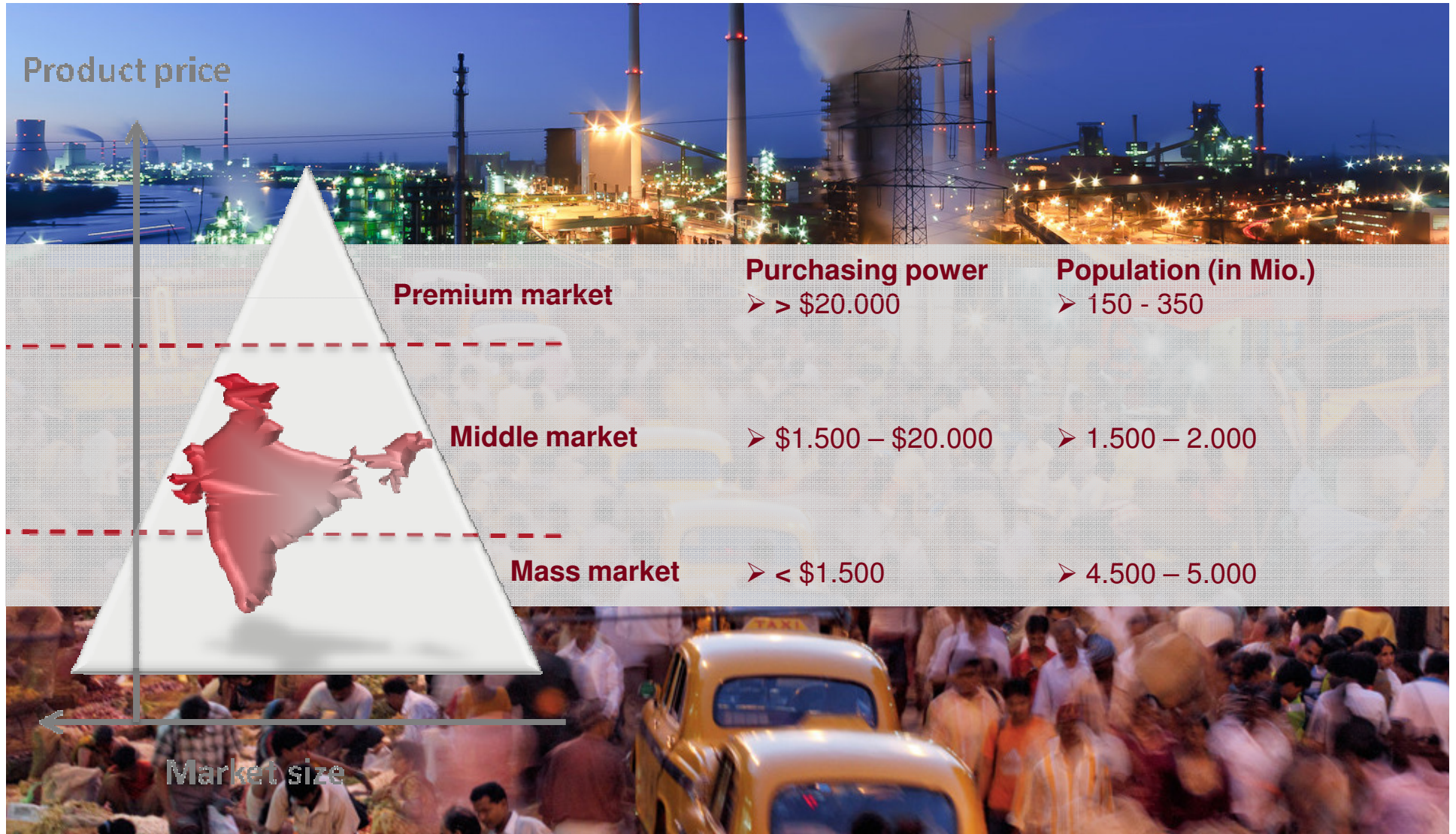
Emerging Markets - Tomorrow



Seems tiny from this perspective
(Buyers in the Emerging Markets today)

Future Potential
(The future buyers in Emerging Markets are hiding underneath the surface)

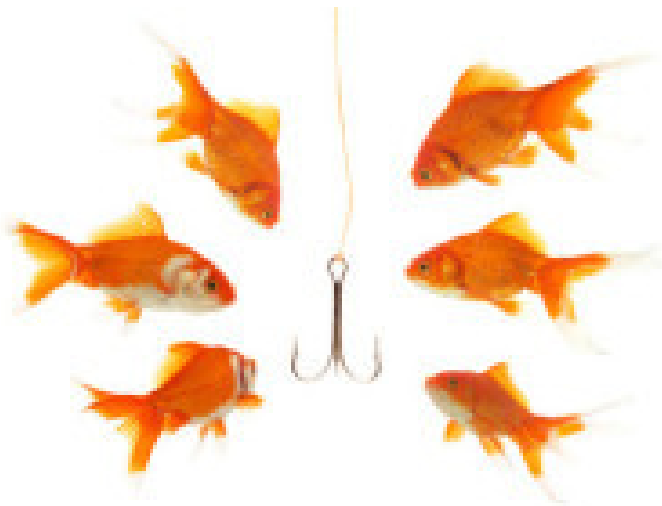
Different Products for different Customers?



Think Global - Act Local



Innovations for India



„Identify markets“

instead of

„Create markets“

Contact

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