

# Global Facilitation Update

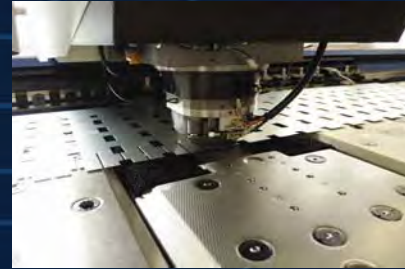
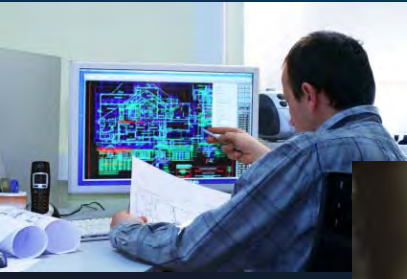
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SEE. ADAPT. THRIVE.



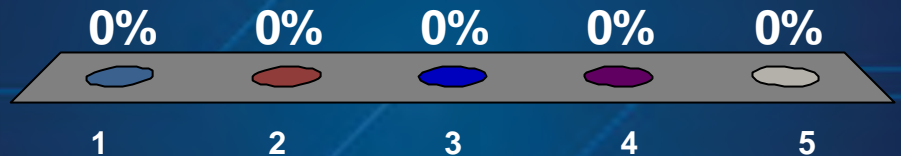
# Global Facilitation



# What % of the worlds consumption of cutting and forming machines does the US produce?



- ✓ 1. *Less than 5%*
- 2. *5%-10%*
- 3. *10% -15%*
- 4. *15%-20%*
- 5. *More than 20%*



# Global Facilitation

## Cutting and Forming Machinery: 2008 (\$MM)

	<u>Consume</u>	<u>Produce</u>	<u>Export</u>
World	\$79,109		
US	\$ 6,920	\$ 3,938	\$1,892
China	\$19,441	\$13,960	\$2,106
Mexico	\$ 1,548	\$166	\$41
India	\$ 2,011	\$393	\$23

US exports 48% of it's production vs 72% for Europe and Japan

# Global Facilitation

## *Secrets to Success: Anywhere*

- Identify markets for your products and services
- Identify potential customers
- Develop a marketing plan/strategy
- Identify distribution channels
- Provide local service capability
- Persistent marketing and sales efforts
- Establish a local presence
- Support and commitment from the home office

# How do we help

## *Identify your markets:*

- Business Review Days
- Market Penetration Sessions
- Provide local knowledge
- Provide trustworthy unbiased assessment and advice

# How do we help

## *Identify potential customers:*

- Local experience and research
- Arrange trade missions and plant visits
- Set up one-on-one meetings
- Specific market knowledge

# How do we help



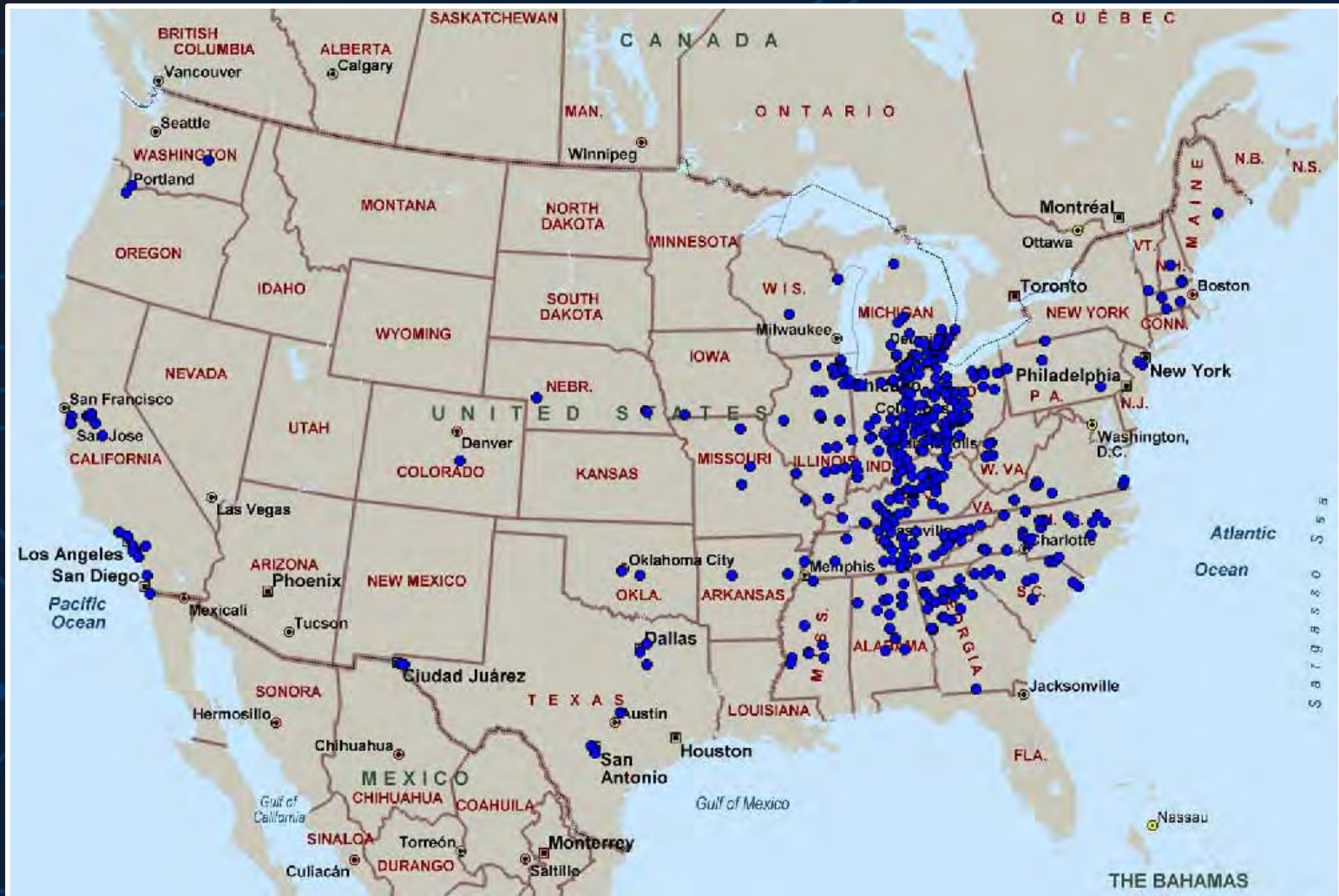
# AMT NEWS

Where to Look to  
for New Business  
Opportunities

Aircraft Manufacturers  
in China



# Transplants



# Key 2010 Opportunities in Mexico



# How do we help

## *Develop a marketing plan/strategy:*

- Business Review Days
- Market Penetration Sessions
- Provide local knowledge
- Identify local contacts and links to resources like US Commercial Service
- Provide trustworthy unbiased assessment and advice

# How do we help

## *Identify distribution channels:*

- Help define criteria for selecting suitable representation
- Arrange distributor introductions
- Provide local references
- Assistance with local business practices
- Hire proxy sales employees

# How do we help

## *Provide local service capability:*

- Help identify capable service providers
- Check local references
- Provide local AMT service engineers
- Hire proxy employees

# How do we help

## *Persistent Marketing and Sales Efforts*

- Assistance with import/export and financial issues
- Host open houses and product demonstrations
- Organize technical seminars and conferences
- Provide advice/assistance on travel and visas
- Insight on local negotiating and contracting
- Identify local business service providers
- Accompany members to visit customers
- Assist with marketing communications
- Local language publications
- Arrange customer meetings
- Support with trade shows
- Local language web sites
- Provide remote facilities
- Hire proxy employees

# How do we help

*Provide local presence:*



## AMT Locations Worldwide

# How do we help

*Support and commitment from the home office:*

*That is up to you!*

# New in 2010

*Expanding our capability in India:*

- Construction beginning on new Chennai Tech Center (CTC)



# Key 2010 Opportunities in India



# Chennai

***We are following our Shanghai model:***

- 10,000 sq. ft. of showroom and office space in a tax-free zone
- Expand our capability to provide our members a physical presence in India
- Better facilities for proxy employees and service engineers
- Participation fees are the same as China
- 16 AMT members are already there!

***Can you afford to ignore this opportunity?***

# What are your plans for the Indian Market:



1. Already there
2. Plan to be there in next 12 months
3. Plan to be there in 24 months
4. I'm interested but have no current plan
5. Not interested



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2010 AMT REGIONAL MEETINGS

