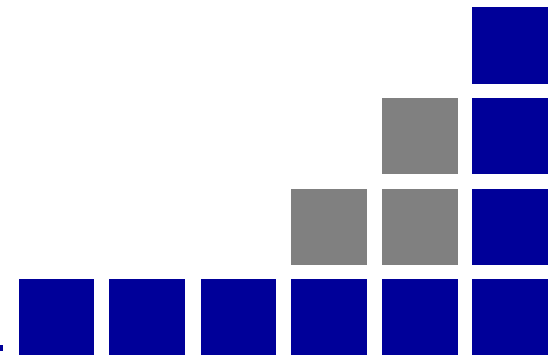


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Norbert Fischer Consulting

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Who is Norbert Fischer?



- Master in electrical engineering and business administration
- More than 15 years experience in world wide business development for investment goods
- Deep technical know how in various fields of electrical automation and the power electronics
- 5 years business development in Asia
(Focus on Japan, South Korea, China and South East Asia)
- Different positions within 2 global companies
- Working experiences in Switzerland and The Netherlands



For which kind of business noficon can add value?



- **noficon** combines the different know-hows for
 - business development for investment goods
 - Business culture and climate in different market
 - Add values to your business with a complete and customized package of information

So if...

- You are a Western company in the field of non-self explanatory investment goods, aiming to develop your business in Asia (Korea / Japan / China)
- You are an Asian company in the field of non-self explanatory investment goods having, aiming to develop your business into Europe

... **noficon** might be the partner to develop your business successfully...

For which kind of business noficon can add value?



- **noficon** combines the different know-hows:
 - From your specific technical field
 - From your specific market
 - Add values to your business with a complete and customized package of information

And / or if...

- Your business deals with equipments/solutions where electrical automation being the critical factor for the process performance such as
 - Semiconductor - & Solar machines
 - Machines and solutions for the conveyor and elevator market
- Your business deals with electrical automation solutions or drive technology.

... **noficon** might be the partner to develop your business successfully...

What kind of service noficon can provide?



- Market & competitor analysis
 - Market potential of your product
 - Potential key customer list
 - SWOT analysis

- Market launching strategies
 - Sales method, sales channels,...
 - Support strategy
 - Pricing policy

- Marketing properties
 - Communication strategy
 - Support for fairs,...

- Product introduction strategies
 - Communication, sales channels, pricing,...

What kind of service noficon can provide?

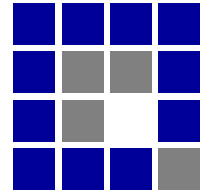


- Key account development
 - If you want to test your target market before investing, **noficon** can act as a first level sales channel to visit potential key accounts in your name

- Partner evaluation for sales and service
 - Structured evaluation of potential sales and service partners in your target markets

- Country specific inter cultural training
 - Germany, Switzerland, Austria, Italy for Asians
 - Korea for Europeans

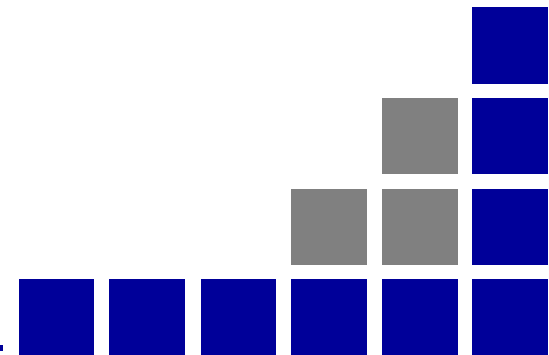
- Advanced Marketing :partner evaluation for brand labeling
 - Structured evaluation of brand label partners in both directions...
 - Development of technical evaluation criteria for brand label decisions

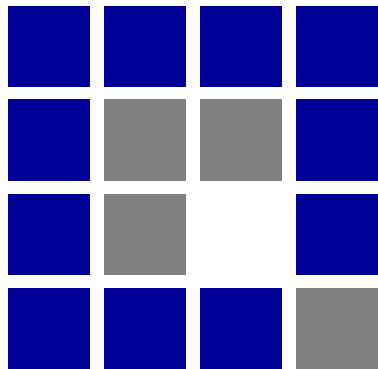


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Thank you for your attention!





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