

BSH HOME APPLIANCES GROUP

**B/S/H/**

# DEVELOPING THE EXPORT POTENTIAL

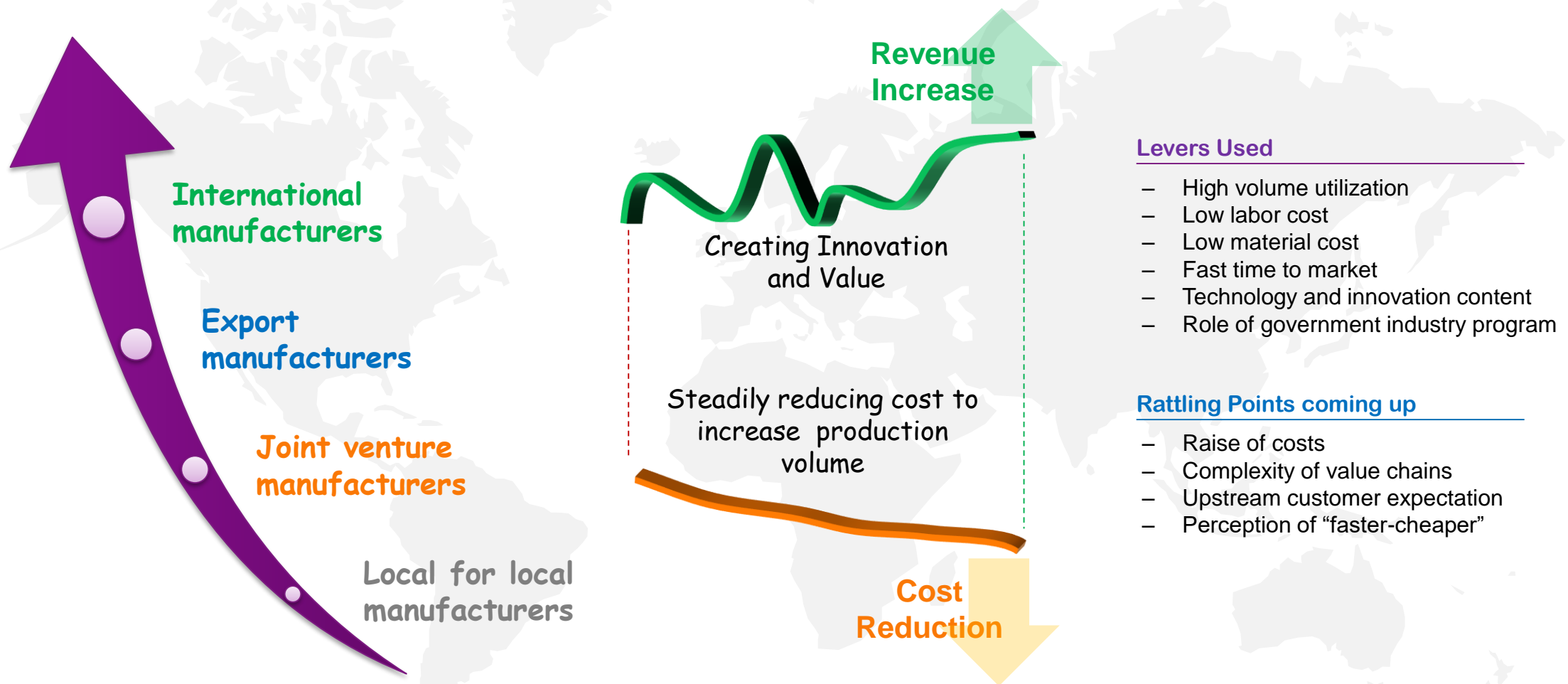
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# How Asian manufacturers evolved from local suppliers into big international manufacturers.



# HOW CAN WE BE ON COMPETITIVE EDGE IN RUSSIA?



# Operational Excellence, Technology Content and Production Volume will be prominent differentiator besides Brand Power in Home Appliances Industry...

## Levers to sharpen...



- Local Raw Materials  
(Plastic Resins, Steel & Metal)
- Bundling demand of producers with offer of common specifications
- Sustain competitive transport costs and support incentivizing
- Eligible workforce by Universities

## Further to develop...



- Motivating Investors for further qualified production of
  - Stainless steel
  - Electronics
  - Motors
- R&D Incentive program for Innovations in Industry.
- Russian Universities offer good abilities in data science, and in digitalization. Conversion to Industry with cooperation.

**Further Innovation  
& Revenue**



**Volume Increase  
& Cost Efficiency**



# Opportunities can turn out to be strengths by Government Industry support programs...

## Strengthen incentives



- By improving scope of incentives and reducing complexity, government can assist manufacturers upgrade technological capabilities
  - Investment & Export
  - R&D

## Export market assistance



- Support manufacturers / investors
  - Export market research
  - Market intelligence
  - Brand recognition



