

## INTERNATIONALIZATION OF PRODUCTS AND EQUIPMENT

EMC TEIN2 relies on three factors to carry out this service:

- The Business Centre Network and the generic analysis of markets, available from the Foreign Trade Institute (ICEX) for numerous countries.



For the remaining countries, we apply the methodology and strategy of the Secretary of State for Tourism and Commerce to select of priority markets.

- Financing from the Center for Industrial Technological Development (CDTI) through straight-line innovation by which a product can be technologically adapted to the needs or specifications of new markets; and financing from the "Internationalize" program with a wider focus on the transfer of technology or the protection of industrial property. This financing can be more important if it is dealing with a product that was also previously developed with help from CDTI.

- Networks of distributors with maintenance capabilities, organized by countries, that we are creating in 16 countries, focused on criteria involving technological knowledge and efficient operation with technology, similar to other services.

The service consists in the selection of one or several foreign markets in which the desired internationalization of market share can be achieved with reasonable probability.

Once countries are selected which offer the best theoretic market share performance due to the cost of introduction and lower entry barriers, the next step is identifying franchise distributors who can offer guarantees and continuity.

The contract that EMC TEIN2 generally proposes asks the distributor in question not only to sell equipment made in Spain, but, if it has the right technical ability, also to negotiate integral and proactive maintenance contracts in cement and steel plants, mines, and power stations, among other kinds of industries that operate continuously. This type of agreements permits the assistance from CDTI along with providing somewhat greater profits for the Spanish distributor and manufacturer. For this reason, Spanish manufacturers enjoy a unique importance or advantage compared to its competition.

At each step, EMC TEIN2 builds the skills and know-how for integral maintenance by the distributor in question using reconfigurable manuals with data from the equipment manufacturer.