



International perspective of the European Rail Supply Industry

Supporting SME Internationalisation
Roger – A. Dirksmeier, FOGTEC Fire Protection



Background

Roger – A. Dirksmeier
FOGTEC Fire Protection
 Managing Director - Rail Systems
 110 employees, 28 Mio. turnover
 Export rate: 75 – 80%
 Chairman SME Committee



Needs of Support for SME Internationalisation [1/2]

Opening of new markets:

- preparation of market development
- market survey
- market entry
- market access
- resources for sustainable market development
- intercultural sensibility

Good example to proceed...Japan



In this context the EU is offering 40 European companies the chance to participate in a market scoping mission to Japan in order to help them access the railway market. The participating companies – which will be selected through the EU Green Gateway to Japan programme – will receive market intelligence on the railway sector, including on the regulatory and cultural environment, to assist them develop appropriate market entry strategies.

During the mission, the selected companies will exhibit their products and services in Greater Tokyo at the end of November 2017 at the [Mass-Trans Innovation trade fair](#), the principal railway exhibition in Japan with an expected 30,000 participants.

Needs of Support for SME Internationalisation [2/2]

Acting in new/foreign markets:

- **localization requirements**
- **protection of IPR**
- **methods for securing payments**
- **qualified employees**
 - **„on-site“**
 - **management interface**

Leading in Fire Protection



Q & A



Thank you very much for your kind attention !

