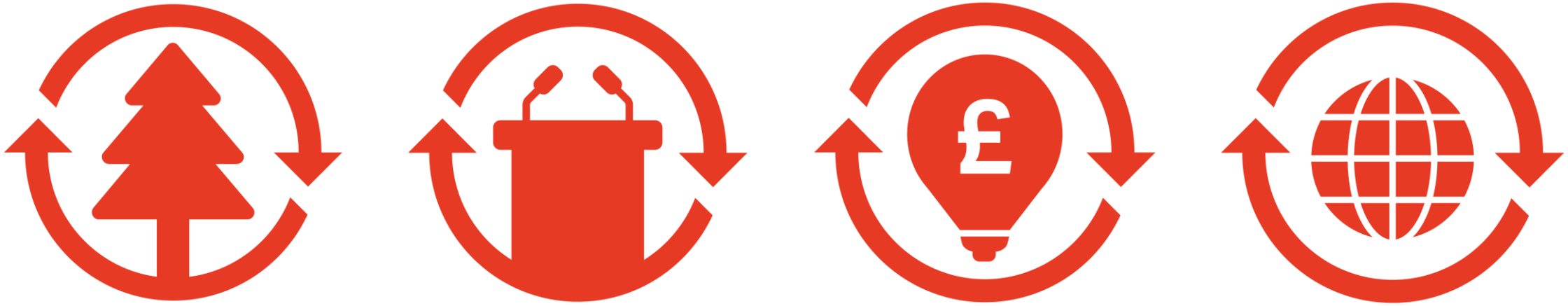
International Innovation Presentation – Assessment 1

7th January 2022

Jordan, Alex, Sophia, Nick

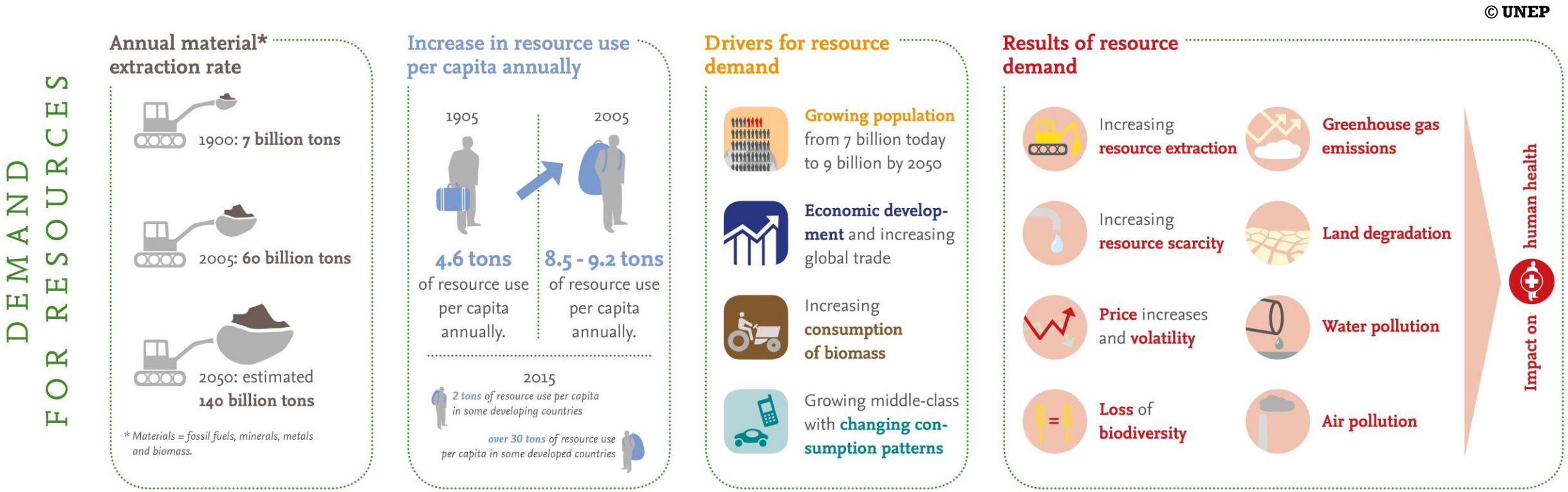
Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

MADE
MANUFACTURE
ADVANCED
DESIGN
ENGINEERING



Introduction

1. Sustainable difficulties in protecting the planet, key issues around resource efficiency and GHG emissions, securing our future.
2. Differences in culture and political attitudes.
3. Common factors new businesses face in the world today.
4. Issues some businesses have faced in establishing themselves globally and varying success levels.



Sustainability Difficulties

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Sustainable Design Engineering (Product Design ISO/TR 14062 Standard)

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Substituting Materials

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- Remanufacturing Process Planning

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- Substituting Materials
- Remanufacturing Process Planning
- Additive Manufacturing (AM)
- Yield Loss Reduction

Sustainability Objectives

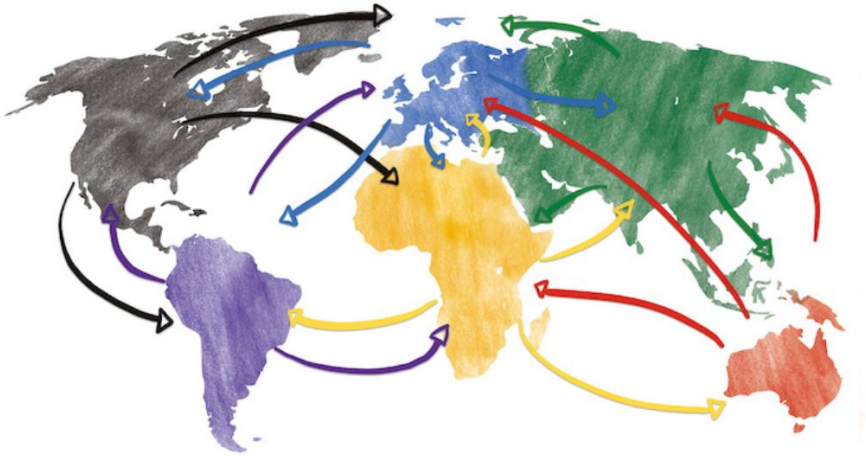
TESLA

PHILIPS

NASA

What are businesses around the world doing to secure our future?

Globalization and Internationalization



What are the cultural and political differences, and how do they affect businesses?

Cultural Considerations

Freedoms

Social media, internet access, participation in events, equality

Demography

Life expectancy, aging, family size, talent pool, education, language

Common attitudes

Toward safety, cash, banking, government, intellectual property

Belief and Values

Religion, superstition, customs and tradition

Cymru Manufacturing Solutions Wales

Economy

Retirement age, inequalities, conflicts, competition, reputation

Political Considerations

- Government stability
- Regional government power
- Level of corruption
- Pressure groups influencing government
- Form of government

Local Sustainability

Business Adaptations for Local Markets

How can Cymru Manufacturing Solutions Wales prepare for this?

Considerations for new businesses on the global stage

- Finance
- Location
- Sustainability
- Compliance
- Competition
- Culture
- Team
- Managing Supply Chains

Considerations for new businesses

Business as unusual

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Impacts on supply chains

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- Business as unusual
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- Change and adaptability – opportunity or threat?

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- Business as unusual
- Impacts on supply chains
- Change and adaptability – opportunity or threat?
- Digital developments

Considerations for new businesses

Agile, resilient, collaborative

Experiences of establishing a Global Business

Two key issues:

1. Practical management practises to establish an international business
2. Evolving our business model to incorporate a Circular Economy ethos

Experiences of establishing a Global Business

Experiences of establishing a Global Business

Political

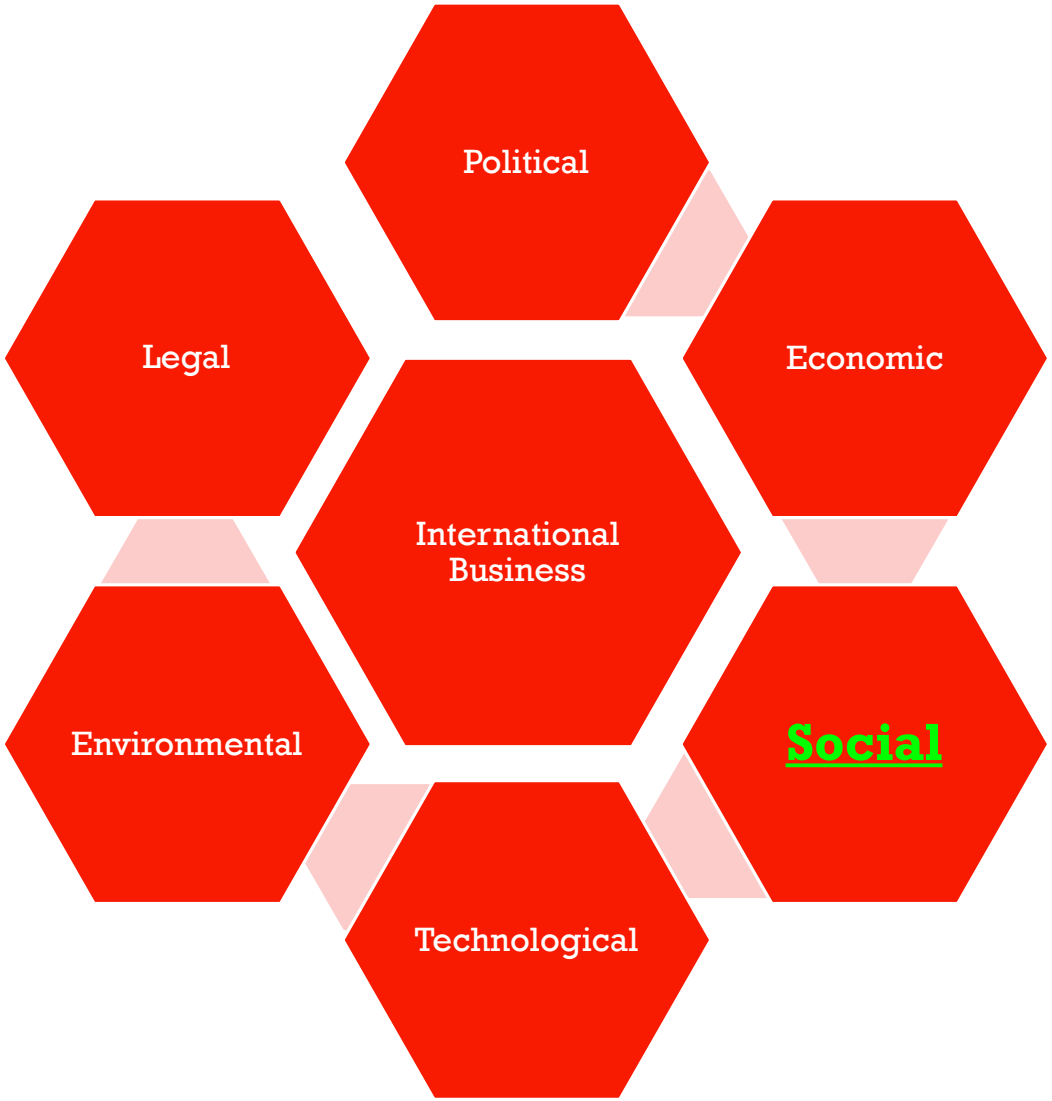
Experiences of establishing a Global Business

Economic

IKEA
宜家家居

REFACTORY
FLINS - GROUPE RENAULT

Experiences of establishing a Global Business



Social

AIRBUS

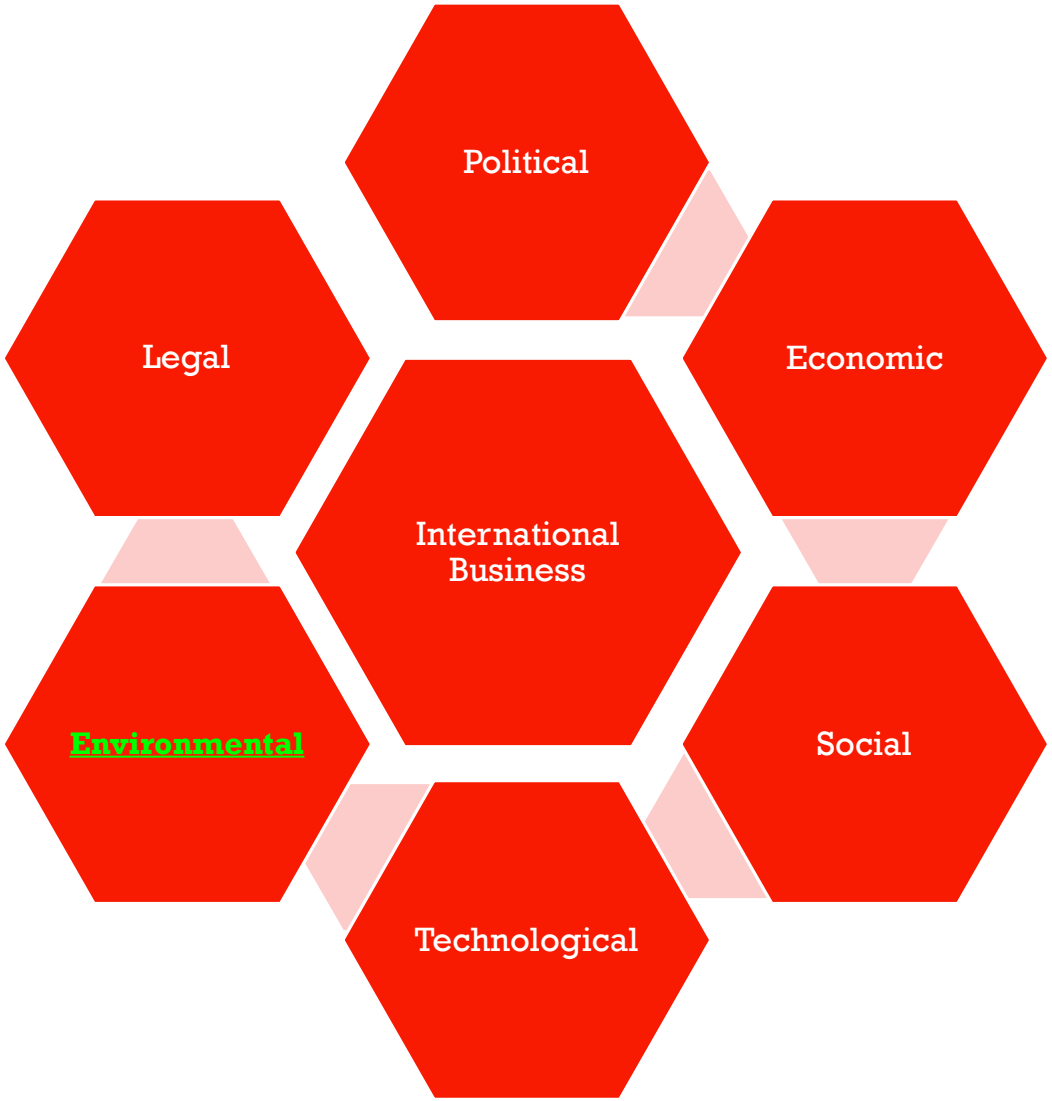
Nova BY CHEVROLET

STARBUCKS COFFEE

Experiences of establishing a Global Business

Technological

Experiences of establishing a Global Business

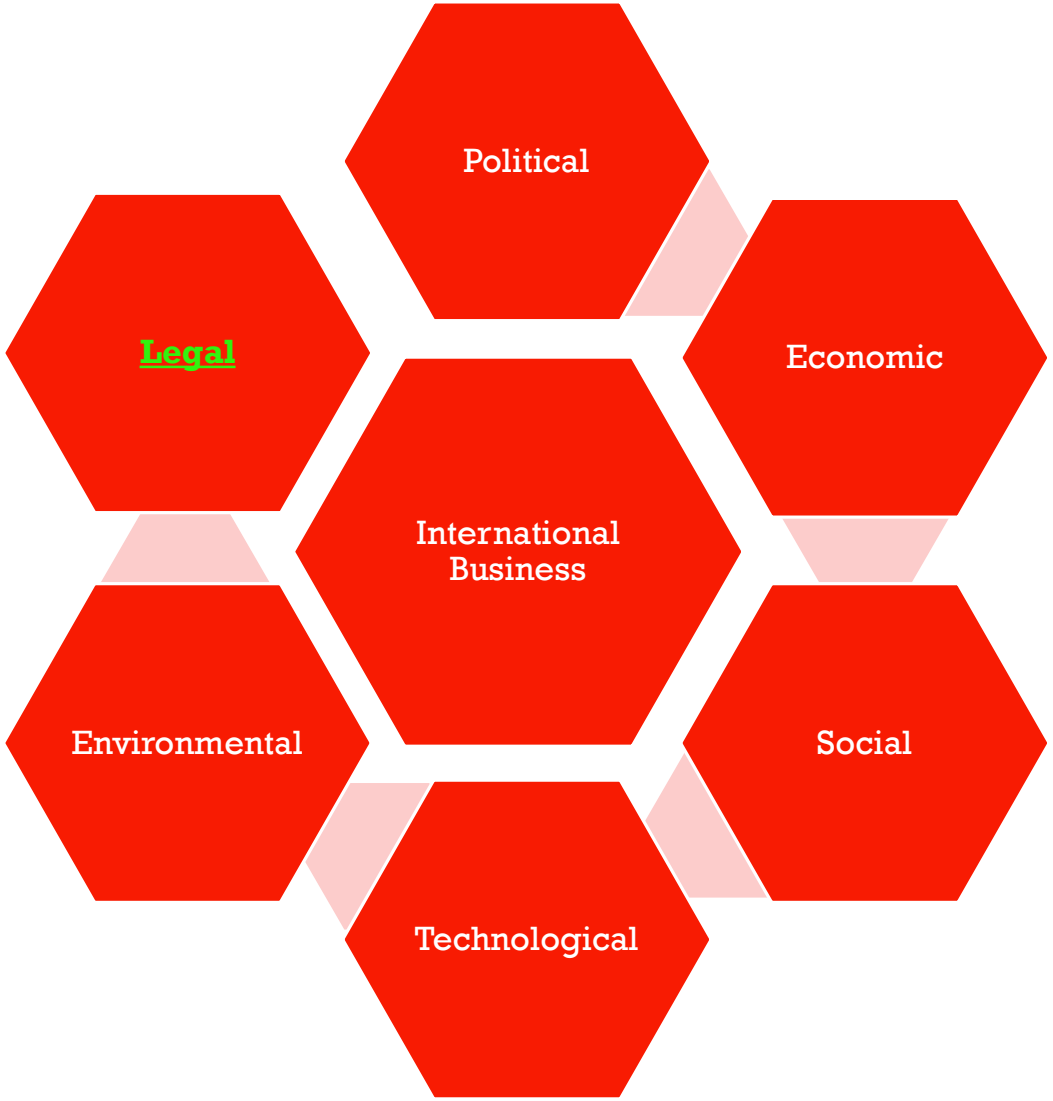


Environmental

MUD JEANS
COTTON LEASE

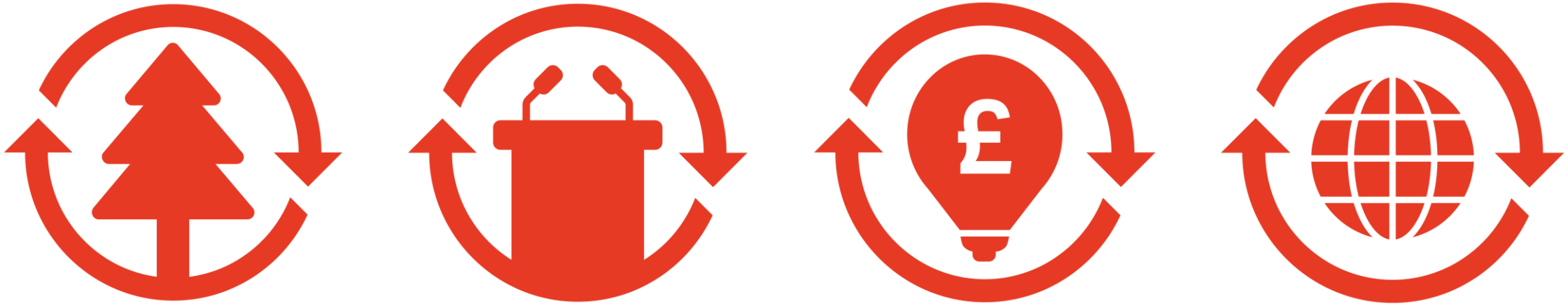
eni

Experiences of establishing a Global Business



Legal

AIRBUS



Conclusion

- The Circular Economy Business Model and Sustainable Practice are THE way forward for a modern forward thinking International business.

Thank you.

Questions?

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