

# International Innovation Presentation – Assessment 1

7th January 2022

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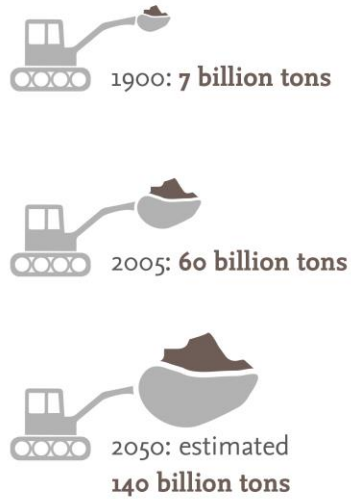


# Introduction

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.

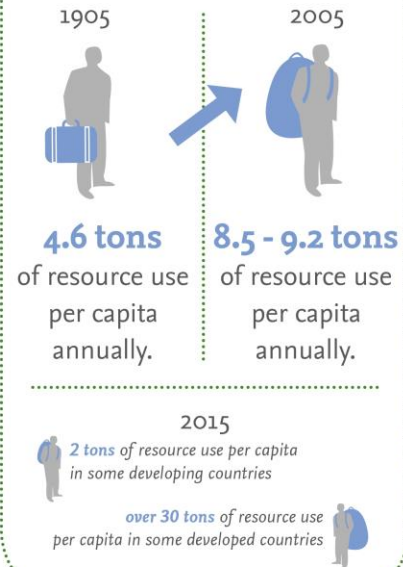
# DEMAND FOR RESOURCES

## Annual material\* extraction rate



\* Materials = fossil fuels, minerals, metals and biomass.

## Increase in resource use per capita annually



## Drivers for resource demand



**Growing population**  
from 7 billion today  
to 9 billion by 2050



**Economic develop-  
ment** and increasing  
global trade



Increasing  
**consumption**  
of biomass



Growing middle-class  
with **changing con-  
sumption patterns**

## Results of resource demand



Increasing  
**resource extraction**



**Greenhouse gas  
emissions**



Increasing  
**resource scarcity**



**Land degradation**



**Price** increases  
and **volatility**



**Water pollution**



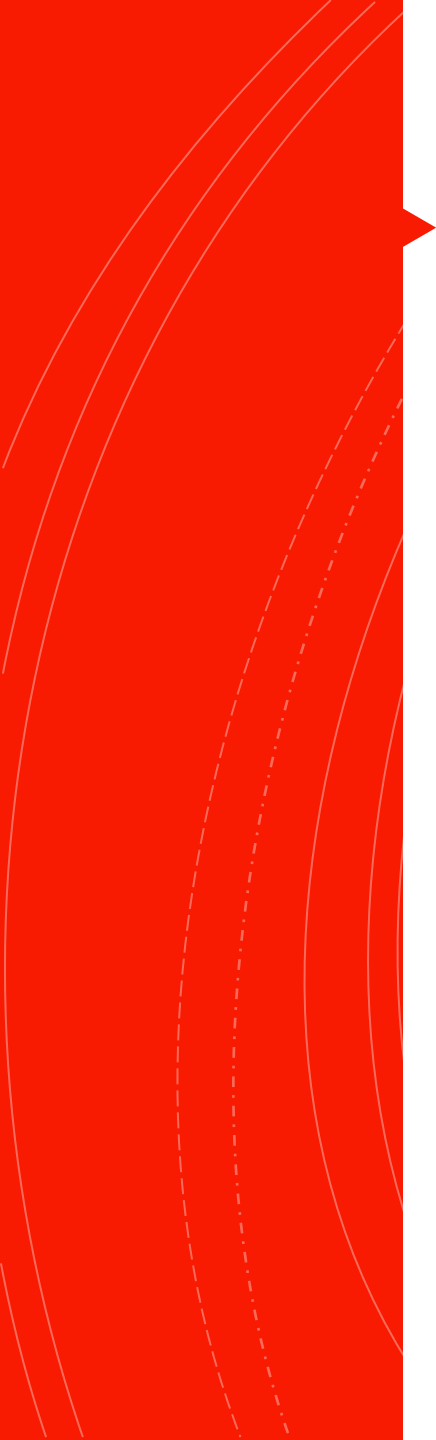
**Loss of  
biodiversity**



**Air pollution**

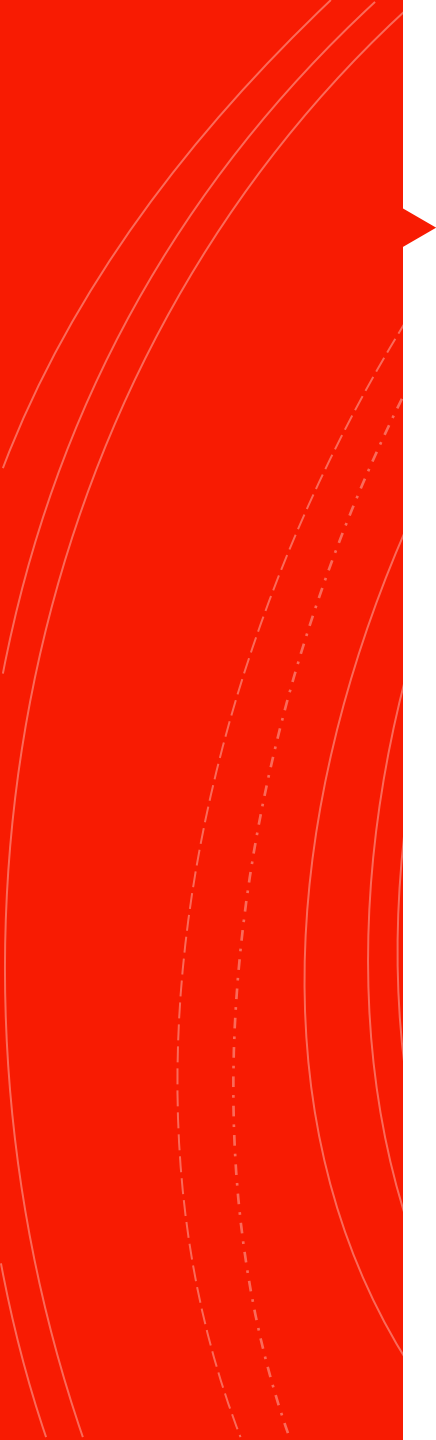
human health  
Impact on

# Sustainability Difficulties



# Sustainability Difficulties

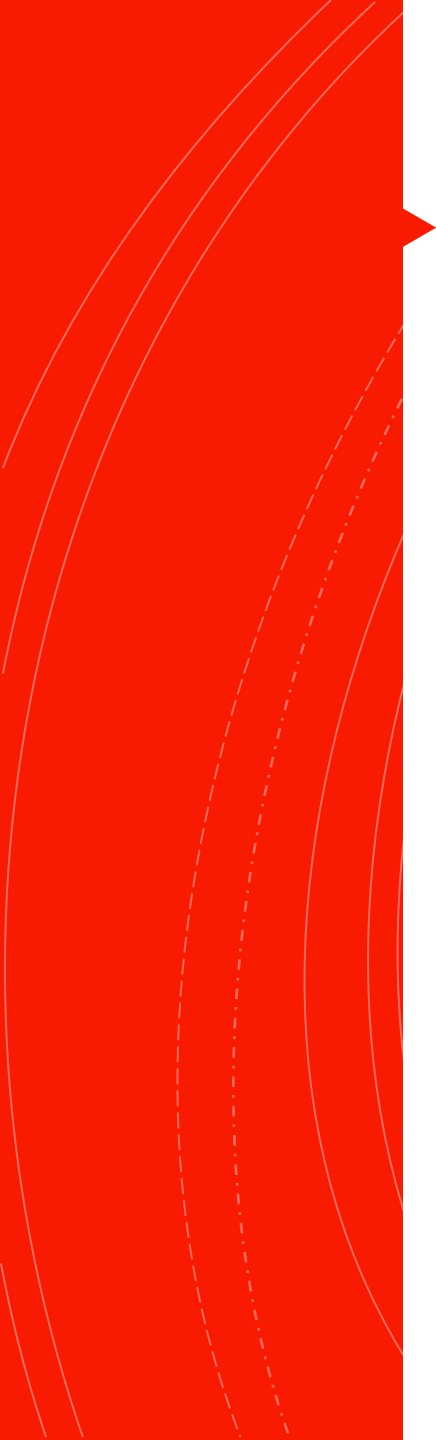
Sustainable Design  
Engineering  
(Product Design  
ISO/TR 14062  
Standard)



# Sustainability Difficulties

Sustainable Design  
Engineering  
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Substituting  
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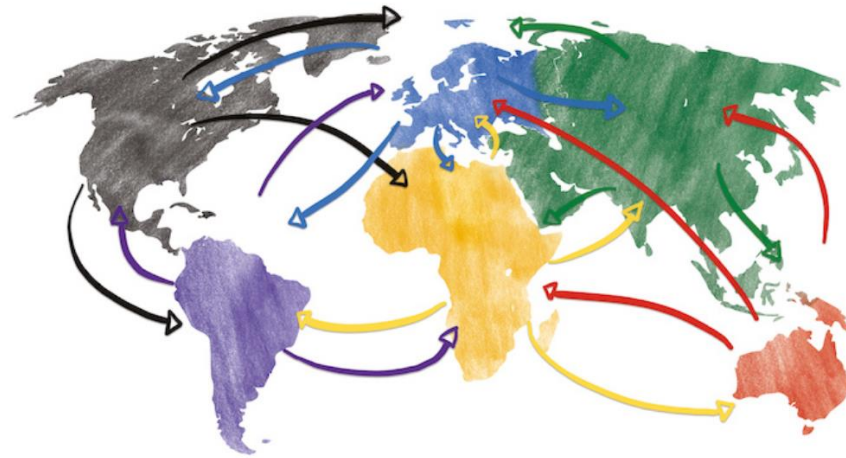
Yield Loss  
Reduction

# Sustainability Objectives



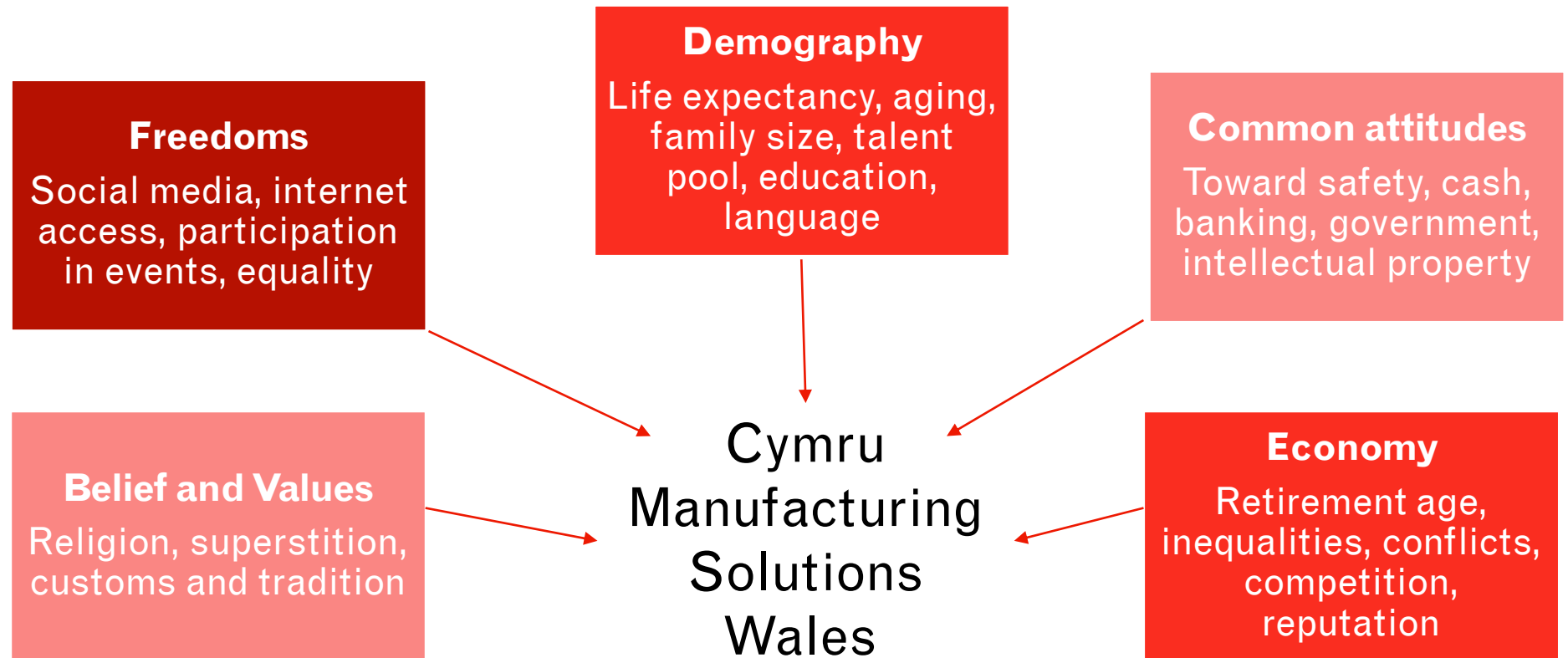
What are businesses around the world doing to secure our future?

# Globalization and Internationalization



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

# Cultural Considerations



# Political Considerations

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

# Local Sustainability



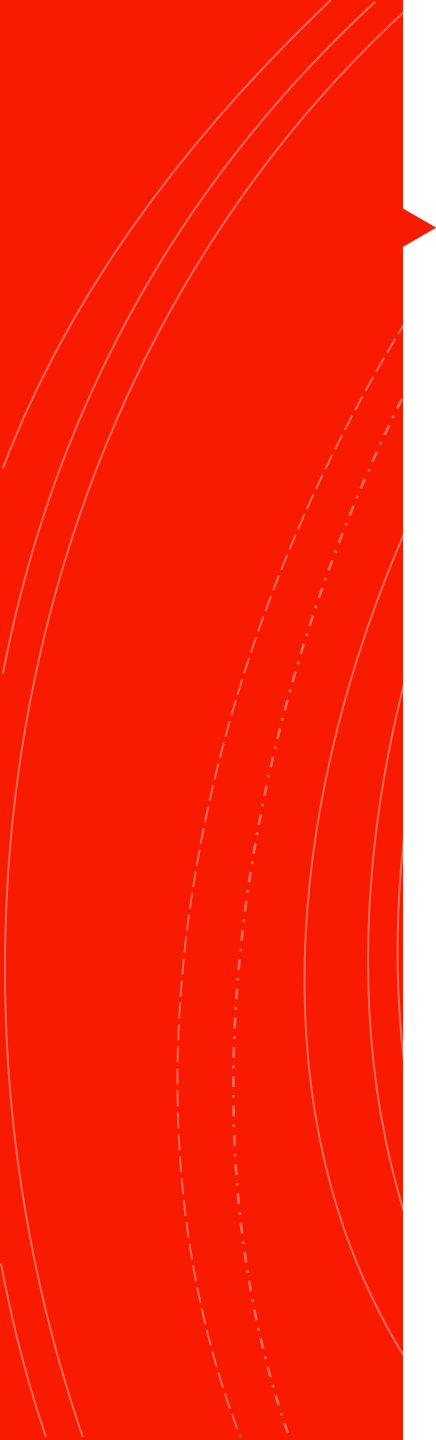
# Business Adaptations for Local Markets



How can Cymru Manufacturing  
Solutions Wales prepare for this?

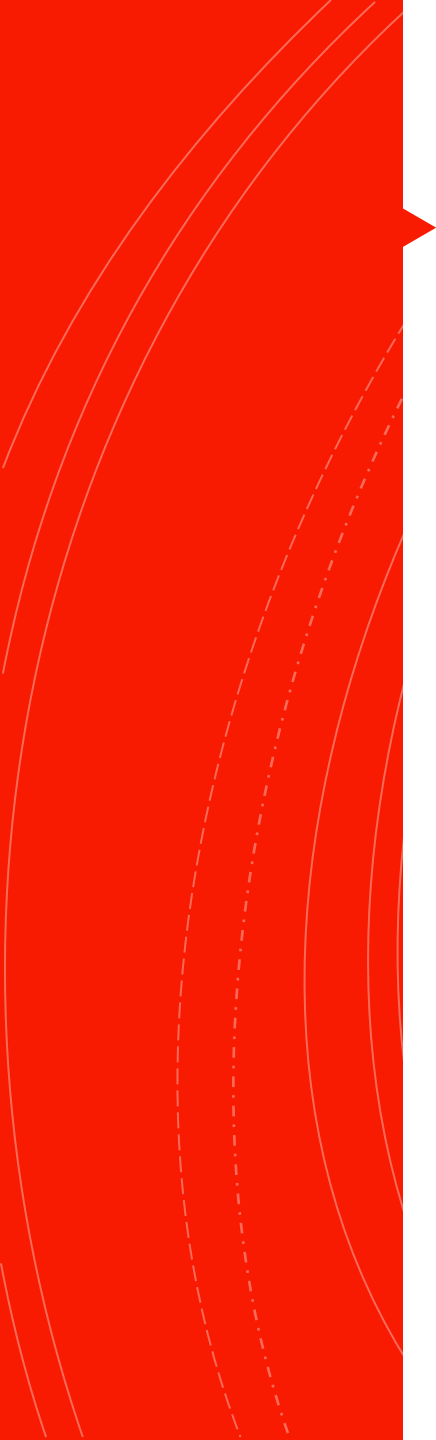
# Considerations for new businesses on the global stage

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



# Considerations for new businesses

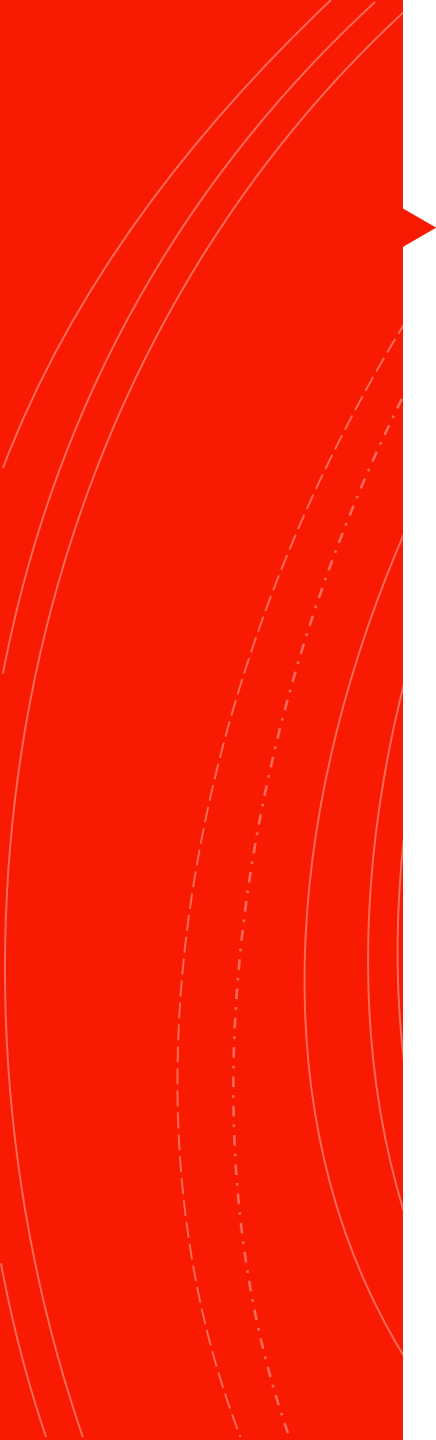
Business as  
unusual



# Considerations for new businesses

Business as  
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Impacts on  
supply chains

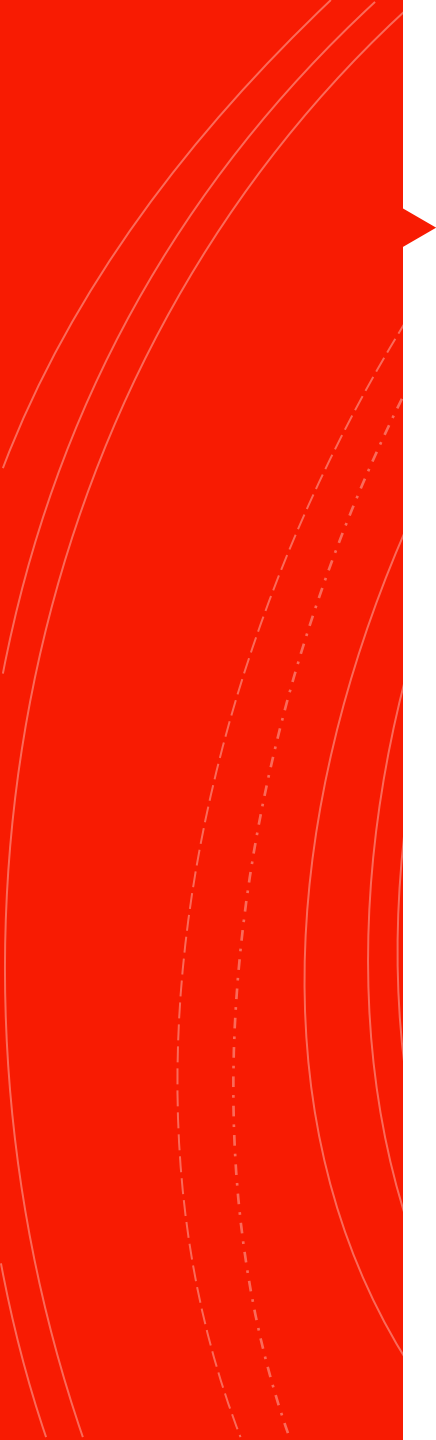


# Considerations for new businesses

Business as  
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Impacts on  
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Change and  
adaptability –  
opportunity or  
threat?



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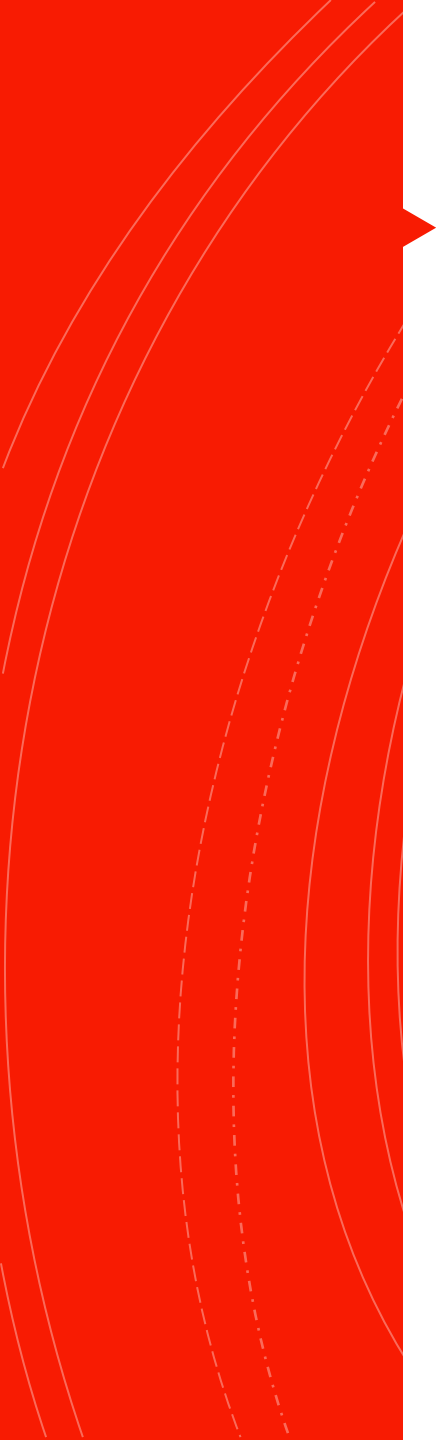
Change and  
adaptability –  
opportunity or  
threat?

Digital  
developments

# Considerations for new businesses



Agile, resilient, collaborative

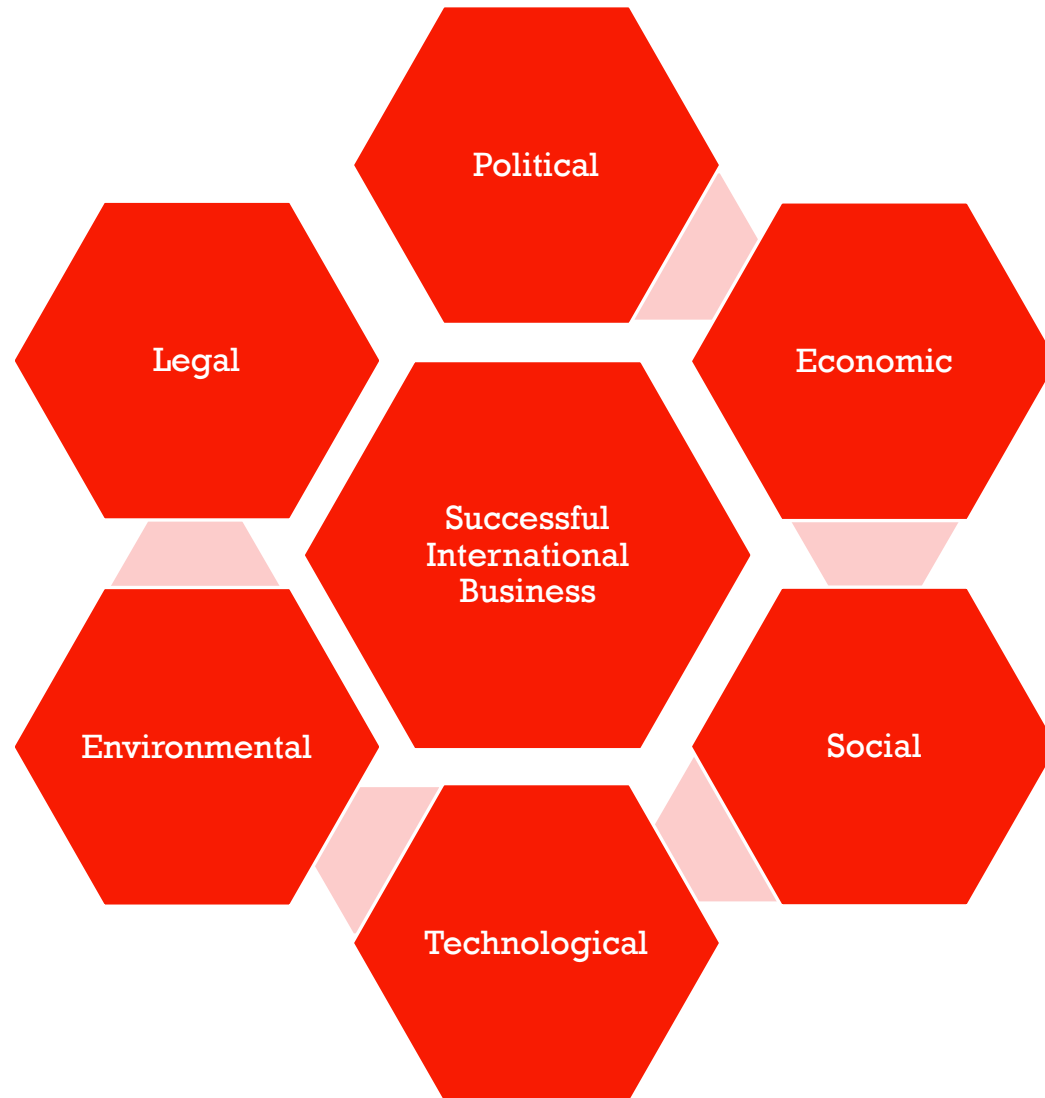


# Experiences of establishing a Global Business

## 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



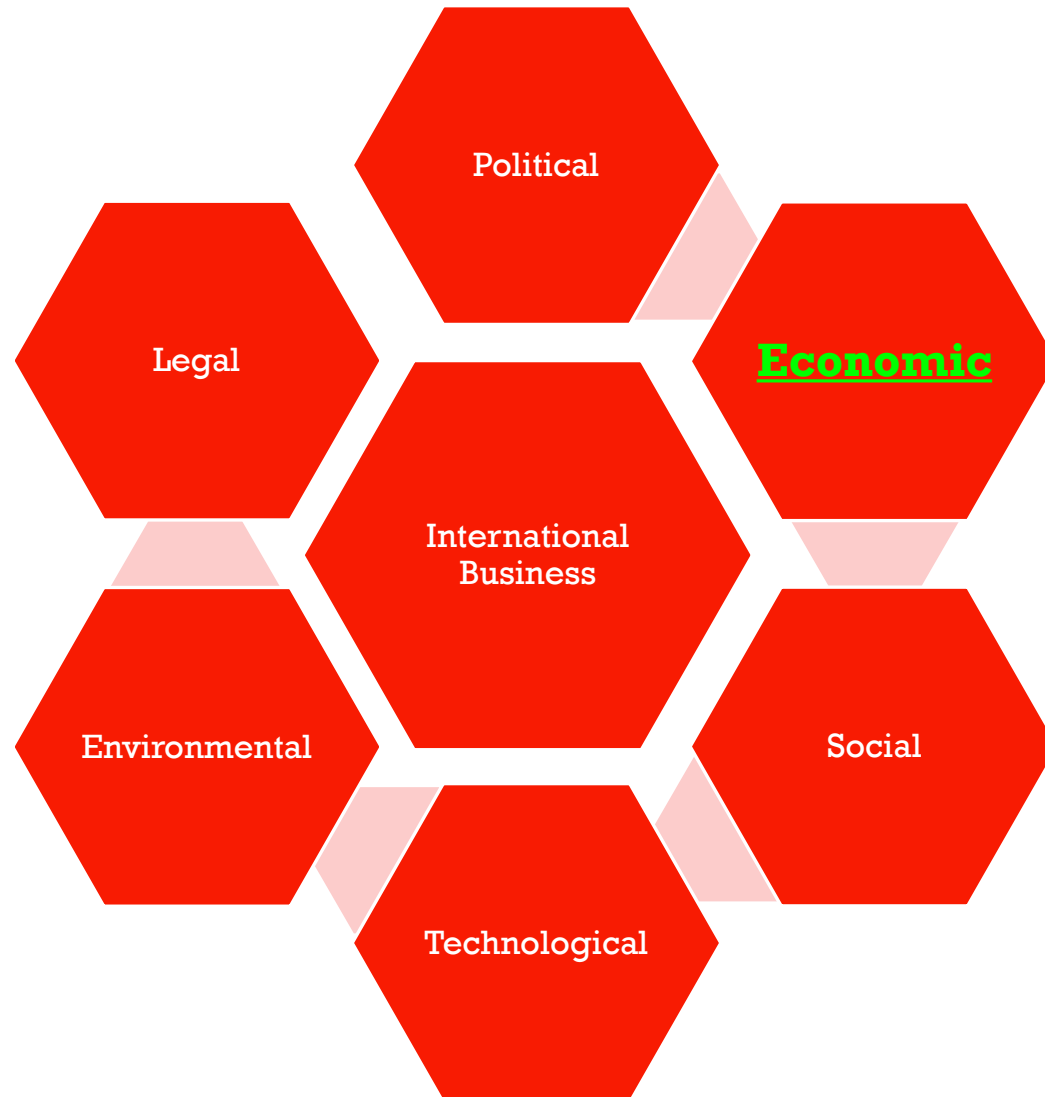
# Experiences of establishing a Global Business



**Political**



# Experiences of establishing a Global Business



## Economic



# Experiences of establishing a Global Business



## Social



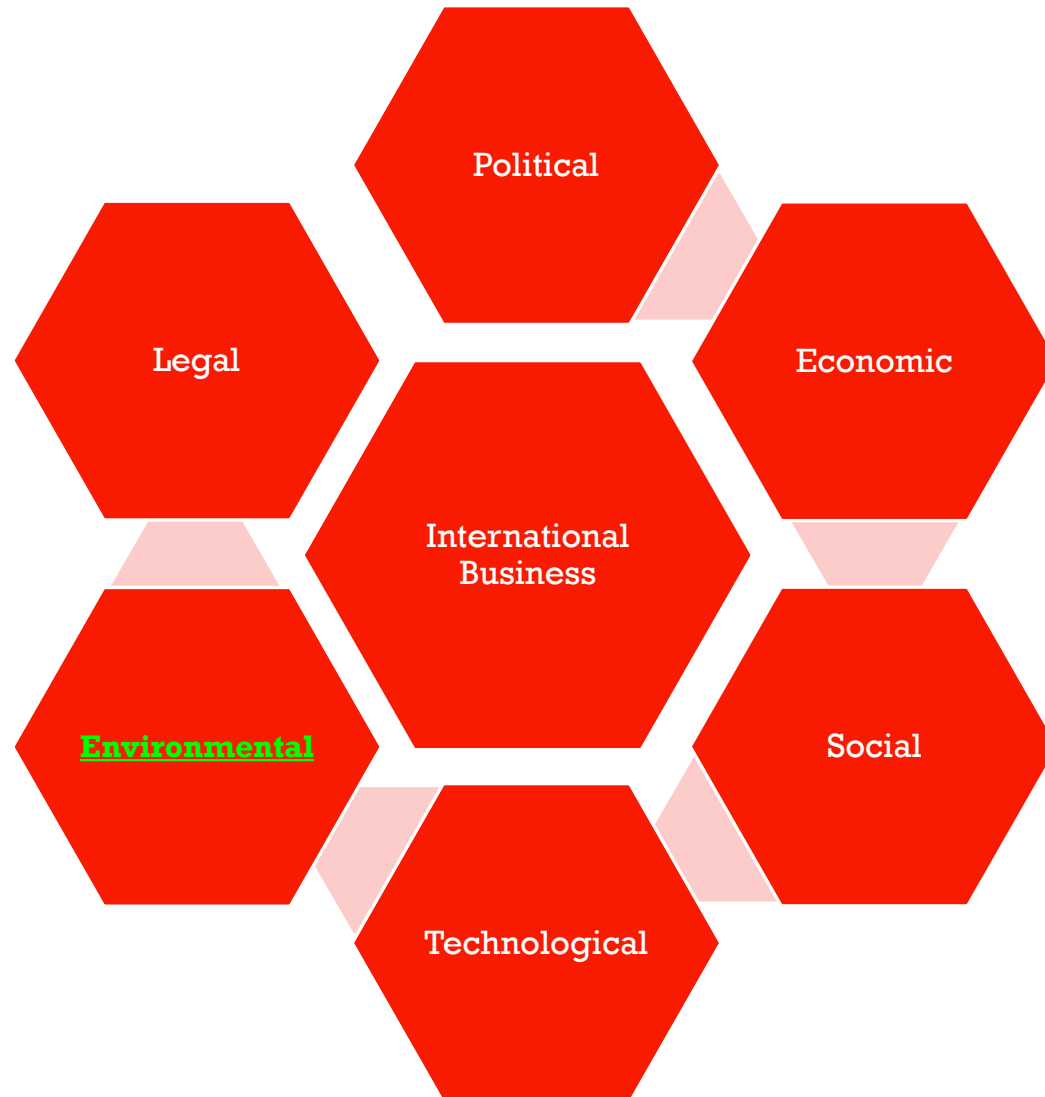
# Experiences of establishing a Global Business



## Technological



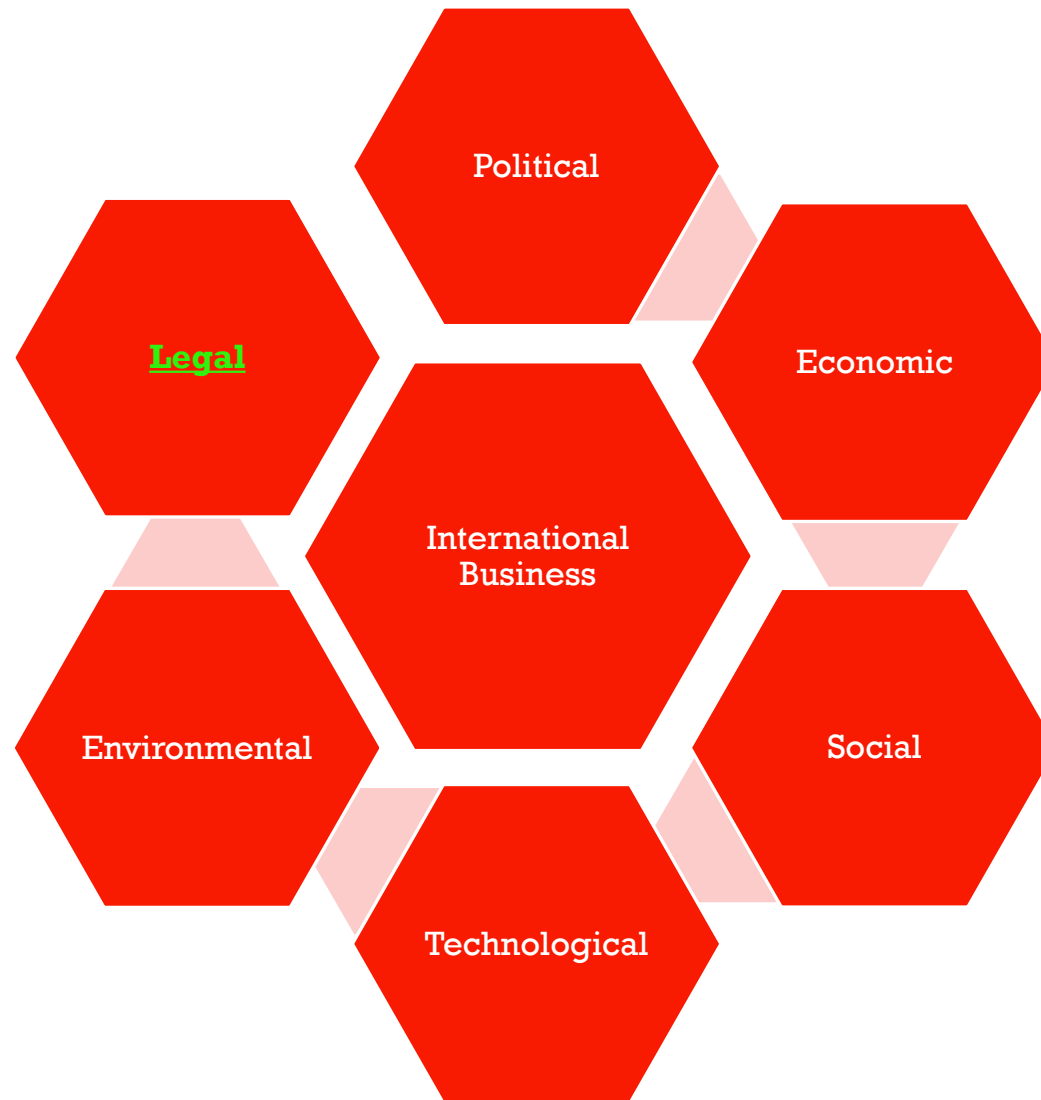
# Experiences of establishing a Global Business



## Environmental



# Experiences of establishing a Global Business



Legal





## Conclusion

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

The background features a series of concentric circles in light gray, some solid and some dashed, creating a ripple effect. In the center, there is a large red speech bubble with a white border. Inside the bubble, the text "Thank you." and "Questions?" is written in white.

Thank you.  
**Questions?**

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