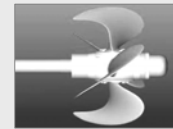
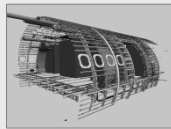


P3

digital services

**„Der Ingenieurdienstleistungsmarkt in Québec -
Ein Erfahrungsbericht“**

Tobias Geißinger, P3 Digital Services GmbH





Gliederung

GLIEDERUNG

Kurzvorstellung P3

Engineering Market in
Québec

Before you start

Market Inside

Customize your
Approach

Local Setup

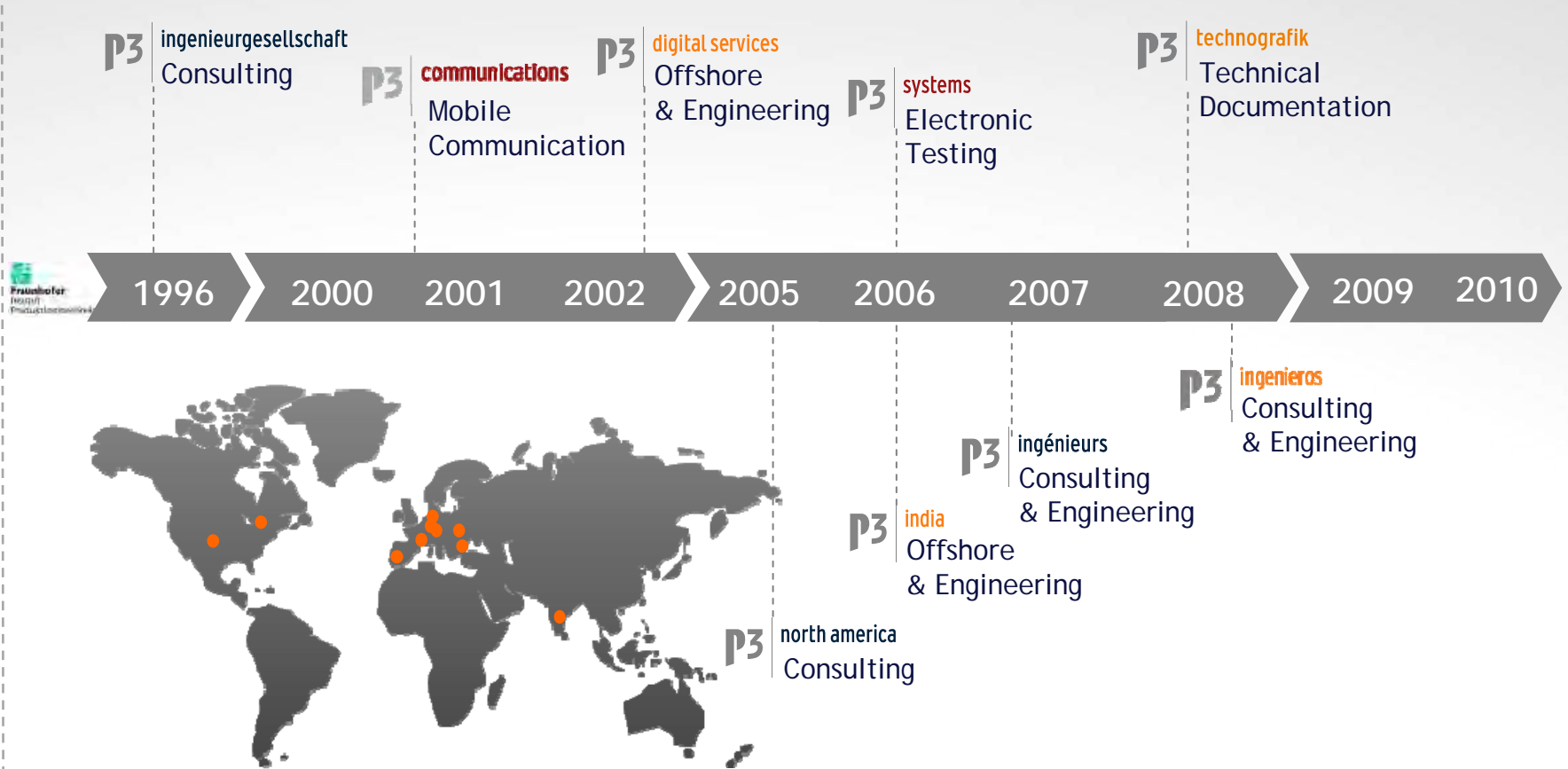
Summary & Questions

- Kurzvorstellung P3-Digital Services:
Produktportfolio und Geschäftsmodell
- The Engineering Market in Québec
- Before you start be sure to consider...
- Market Inside
- Customize your Approach
- Local Setup
- Summary & Questions



Mit unseren Kunden gehen wir gemeinsame Wege - weltweit.

- Gliederung
- KURZVORSTELLUNG**
P3
- Engineering Market in Québec
- Before you start
- Market Inside
- Customize your Approach
- Local Setup
- Summary & Questions



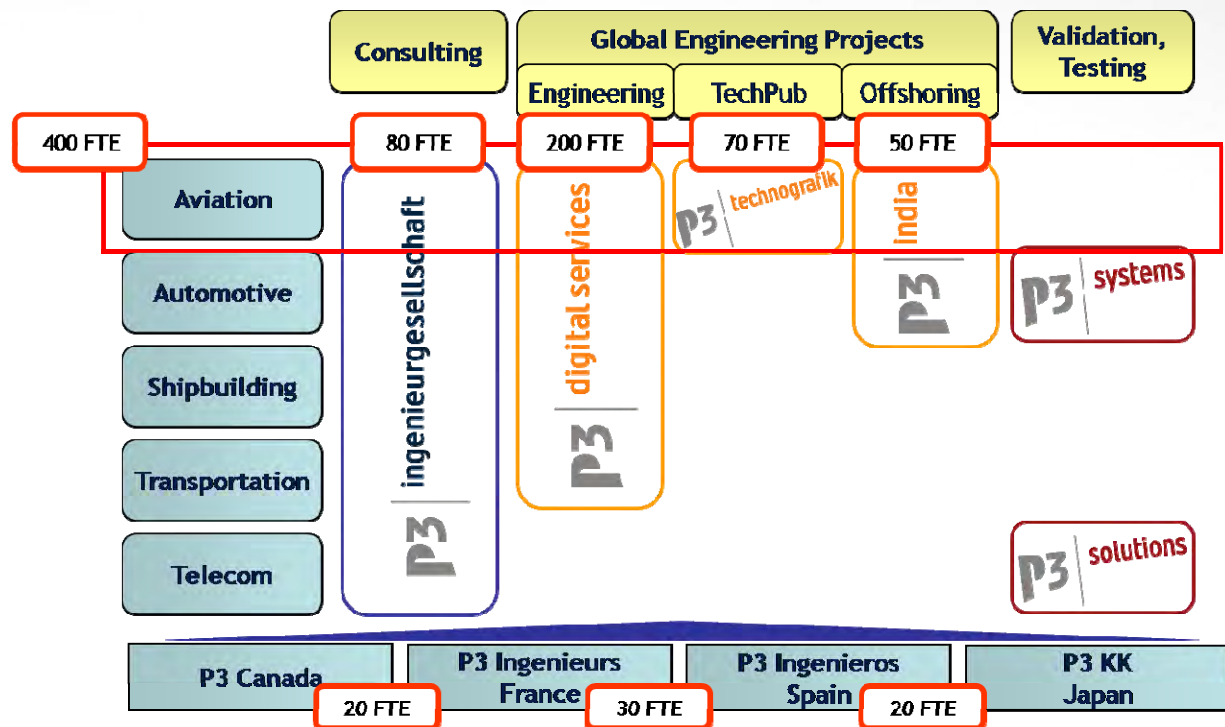


Überblick über das Portfolio der P3 Ingenieurgesellschaft

- Gliederung
- KURZVORSTELLUNG**
P3
- Engineering Market in Québec
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- Local Setup
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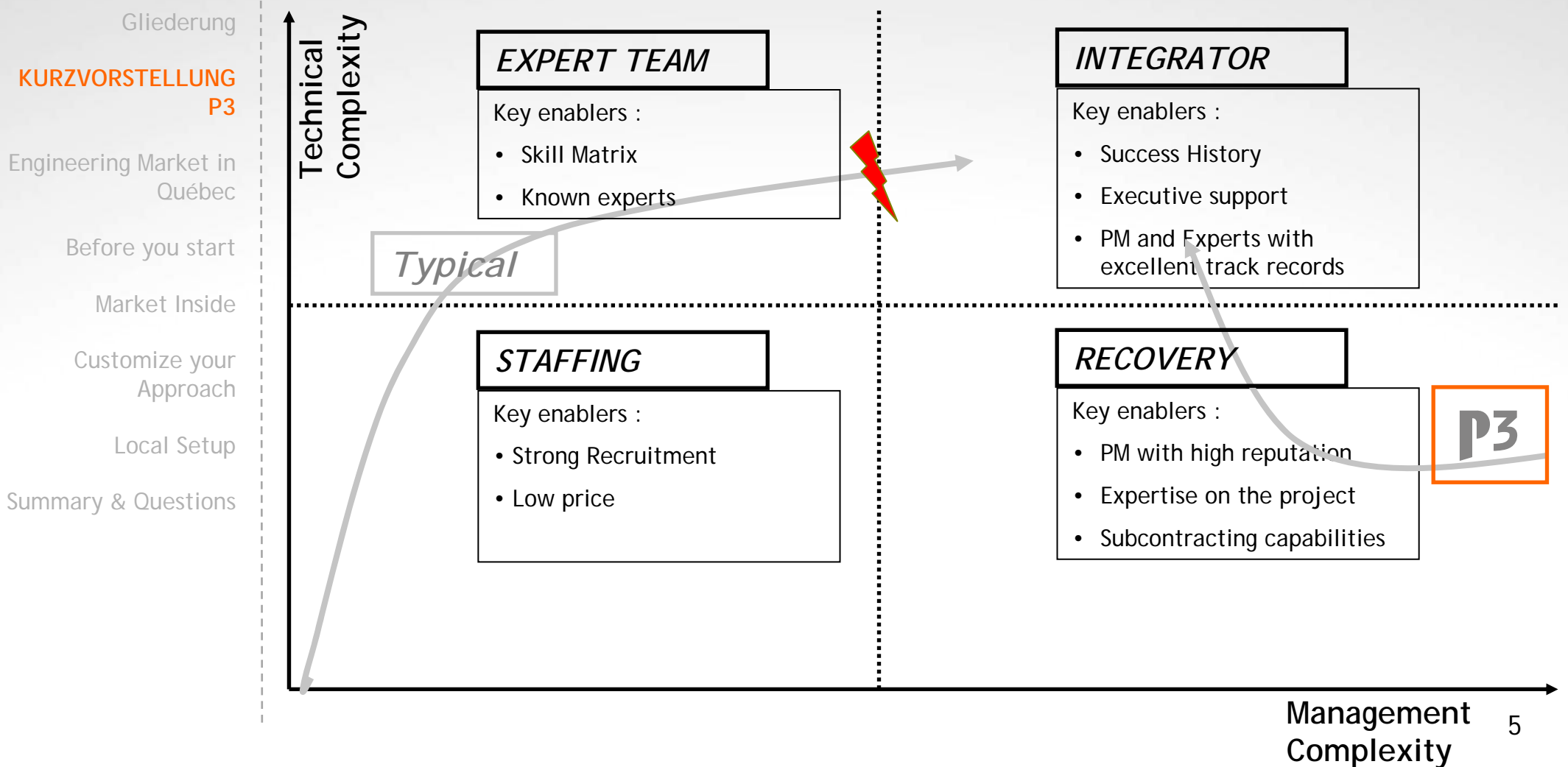
Hauptsitz der P3 Gruppe ist Deutschland - zusätzlich können wir auf Standorte in Nordamerika, Indien, China, Japan und Europa zurückgreifen

- ✓ 1000+ erfahrene Ingenieure und Berater in Automobil, Luftfahrt und Telekom
- ✓ Zugriff auf weitere 500 Ingenieure und Berater über das P3 Netzwerk





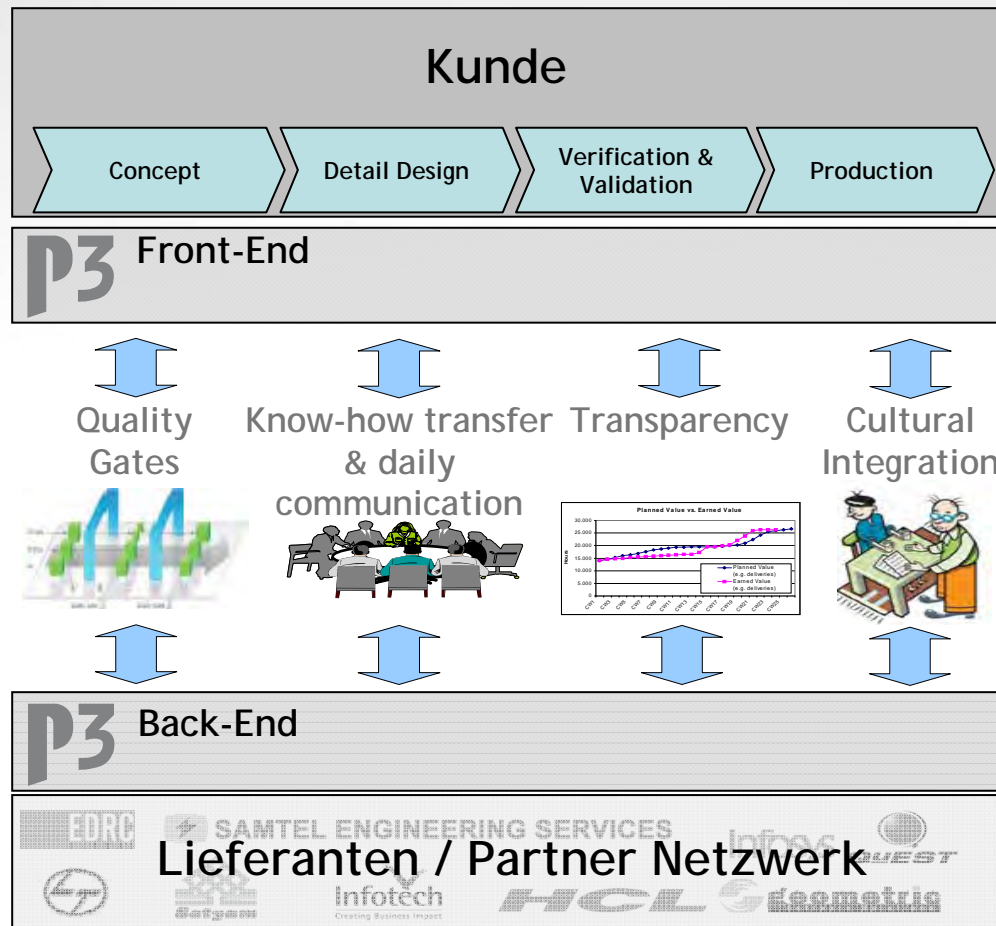
Die Wertschöpfung im Engineering - P3 hat einen besonders erfolgreichen Ansatz...



P3

P3 realisiert für Sie Engineering Projekte mit einem lokalen Front-End und einem globalen Back-End.

- Gliederung
- KURZVORSTELLUNG P3
- Engineering Market in Québec
- Before you start
- Market Inside
- Customize your Approach
- Local Setup
- Summary & Questions



Kernkompetenzen müssen eindeutig identifiziert sein.

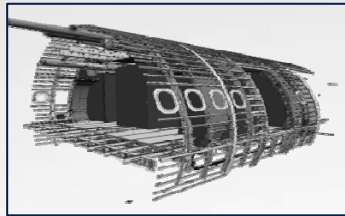
Implizites Wissen muss zu explizitem Wissen transferiert werden.

P3 & Partner Know-how muss effizient in die Entwicklung integriert werden.



Auszug unserer technischen Kompetenzen

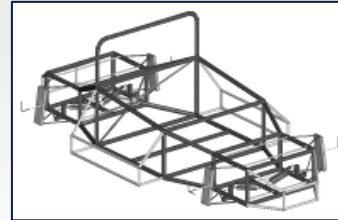
- Gliederung
- KURZVORSTELLUNG P3**
- Engineering Market in Québec
- Before you start
- Market Inside
- Customize your Approach
- Local Setup
- Summary & Questions



Konstruktion

- ✓ Erstellung von Spezifikationen
- ✓ Konzeptionelle technische Lösungen
- ✓ Komponenten-/Systemoptimierung
- ✓ Requirement Based Engineering
- ✓ Risikoanalysen (z.B. FMEA)
- ✓ Integrations- & Schnittstellenkonzepte
- ✓ CAD Konstruktion
- ✓ Zeichnungserstellung

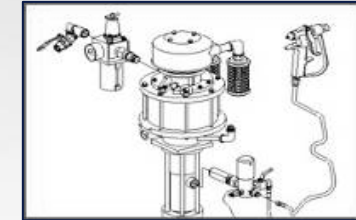
- ✓ Catia V4/V5
- ✓ Cadds 5
- ✓ Pro/E
- ✓ Unigraphics
- ✓ Inventor
- ✓ VPM, Windchill, Intranlink



Analyse & Simulation

- ✓ Static justification acc. classical methods (HSB, Bruhn, Niu, Roark, ...)
- ✓ Fatigue Analysis
- ✓ Linear and Non-linear elastic FEM Justification
- ✓ Dynamic FEM Analysis (Natural Frequency, Dynamic Transient)
- ✓ High Speed FEM Analyse (explicit)

- ✓ ANSYS
- ✓ LS PRE/POST
- ✓ LS DYNA
- ✓ ISSY / ISAMI / Stress dossier
- ✓ Repair 2000
- ✓ Patran / Nastran, Hyperworks



Technische Dokumentation

- ✓ Technical Writing and Authoring: New creation for Revision for different types of manuals
- ✓ Technical Illustration: Illustration for all types of manuals
- ✓ Conversions: To SGML/ HTML/ Catia V4/5, Pro Engineer, Auto CAD, Solid works, ...
- ✓ Support: Consulting, Technical Publication tracking system

- ✓ iSpec2200
- ✓ ATA 100
- ✓ s1000d
- ✓ ANSI
- ✓ ASD Simplified Technical English
- ✓ ...

P3

Auszeichnungen 2008 / 2009

Gliederung

KURZVORSTELLUNG
P3

Engineering Market in Québec

Before you start

Market Inside

Customize your Approach

Local Setup

Summary & Questions

- ✓ P3 - Digital Services ist nach DIN EN ISO 9001:2000 und DIN EN 9100:2003 zertifiziert
- ✓ Project Management Professionals - nach dem PMI-Zertifikat ausgebildete Projektmanager
- ✓ 3-mal in Folge gekürt als eines der innovativsten deutschen Unternehmen 2007 - 2009 (TOP 100)
- ✓ Ausgezeichnet als *Exzellente Wissensorganisation* 2009
- ✓ Transnational Engineering Supplier for EADS
- ✓ Transnational Supplier for EADS Technical Documentation



P3

The Engineering Market in Québec

Gliederung

Kurzvorstellung P3

**ENGINEERING
MARKET IN QUEBEC**

Before you start

Market Inside

Customize your
Approach

Local Setup

Summary & Questions

- Canada is one of the biggest markets for the Aerospace industry.
 - European products and services have the image of being innovative, but are also seen as pricy.
 - Some of the biggest aerospace companies in Canada are situated in Québec: BA, Bell, P&WC, CAE, ...
 - Still many European immigrants in first generation live in Canada providing cultural similarities
- Clearly an attractive market for European aerospace companies
- Even if Canadians and Europeans seem to be very close, everybody has to understand that there are cultural differences in how business is being conducted.

P3

Before you start be sure to consider...

- Gliederung
- Kurzvorstellung P3
- Engineering Market in Quebec
- BEFORE YOU START**
- Market Inside
- Customize your Approach
- Local Setup
- Summary & Questions

- ...to develop your local network as a key for any long term strategy
 - ...to re-think your pricing (and cost) strategy as essential to increase competitiveness
 - ...to be aware that proven European solutions don't necessarily work in North America. There might be a need to adapt your product / service to local needs
 - ...to gather as much intelligence as possible before approaching potential Canadian customer. You'd be surprised on how much information is freely available through direct research or teaming up with partners.
 - ...to team up with other European companies to reduce cost and leverage synergies if you don't want to do everything yourself
- It is of significant importance to do your homework before you starting to fully engage in the market

P3

Market Inside

Gliederung

Kurzvorstellung P3

Engineering Market in
Quebec

Before You Start

MARKET INSIDE

Customize your
Approach

Local Setup

Summary & Questions

- Canada is the world second largest country, but Canada's industry is concentrated in a hand-full of locations such as Montreal, Toronto, Vancouver, etc.
 - Major aerospace companies have to hire their decision makers out of these relatively small labor markets.
 - Export control issues make it very hard for Aerospace companies to hire non-Canadians for decision making positions
 - Most people stick to the aerospace industry for the majority of their career
- This leads to a relatively small group of decision makers within the Canadian Aerospace Industry. It sometimes seems that everybody knows each other! (Though it sometimes seems the same way in Europe, it is much tighter in Canada!)

P3

Customize your approach

Gliederung

Kurzvorstellung P3

Engineering Market in
Quebec

Before You Start

Market Inside

**CUSTOMIZE YOUR
APPROACH**

Local Setup

Summary & Questions

- Local representation a must to penetrate market
 - Clearly define roles & responsibilities from the very beginning and set up your local representation accordingly
 - Personal relationships are important to understand the customer and custom-fit your product / service to the customer's need
 - Pricing must be competitive due to lower cost for local work force
- Don't even try to copy / paste your (successful) European approach, but aim to "customize" it right from the start



Local setup

Gliederung

Kurzvorstellung P3

Engineering Market in
Quebec

Before You Start

Market Inside

Customize Your
Approach

LOCAL SETUP

Summary & Questions

- It is fairly easy to incorporate in Canada. Be aware the local taxation varies from state to state. Let your local CPA advise you on your individual situation.
- To avoid hefty withholding taxes it makes sense to incorporate in Canada. Doing business directly from Europe is fairly complicated and more expensive than incorporating locally.
- The cost for incorporation is normally <5k€.
- Please consult a local CPA or tax lawyer for an evaluation of your individual solution.
- The German-Canadian Chamber of Commerce and other organizations can help you identify CPA's / legal representation with offices in both countries.
- There is relatively cheap office space available in most Canadian markets. Price varies by location.
- Labor market is very flexible and it is fairly easy to hire employees locally.
- Payroll companies can help you set up your payroll process, which is different from state to state.



Kontakt



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