

B&C International Innovation Power Development

From Start-Up Idea to global successful Hidden Champion Company

Short Summary

The lecture at Feng Chia University will show how a Star-Up company can build up a stable Business Model for successful future in local markets and create a Vision for global market in international business.

First step is to check the Start-Up Idea with the Business Model Canvas to find out:

- What is the value Proposition of the Idea and which Customers can have strong benefits from this idea?
- How these Customers can be reached by Marketing Channels and how the relation to the customer will become stable?
- Where the earnings will emerge?
- What Key Resources are necessary to realize this business, which key partner and key activities are important?
- What cost structure is related to this business?

In second step the idea must be confronted to the Five Forces Analyses of Michel Porter. This model is very useful to get insights on the level of competition within the industry and competitive market of a Start-Up Idea.

The third step is to show a vision for global markets in accordance to Hidden Champions Strategy.

These smaller companies are however normally known only in their own area, by customers and suppliers, but not to the wider public or business community. One call them Hidden Champions.

From the speech the audience will learn how the following success factors of Germanys' SME can be used as a benchmark for SME firms in Taiwan.

It will be shown which concrete actions of management lead to a narrow but very powerful positions in global markets and unique returns on investments. The speaker Mr. Boeddrich will demonstrate by the examples of German companies like **Igus, Koziol, J.F.Hillebrand** how they have built up there global success on this factors.

Short CV

Heinz-Juergen Boeddrich is a creativity trainer and consultant for innovation and strategy management focused on Creativity Training, Innovation Management, Hidden Champions Strategies in Logistics and Creative Leadership.

He studied management economics at the Johann Wolfgang Goethe University in Frankfurt, with an emphasis in organizational theory.

He benchmarked the Computer Aided Idea Management System of the German hair cosmetic company Wella against more than 25 other systems in the European Industry. The results made him an expert for the Fuzzy Front End of the Innovation Process.

Based on his excellent knowledge in Economics and on his practical experience from more than 300 Seminars, Workshops and Consulting Projects, he became Assistant Professor for Innovation & Technology Management at Wilhelm Buechner University (Darmstadt) and for Cross-Cultural Innovation at AKAD University. His workshops and seminars made him to a known consulting partner for creativity and innovation in German industries

Because of many requests on Innovation and Hidden Champions Strategy he visits Taiwan several time in 2014 and starts to create an "Innovation Hub" in Taichung. Within that he developed the "Bridging Consultant Concept", to alleviate the entrance of German and European companies to Asian markets via Taiwan.

In recent research on Cross-Cultural Innovations he found, that Taiwan is the best place for European companies to start or transfer business into Asia. The historic influence from Japanese technology development combined with the American business culture made Taiwanese Workforce very attractive and open for western industries.

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