



HOENE CONSULT

Business Development

No Longer an Insider Tip: Outsourcing to India

Flexibly adapting capacity to fluctuations in demand, exploiting cost advantages, expanding the supplier base: in information technology, business process outsourcing to India has been well-established practice for decades. Less prominent is the surprisingly efficient range of medium-sized manufacturers of industrial products and engineering services. In the southern Indian city of Coimbatore, a cluster of German companies has emerged that recalls the success story of the city of Taicang on the outskirts of Shanghai in China. We present two possible partners as examples.

Springboard for German Companies: Coimbatore



With a population of about two million inhabitants, the southern Indian city of Coimbatore has a manageable size. The „Manchester of the South“ has been an important location for the textile industry since the nineteenth century. Today, mechanical engineering shapes the picture. Decades ago, the Swiss textile machinery group Rieter and the German manufacturer of cleaning machines, Hako-Werke participated in joint ventures with local partners. The pump manufacturer KSB followed the traditionally strong pump industry in Coimbatore. Over the years, numerous German investors have strengthened the German presence, from large companies such as Bosch to medium-sized hidden champions, such as the Swabian tool manufacturer MAPAL. Last but not least, Coimbatore's close ties to Germany are maintained by the German Cultural Association and the affiliated Goethe-Zentrum.

Efficient Suppliers: Sekar Engineering Works

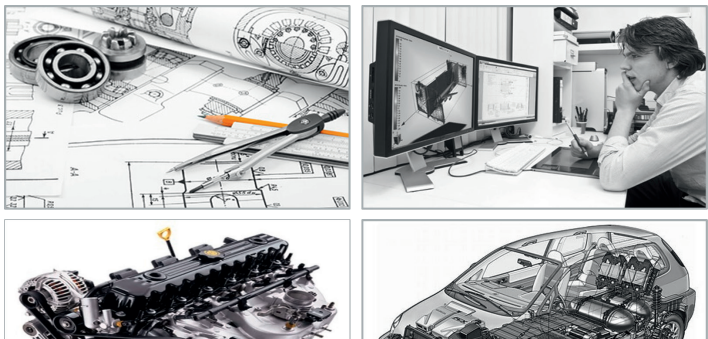


The family-owned company Sekar Engineering Works with 200 employees has been active in sheet metal processing since 1989 and supplies e.g. enclosures for machines to well-known local and international customers in India.

On 12,000 square meters, a first-class machine park is used with state-of-the-art press brakes, laser cutting technology, phosphating and powder coating. The high quality of the products is constantly optimized by a CIP program. Sustainability through environmental protection and the use of renewable energies is a must.

Sekar Engineering Works is interested in supplying customers in Europe. In addition, Sekar Engineering Works offers itself as a cooperation partner for German companies that want to open up the Indian market.

State-of-the-art Engineering: Core Tree CAD/CAM Service



Professionalism, reliability and data security characterize the young team of Core Tree. CAD/CAM/CAE-services such as data migration, 3D modeling, reverse engineering or rapid prototyping are offered at the latest state of the art. Core Tree offers competitive conditions based on fixed prices. As a rule, a pilot project is carried out with new customers at the beginning of the cooperation in order to prove their own performance and to establish the new working relationship.

Core Tree already works for companies in Europe and the United States and is looking for further contacts with international customers.

Are you interested in more information about Coimbatore and the companies featured? Are you looking for efficient suppliers, or do you intend to open up the Indian market for your products? Together with you, we will be happy to explore your business opportunities, bring you together with suitable partners or look for qualified personnel for you. Talk to us!

Hoene Consult: Business development services
Market research - Strategy advice - Sales support - Recruitment

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