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- Website: <http://www.h2020-proregio.eu>

Customer-driven design of product-services and production networks to adapt to regional market requirements

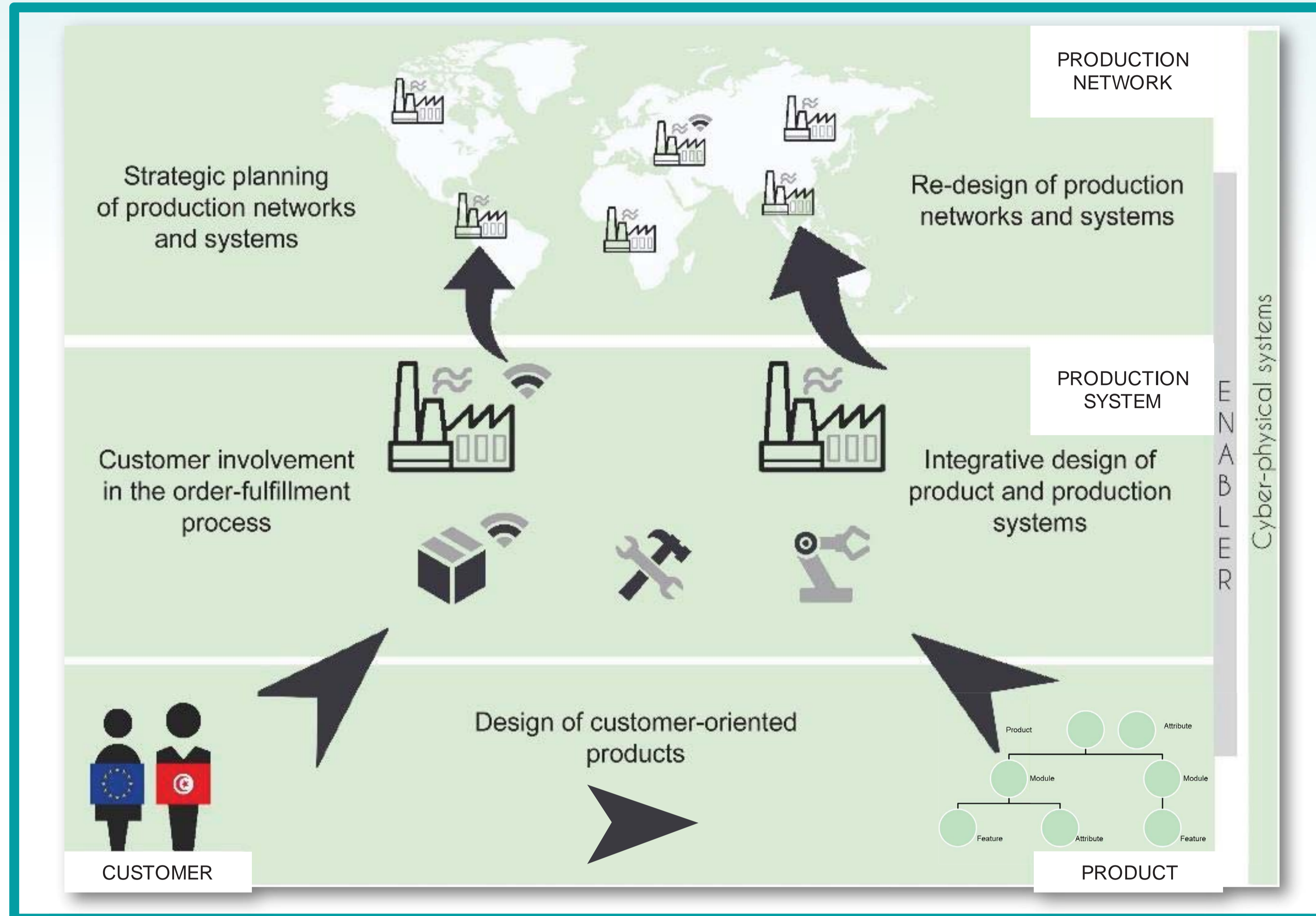
Starting Situation

- Growth opportunities in the domestic market decrease while demand in emerging economies rapidly increases
- New consumers often require very **different products** to meet their needs, with different features, quality and price points
- Customers in more established markets are demanding **more variety** and **faster product cycles**
- Locations of production facilities** are following markets taking advantage of competitive input factors
- Increasing **specialisation of locations** regarding markets, products or processes

Main Objectives

- Customer integration** in the product development process
- Development of integrated product and production adaptations** regarding site-specific conditions and technology options
- Innovative product-service design by incorporating customers** in the order-fulfilment processes
- Optimal design** of production systems and **allocation of production processes** to **production sites**

The Approach



Industrial Benefits

The ProRegio approach will increase the attractiveness of companies by:

- P** **increasing supplier loyalty** by even stronger integration into the order fulfilment process
- O** **offering new added value services** that make products more attractive to different customers segments **especially for emerging regions**
- E** **increasing ability to export into emerging countries all around the world**
- I** **increasing customer satisfaction** by providing more "power" to the customer comparable to effects of social media

Project Sponsor

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