

# Panel Discusses International Markets

One of the interesting activities that went on around I/ITSEC this year was a media roundtable hosted by Presagis and including many of the big name companies in the modeling and simulation (M&S) industry.

This year the event was hosted by Guillaume Hervé, President of Presagis, and the discussion centered on the issue of emerging markets for M&S companies. According to Presagis, emerging markets contributed \$128.4 billion to the global aerospace and defense industry in 2009 and are expected to reach a value of \$260.1 billion in 2014. That represents a big increase that many companies are eager to capitalize upon.

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On the panel alongside Hervé were: Bruce Fasterling, Director, Business Development, Training Systems & Services, Boeing; Philip J. Fisch, Senior Director of Business Development, Cubic Defense Applications; Randall Garrett, Technical Director, Training Solutions Division, Northrop Grumman Technical Services; Steve Teel, Vice President, Global Training Solutions, Raytheon Technical Services; Doug Greenlaw, Vice President, Strategy and International Business Development, Global Training and Logistics, Lockheed Martin; and

Nick Giannias, Vice President, Research and Technology, Presagis.

"It was a great set of panelists, high level executives dealing in the area of business development, particularly international business development," Giannias told the *Show Daily*. "The discussions were really good and there was certainly a consensus there in many areas."

"One of the key things is that there is a lot of opportunity. In North America there are a lot of defense cutbacks, in Europe it's the same issue, but there are a lot of new development programs happening internationally so the opportunities are there for people," he added.

"Of course the challenge there is that the ways of doing business are different in the sense that the rules and the way that people dealt with the more developed nations may not apply," Giannias continued. "And they have had to very much adapt not just to the fact that they are selling internationally, but that they had to be very specific about the country."

It is not enough for companies just to have an international strategy. They must also understand each country that they want to work with more deeply. "You have to have a country strategy. Every country is very different so you have to deal with them differently," Giannias stated.

"One of the other things that came up was the importance of dealing with local partners, local companies," he concluded. "Countries in the emerging markets expect to be part of the solution. In some cases there are even legal requirements to do that in terms of offsets."

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