



Partnership China

Sedax and CH-ina team, lead in Shanghai

Engineering for low costs and emerging markets

Sedax CH-ina

Large emerging markets such as India and China have distinctive characteristics coming from

one particularity, the very large number of citizens they host:

- Almost endless workforces living on low incomes
- Enormous potential markets

In addition, these countries have a long tradition of developing science and technology. While Chinese have invented most of the technologies that allowed Europe to launch the Renaissance, India has always had creative and capable mathematicians, designers and engineers.

The low income consumers and workforce as well as the innovative traditions all combine to differentiate emerging markets from developed ones in key aspects of product development and manufacturing practices:

- It is not as efficient to automate in low cost countries as in developed economies, which tend to replace as many workers as possible with machines. As the ability of emerging markets to develop their own technology grows they develop production equipment that is less sophisticated and more adapted to their production environment.
- Though the quality of the consumer products demanded in emerging market is growing and tends to be as high as quality required in developed ones, different tastes and priorities of emerging markets consumer still make it necessary to adapt products.

As a result, success in low cost purchasing and in selling to emerging markets consumers is increasingly dependant on a company's ability to develop products for these markets.

For cost down engineering or for product development for China, Sedax CH-ina offers:

- Product engineering review in Switzerland for products to be made in China
- Engineering in Switzerland by engineers with understanding of China's production base
- Static and dynamic simulations of mechanical parts and assemblies, deformation (linear and non-linear), heat flows, hydraulics, aerodynamics. Mechatronics systems virtual reality simulator.
- Mechanical and industrial design, product visualization for marketing purpose
- Sourcing, suppliers qualification, quality control in China
- Prototyping, assembly and production in China
- Human Resources search and set-up of clients' factory in China

Sedax CH-ina team lead in Shanghai by engineer with 20 years experience in China, particularly in technology transfer and industrialization for foreign firms.