

Marketing and Sales - Globalization Protects Jobs

Date: 11-03-2006 03:07 PM CET

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The former president of the 'Association of the German Industry' (a highly competitive machinery industry), Michael Rogowski, confirms the necessity of globalization and its stabilizing impact on the local industry and jobs.

We cannot escape from the advancing globalization. Why to globalize or – seen more regionally – internationalize ?

Due to the permanently increasing competition a big number of producers from 'all over the world' enters our market places. This narrows naturally the local market for local producers because the clients very often only need less complicated machinery for their products/solutions and thus imported products are completely sufficient.

On the other hand local manufacturers very often offer technical products on a high standard which in-turn would be needed in other countries of the world due to their specific production methods/goals.

Looking towards the huge industrialized European markets – from Italy to UK, from Poland to Germany - there exist enormous potentials for foreign suppliers.

In addition the manufacturers get direct information from the markets, the clients' needs as well as market trends which enables them to develop new solutions or to adapt their products – besides of the fact that they become more independent from the local/regional economic cycles.

However, the European Union by now consists of 25 markets, all having more or less their own specific mentalities.

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[You can find this press release here](#)