



# **“First Hand experience in Developing New Business in India”**

**Patrick Avery, Director of Sales & Marketing  
September 11, 2007**



## Our Roots Are In Printing

# QuadTech®



**QuadTech** is a subsidiary of **Quad/Graphics**, one of the world's largest printers. As a privately held company, we don't answer to Wall Street. We answer to you.

Established in 1971, we focus on providing innovative products and services to the press control market.



## Why India?

- Huge market
- Growing middle class with discretionary income
- Highly-skilled, English-speaking IT workforce available
- Low-cost labor available



## Is It Easy?

- Many different local languages and cultures to understand
- Employee retention challenges
- Protecting intellectual property
- Understanding/navigating government bureaucracy and regulations



## Things To Do

- Understand your market opportunities – Perform market research
- Work with local people to develop office/staff
- Have active involvement from top levels of home office
- Understand government duty/tax structure for your type of company



## Things Not To DO

- **Make all decisions from the US without consulting local staff**
- **Expect immediate results**



## Getting Started

- Find a local consultant who understands your industry requirements
- Talk with industry groups offering local support
- Meet with other companies working in India
  - We acquired Press Tech India in 2001
  - We have six sales and service personnel
- We also have sales and service offices in China, Japan and Singapore



## Is It Worth It?

- Huge sales opportunities at the right price point
- Local sourcing, manufacturing and software development
- Major growth market in 21st century-you need to be there now!



Thank You!

QuadTech®

Our passion is *your success.*™