

Sustainable innovation @Festo

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Asia Pacific Region, Festo

**K.E.Y.
PLATFORM
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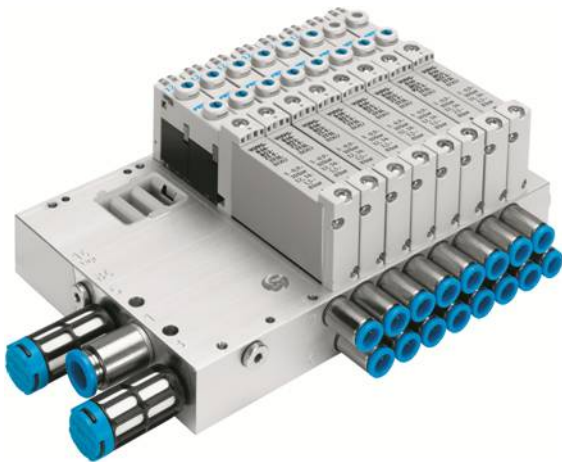
Sustainable innovation management @Festo

A strong brand/ A strong workforce/ Strong performance



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Region Asia Pacific

An industrial automation player: Motion, Control, Solutions & Learning



Motion

- Linear and rotary motion
- Turning, spinning
- Gripping
- Clamping

Control

- Detecting position
- Inspection
- Handling
- Monitoring

Technology-neutral solutions







- Electric
- Pneumatic
- Servopneumatic

Didactic

- Learning systems
- Training
- Consulting

Comprehensive portfolio, diverse customers and sophisticated supply chain

Products

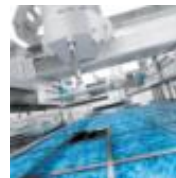
	Factory Automation		Process Automation	
	Pneumatic	Electric	Pneumatic	
Components				
Solutions				

**> 30,000
products**

Customer industries (examples)



Food &
beverage



Flat Panel /Solar



Water
technology



Automotive



Electronics



Biotech /
Pharmaceuticals

**> 300,000
customers**

Supply Chain

**> 10,000 customer-
specific solutions p.a.**

24 h delivery service

**176 countries with
Festo presence**

> 100 patents per year

**> 16,700
employees**

> 2 billion EUR revenue

Festo in Korea



Founded in May 1980

- First company to introduce Factory Automation solutions in Korea

Over 250 employees across Korea

- Located at or near major industrial complexes to provide fast and best-in-class service to our customers



Industrial Management Organization

- Covering Automotive, Electronics, General and Process industries



Festo's value proposition: **We are the engineers of productivity**

We are reducing your effort.
We are easy to use processes.
We are your straightforward solution.

We are innovative energy concepts.
We optimise energy consumption.
We set the pace with our efficiency.

We are that feeling of security.
We are reliable operation.
We are the path to profitability.

Setting your sights high?
Want to achieve more?
We show you new ways.

→ WE ARE THE ENGINEERS OF PRODUCTIVITY



Simplicity

→ WE ARE THE ENGINEERS OF PRODUCTIVITY.



Efficiency

→ WE ARE THE ENGINEERS OF PRODUCTIVITY.



Security

→ WE ARE THE ENGINEERS OF PRODUCTIVITY.



Competency

Innovation is an inherent element to our values and value proposition



Trainees are awarded third place in the vocational competition **Mechatronik Didacta** in Cologne in 2013



**German Future
Prize
2010**



reddot design award
best of the best 2013

reddot award – best of the best 2013
Design Zentrum Nordrhein-Westfalen



**Leonardo Award
2012**
for
Dr. Wilfried Stoll
and
Dr. h.c. Kurt Stoll
for their
commitment to
European education



iF Product Design 2013
International Forum
Design Hannover

2013 ■ 3 Auszeichnungen



**iF Product Design
award 2013**

Innovations also strengthen Festo's future prospects



- New impetus from future technologies
- Developing new business fields
- Realising savings potential
- Eco-friendly and efficient technologies, including bionics
- Efficiency leaps with innovative technologies
- Enhancing innovative strength and competitive edge

10 Success factors in sustainable innovation management

Competitive field

→ We can't stop change, so we must go along with it!

1. Shaping technological trends
2. Adapting to the speed of change
3. Benefitting from technological opportunities
4. Observing regulations, market shifts and market influences

Employees

→ The employees are our success and differentiation factor

5. Creating a climate of innovation
6. Promoting education and training
7. Promoting the motivation and pride of the employees

Customers

→ We stand for trusting, sustainable partnership!

8. Financial stability, clarity through strategy and perseverance
9. Creating trust with brand value, stability and longevity
10. Extending and intensifying partnership with the customer

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Bionic Learning Network: Learning from nature

1. Energy efficiency

Animals that save their resources gain a competitive advantage.

2. Lightweight construction

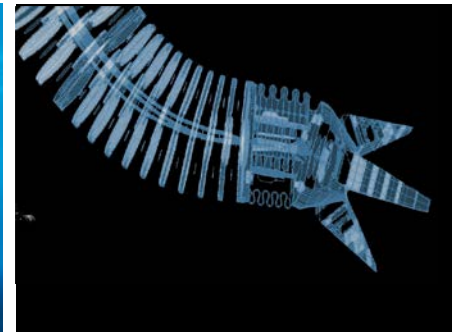
A lightweight, yet stable skeleton helps to save energy.

3. Functional integration

By integrating a plurality of functions in a single element, weight can be saved.

4. Communication and learning

Animals that know where and how to find the best resources have a clear selective advantage.



Natural phenomena are inspiration

We transfer efficiency strategies from nature to the technology

Human-technology interaction: The Bionic Handling Assistant

→ winner of the German Future Award 2010/2011

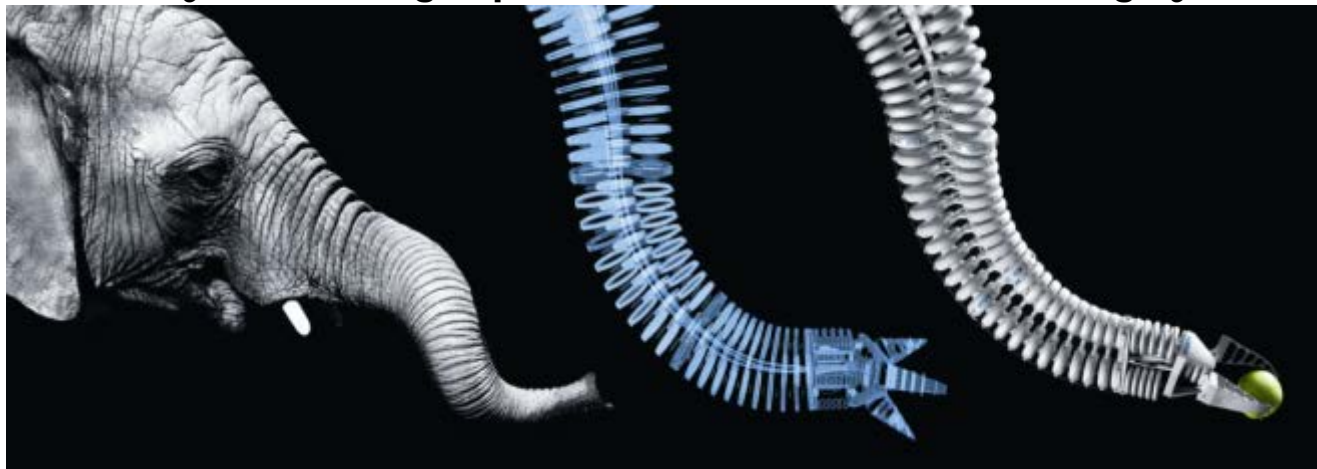
A high-tech helper for industry and the home:

- A new and non-hazardous assistance system based on nature
- Enables unique cooperation between humans and technology
- Opens up new applications in production technology and the home
- Energy efficiency as the target parameter of efficient handling systems

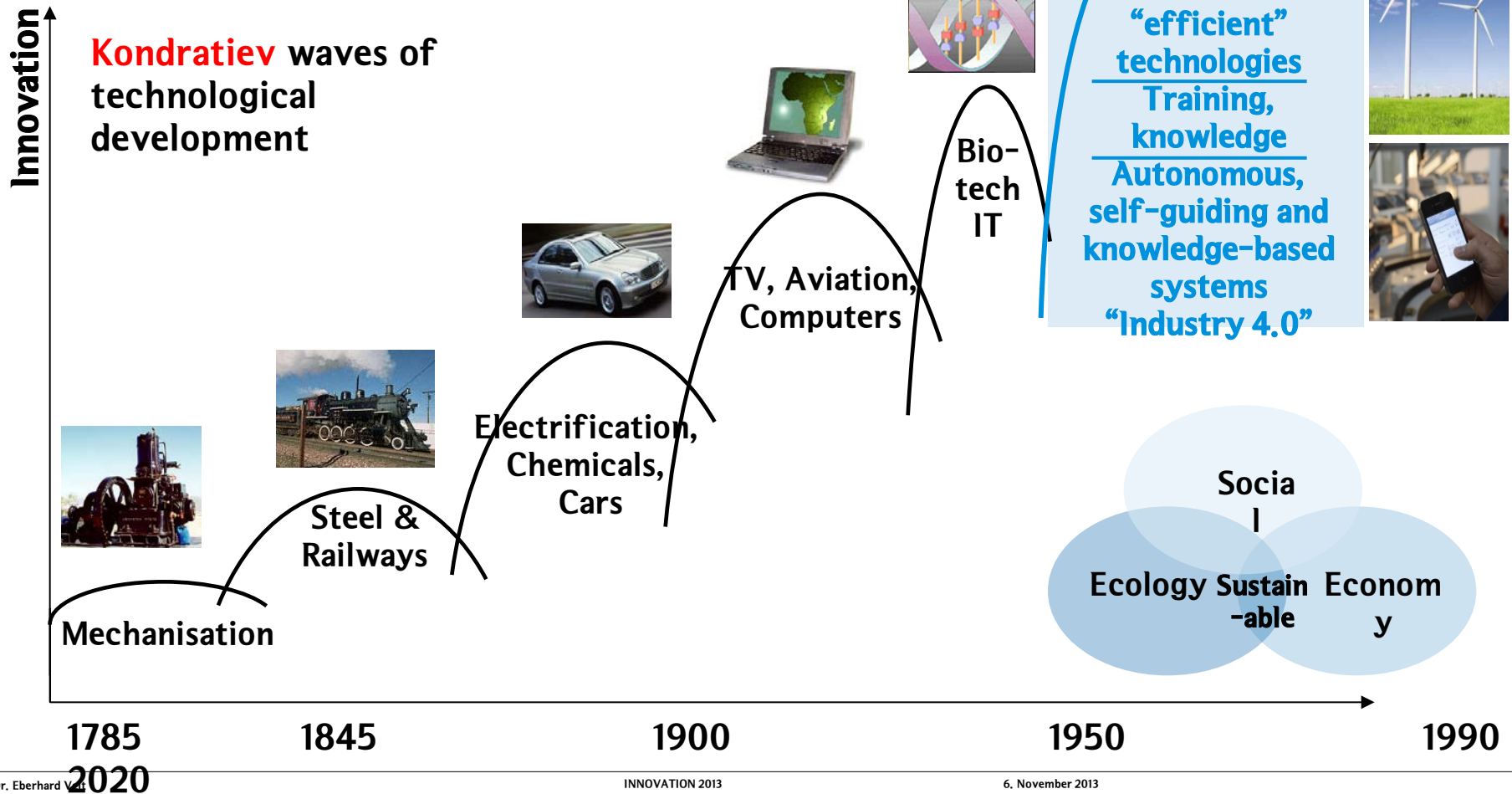


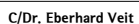
DEUTSCHER ZUKUNFTSPREIS
Preis des Bundespräsidenten
für Technik und Innovation

2010/2011



Industry 4.0 – the new dimension





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Leading innovations need leading specialists

Input

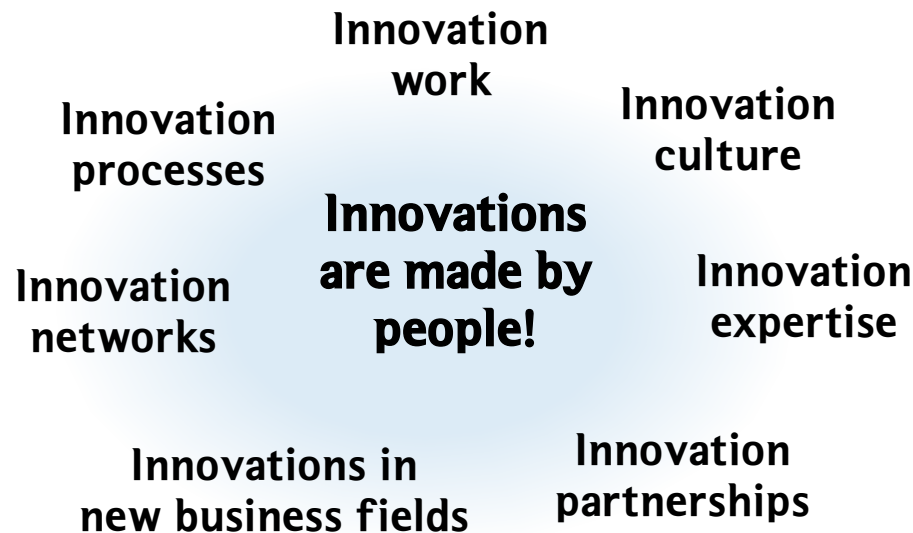
Knowledge



Technology



Company



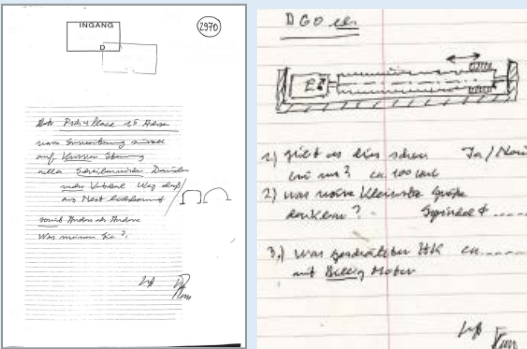
Innovation



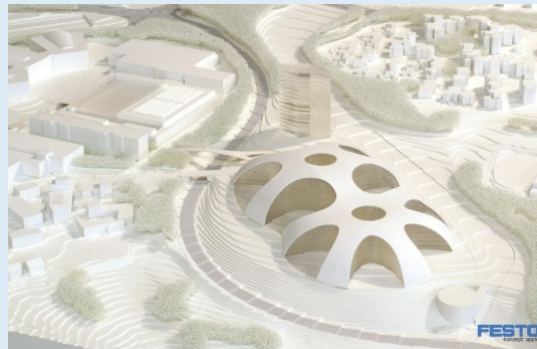
Technology alone is not enough – the right conditions are necessary for innovation

Promoting a climate of innovation in the company

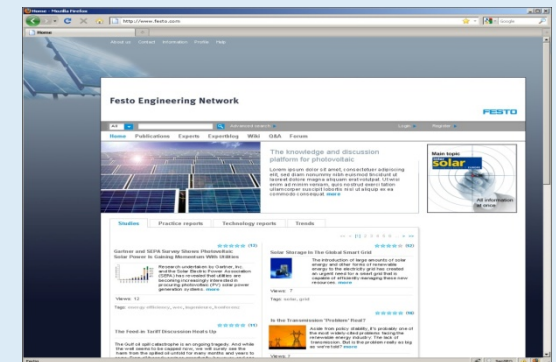
➤ The founding family is the ideal!



➤ Workplaces and buildings

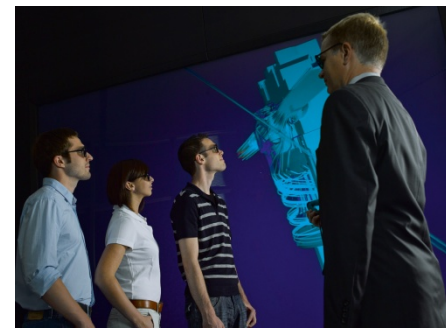


➤ Internal and external innovation activities



We create the right conditions for innovation

- Continual skills training for staff
- Securing know-how at our facilities
- Top-quality education and training programmes
- Life-long learning as the fuel for constant innovation
- The basis for global success are highly skilled employees and junior staff



Knowledge and education are the decisive competitive advantage

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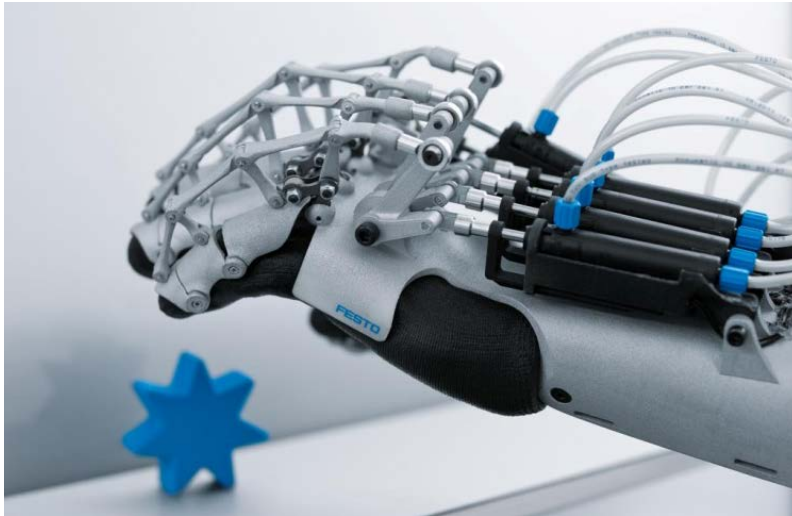
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Sustainable partnerships with our customers



- Based on trust
- Creating added value for our customers
- Innovation: from component to flexible system
- Holistic approach: “Plug and Work” for utmost flexibility for the customer and minimum complexity for Festo
- Innovative ideas, customer-oriented design
- Cutting-edge, self-developed production techniques

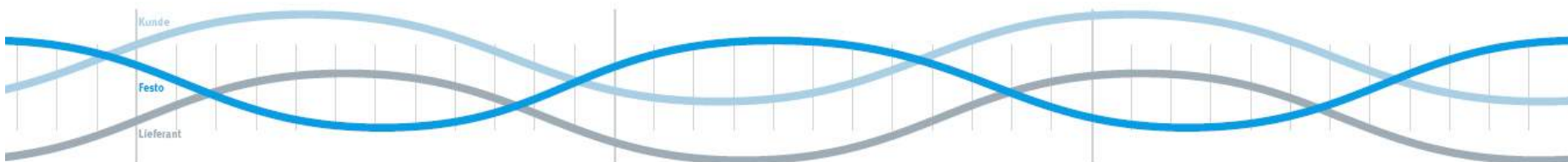
Sustainable innovation management at Festo



→ The answer:

Promoting innovation management in all areas of the company

- New impulses through future technologies
- Establishment of new business segments
- Interdisciplinary communication and cooperation between sectors
- Environment-friendly, efficient technologies
- Leaps forward in efficiency through innovative technologies





Thank you!