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The new domains of engineering

Quick overview about myself:

⇒ **30 years of experience in the same company**

Quick overview about Assystem:

⇒ **Throughout these past 30 years, one goal:
*How to stay alive***





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What caused these transformations?

The conquest of the Product Engineering Market





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Why?

New customers?

New business models?

New competitors?

New engineers?



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Why?

‘Key factors we all know’

The talk of the town





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Time to Market

'Getting the biggest piece of the pie'





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Globalisation

For Product Engineering,
the 'Global Village' is very much a reality



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The Asian 'big bang'

New clients...
but at the same time...
...new competitors



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Cutting Edge Innovation

« Ever increasing speed »





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What consequences?

Product Engineering is 'bullish'



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New customers?

The product engineering report to the marketing





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New Business Models

The main competitor is the customer



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New Competitors

Strong Consolidation is inevitable





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New Engineers

'From Skill to Behaviour'





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European Opportunity

‘Europe as a domestic market’



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Thank You for your attention

