



ENTERPRISE TUESDAY – CAMBRIDGE

DEVELOPING BUSINESS IN EMERGING MARKETS

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Developing Business in Emerging Markets

- Starting up a business is the same everywhere.
- The only difference is the set of challenges you overcome to succeed
- For Those who say “Why bother”, it’s better for them to find a job !

Starting Up a New Business

- Starting up a business is not easy, challenges never end, it's an ongoing journey
- Deal with changing challenges or else you're out of the market
- Don't call them problems
- Manage your challenges to keep going and growing

Starting Up a New Business

At First our Biggest Challenge is:

- Finding a good idea
- Finding the Right Partner
- Raising needed Capital
- Finding the right people

Starting Up a New Business

Soon After our Biggest Challenge becomes:

- How well customers receive our product
- How well we deliver what we promise
- How our competition reacts

Starting Up a New Business

Later down the road our Challenge becomes:

- Ambition to Grow, our VISION
- Go out of our comfort zone
- Grow our Market Share
- Grow the Market we're covering
- Explore new markets with High growth rate
- Explore Emerging Markets

Challenges in Emerging Markets

Apply FRUGAL Innovation in the right way ...

You have to be a SUPERMAN ...

- Deliver BETTER Products ...

Flexible design in absence of clear standards

- Deliver them FASTER ...

Local operation next to customers

- Deliver them CHEAPER...

Low cost product design

- With limited resources...

Products must be simple to produce and operate

El Sewedy Electrometer EMG



| | Company Name | Location |
|------|---------------------------|----------|
| 1998 | El Sewedy Electrometer | Egypt |
| 2004 | Ghana Electrometer | Ghana |
| 2007 | Ethiopia Electrometer | Ethiopia |
| 2007 | Zambia Electrometer | Zambia |
| 2008 | Electrometer Las Americas | Mexico |
| 2008 | Electrometer Do Brasil | Brazil |
| 2009 | India Electrometer | India |
| 2010 | ZPA Smart Energy | Czech |
| 2010 | Gas Metro Industries | Egypt |
| 2011 | El Sewedy Meters FZ | Egypt |

Our Product Range

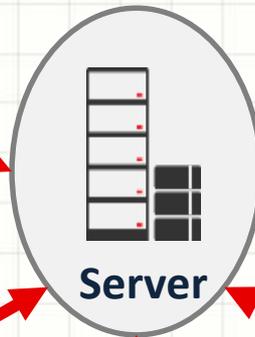


Our MDM System

Utility Monitor



Consumer Portal



Smart Meters

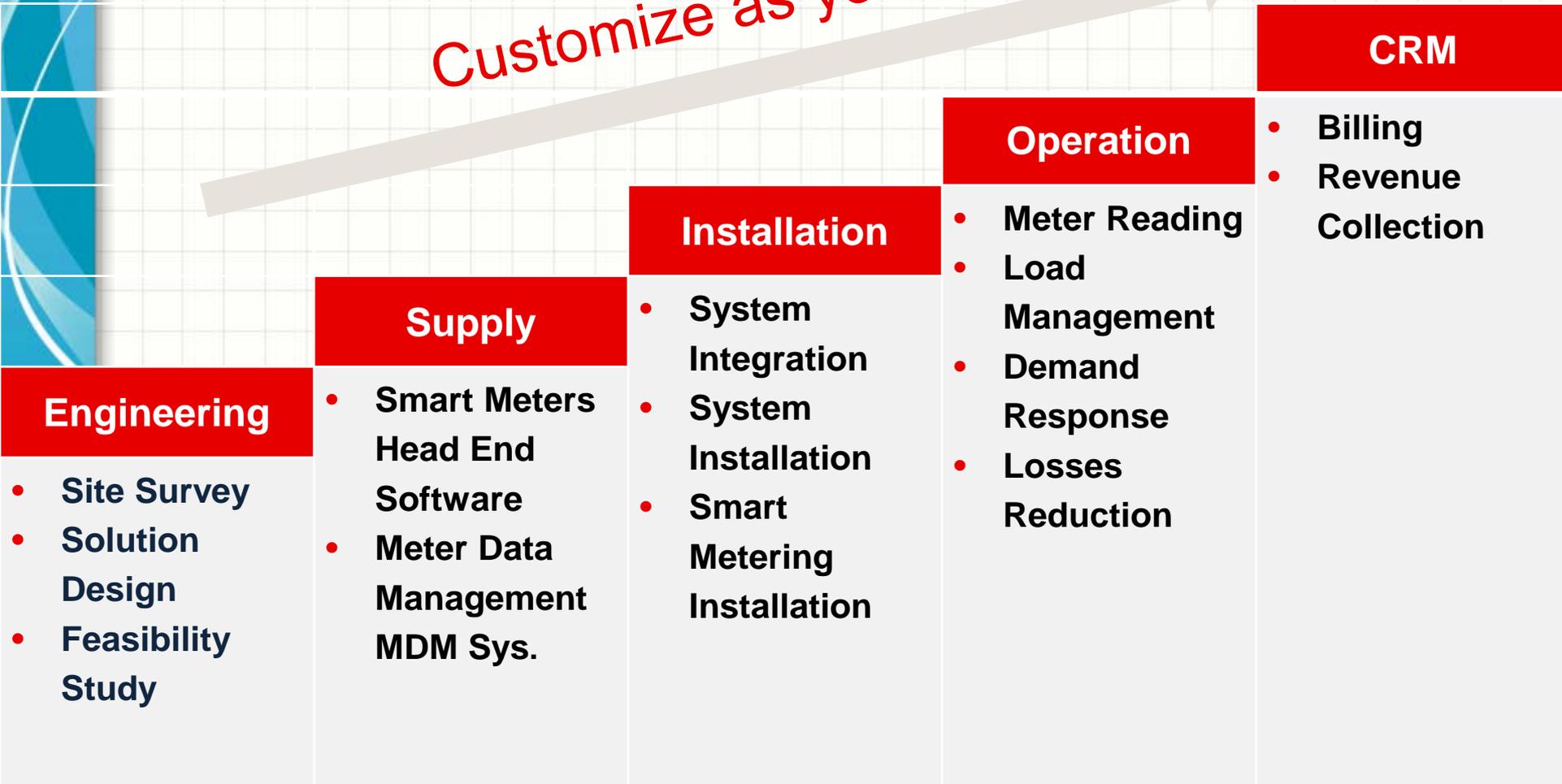


Wireless Communication

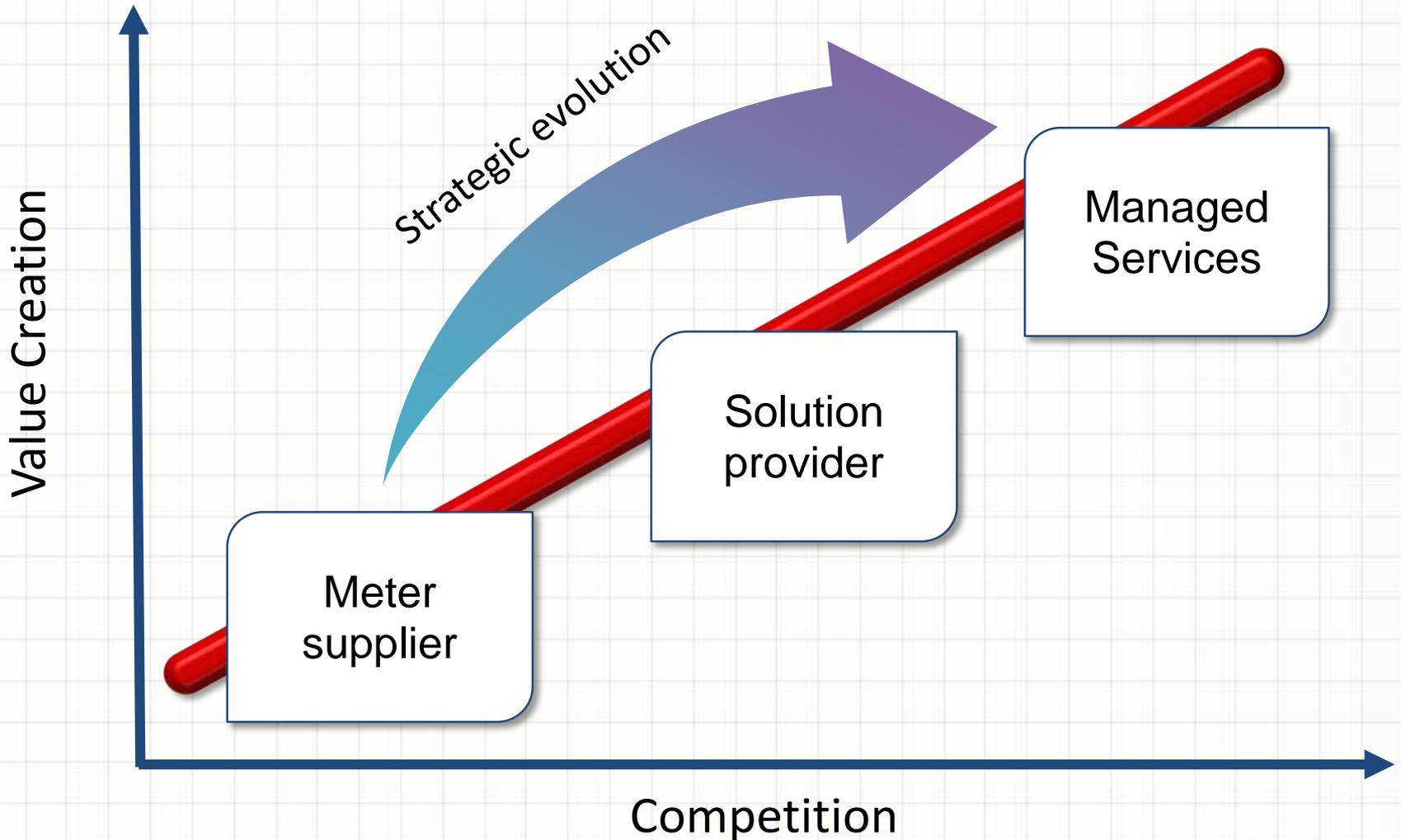


Our Services

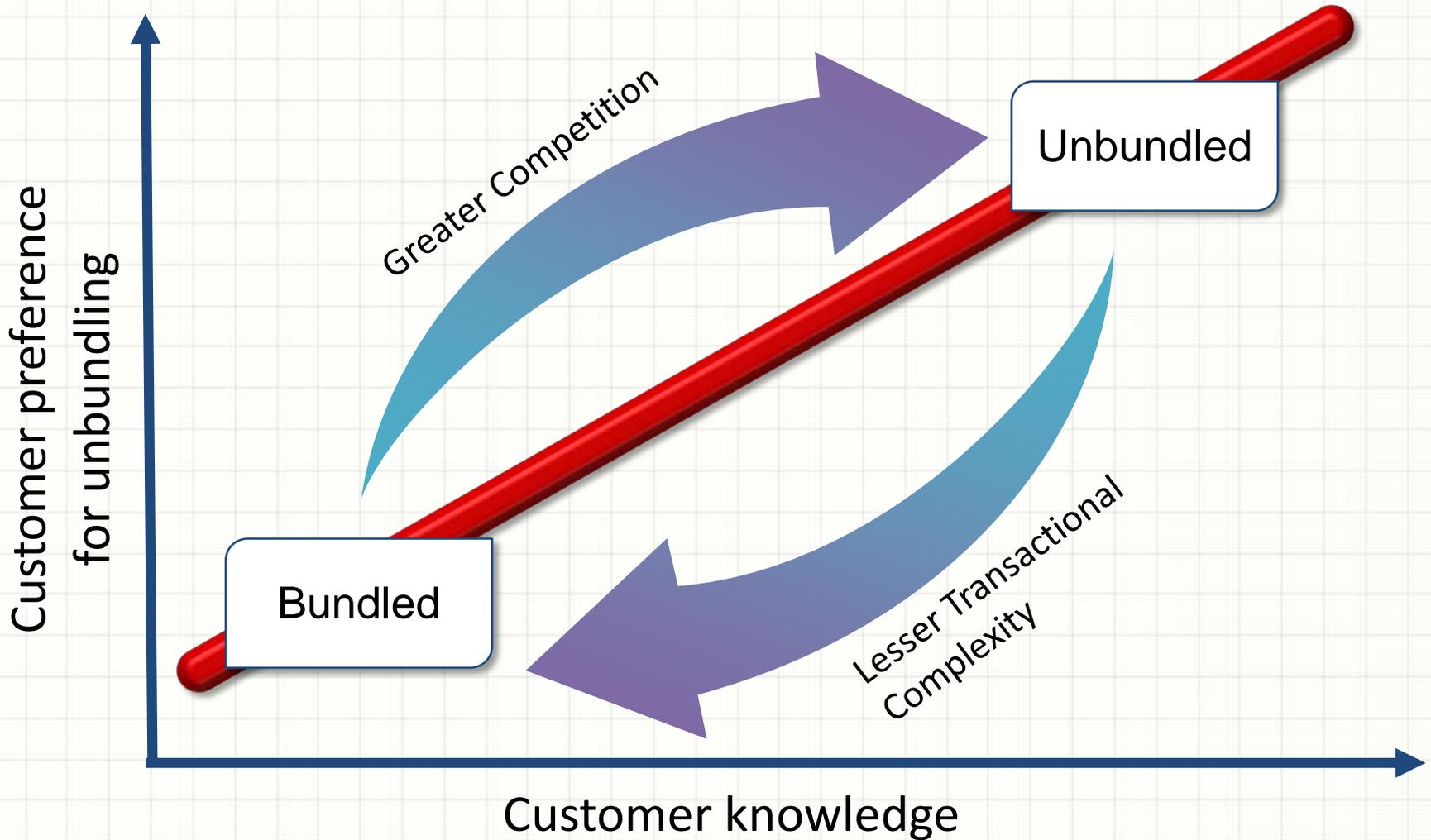
Customize as you go



A Dynamic Business Model



Challenge of Un-Bundling



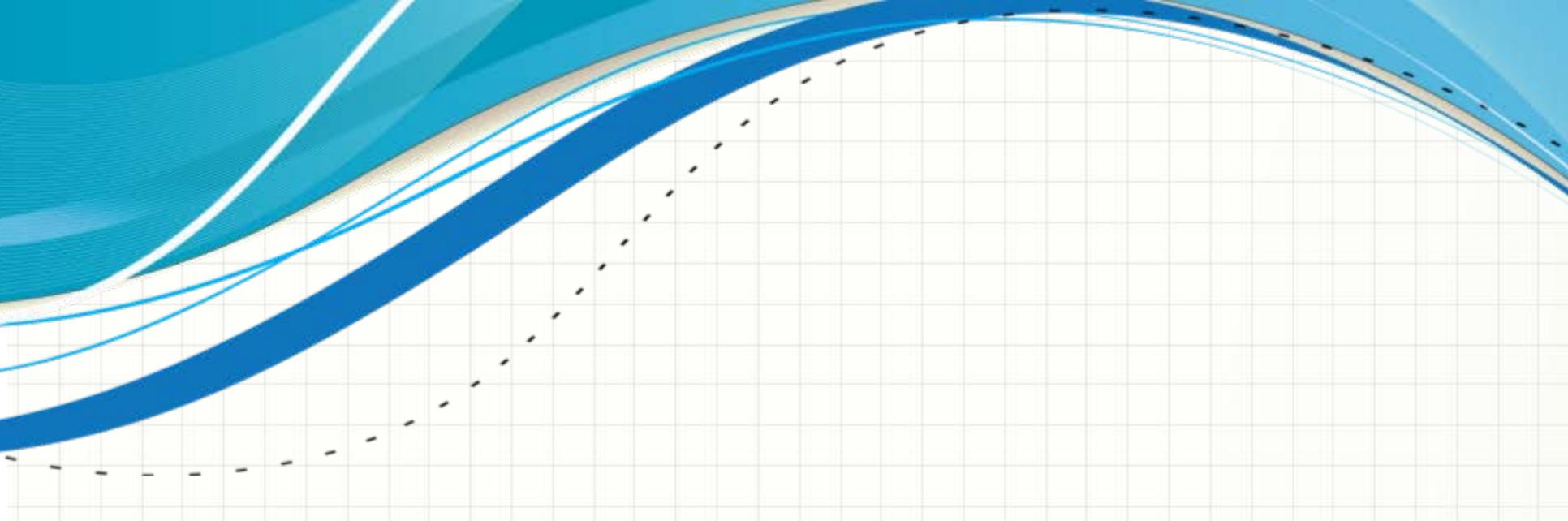
Challenges in Emerging Markets Vs. Developed ones

It's like the difference between the SEA & a POOL

- You have to deal with Unknown, so you need a partner who knows
- You must develop products suitable for rough environments
- You have to feed the Fish and protect yourself from the Sharks.
- You have to take care of the Environment
- You have to be ready to deal with a storm
- You must be patient and have extra fuel

Sense & Respond to opportunities

- Focus on your vision
- Opportunities don't last
- Make a quick assessment
- Find the Right Partner
- Take calculated Risk



THANK YOU!