

## “Enhancing the role of SMEs in Global Value Chains”

OECD GLOBAL CONFERENCE, Tokyo, Japan, 31 May-1 June 2007

**From global brands to local product innovations:**

**how creative SMEs help global consumer-oriented brands to better respond to local markets while staying aligned with international standards?**

by genevieve flaven, style-vision

# KEY MESSAGES

- Globalization fuels the growth of a creative ecosystem of SMEs around the world to support and accompany the complex management of global brands.

But....

- Challenge of presence & coordination
- Challenge of implementation & financial processes

# ABOUT STYLE-VISION

## STYLE-VISION > THE FOUNDERS



**Agnes KUBIAK**



**Genevieve FLAVEN**

Founded in the south of France in 2001, Style-Vision anticipates consumer moods before they arise and provides their clients with key trend directions so they can create products, services and communication to meet those moods.

# COMPANY PROFILE

## GEOGRAPHICAL INTERVENTION

Europe, USA, Latin America,  
Japan, China, India.

## AREA OF RESEARCH

- General consumption and lifestyle trends (sociology, business and technology).
- Indicators from automotive & technology,
- travel & hospitality, cosmetics & food, fashion & interiors, art & media.

## TREND PERIOD

Up to five years

## MAIN OUTPUTS

- Global consumer trends
- Translation for a product/service, a brand, an industry or a region.
- Creative components

## CLIENTS

### AUTOMOTIVE & ELECTRONICS

BENQ CORPORATION, Taiwan  
INFINEON, Germany  
MOTOROLA, USA  
PHILIPS DESIGN, Holland  
SONY, Japan  
VOLKSWAGEN, Germany  
TOYOTA, Japan

### SERVICES & CONSULTING

ARENA MEDIAS Spain  
FRANCE TELECOM, France  
ITC Limited, India  
LEO BURNETT, USA  
MCKINSEY & COMPANY, Inc  
O2, UK  
SAATCHI & SAATCHI, USA  
TCDC TAIWAN DESIGN  
CENTER, Taiwan  
VIRGIN, UK
















### PERSONAL CARE & FOOD

DANISCO, Denmark  
ESTEE LAUDER Inc., USA  
FIRMENICH, Switzerland  
HENKEL, Germany  
LINDT & SPRUNGLI AG,  
Switzerland  
L'OREAL, France  
MARICO, India  
PROCTER & GAMBLE , USA  
UNILEVER, Holland

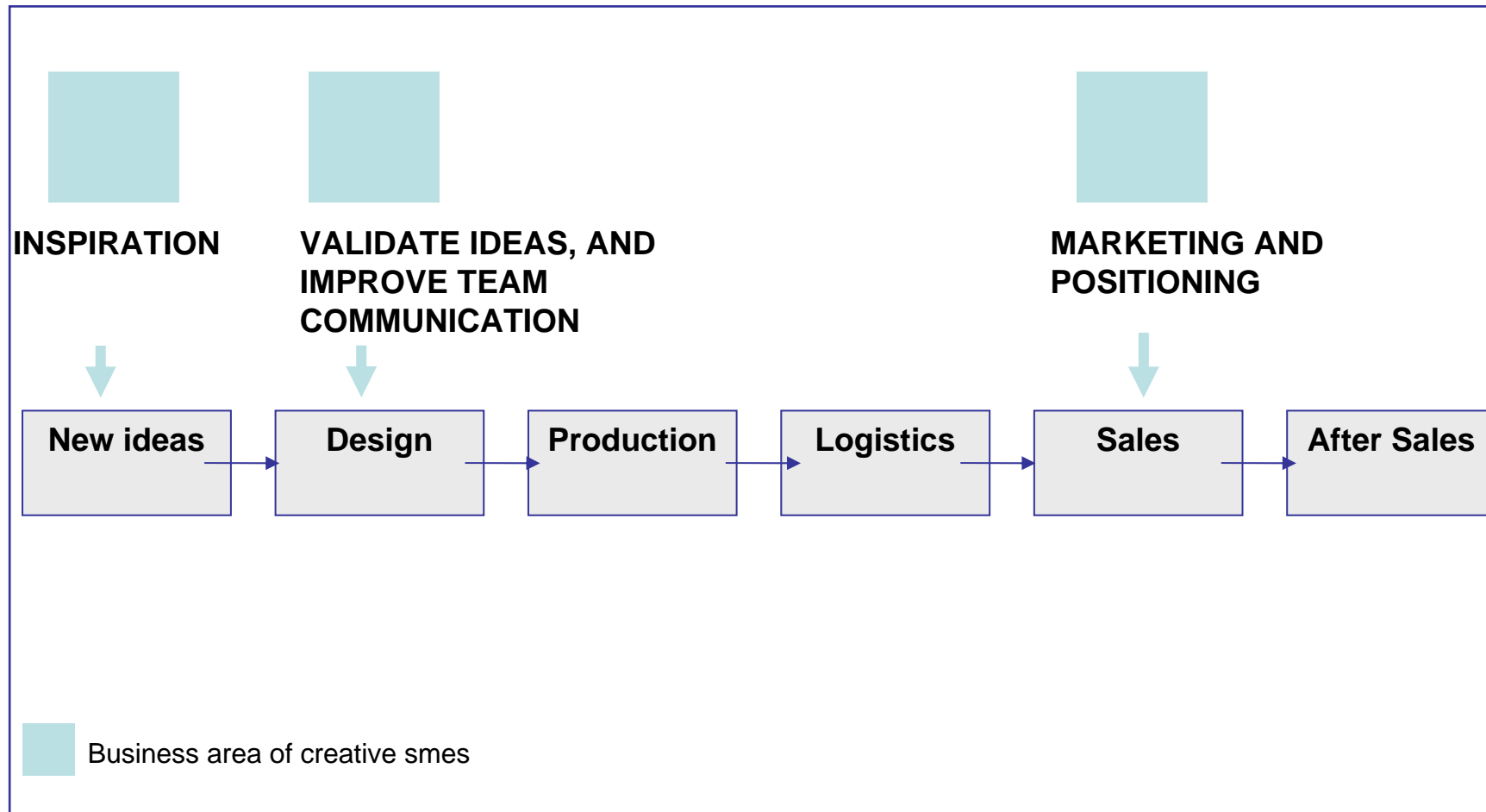
### FASHION & INTERIORS

ADIDAS, Germany  
APLF, Hong Kong  
CHANEL, France  
INVISTA, Switzerland  
GAP, USA  
NIKE Inc., USA  
OMEGA, Switzerland  
SWAROVSKI, Austria  
TITAN, India

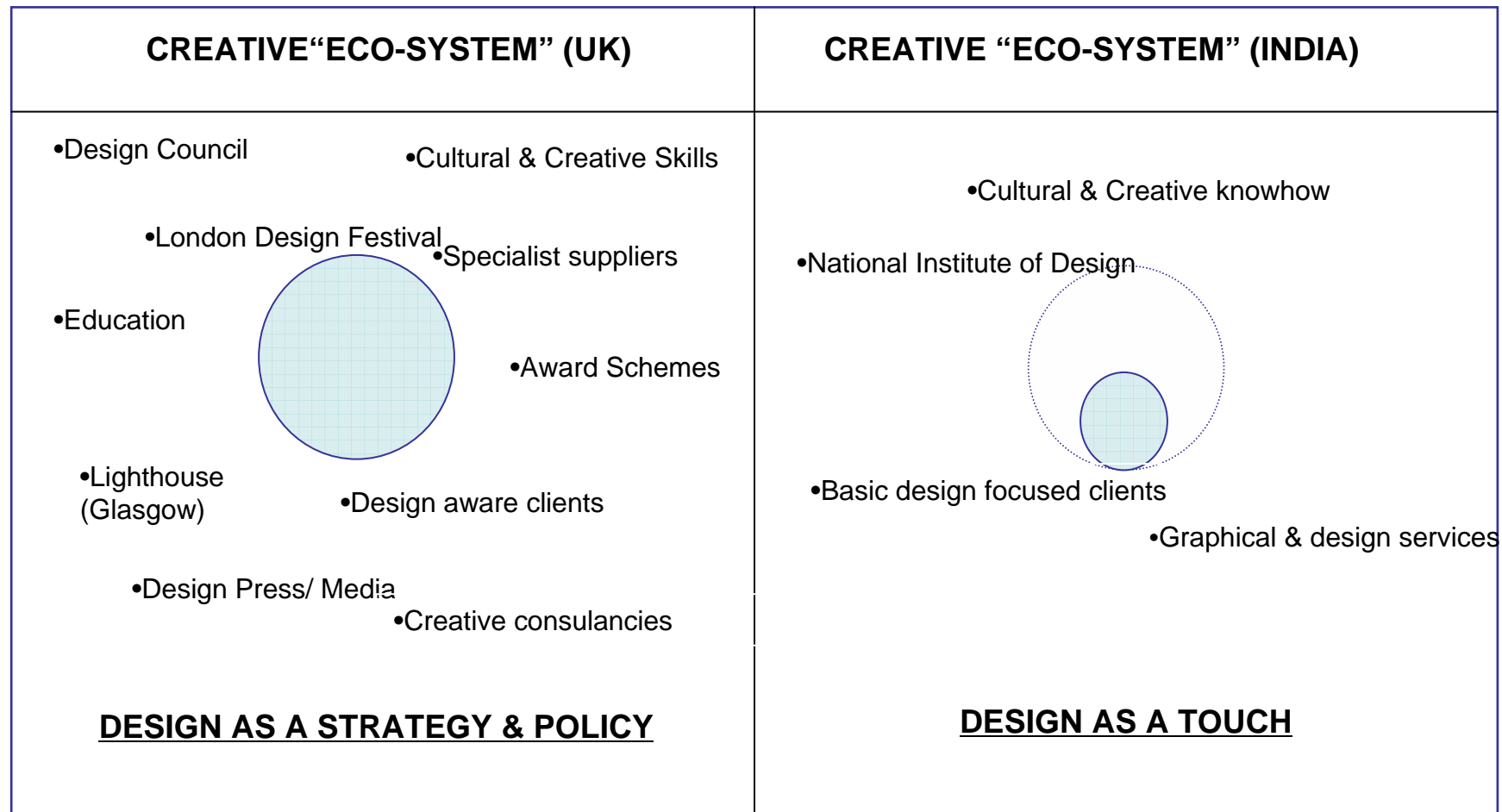
# THE NETWORK

	<p>Kathy Baylor_The Mageborn Company            Area: Trends &amp; entertainment consulting            Occupation: Founder of The Mageborn Company            Base: New York, USA</p>		<p>Ana Goalabré_BIENTÔT DEMAIN            Area: Creative intelligence            Occupation: Creative director &amp; co. Founder            Base: Brittany - France</p>		<p>Trieu Huynh            Area: Consumer electronics, communication            Occupation: Founder and director Trico            Base: Delft, The Netherlands</p>
	<p>Diana Graepel_FUNKY BUSINESS            Area: live communication, Eastern countries            Occupation: Founder &amp; Director of Funky Business            Base: Bucharest, Romania</p>		<p>Paula Limena_IMAGEENER            Area: consulting, fashion            Occupation: Founder and Director            Base: São Paulo, Brazil</p>		<p>William Hingham            Area: Youth &amp; Music Trends            Occupation: Founder and director NBT            Base: London, England,</p>
	<p>Lisa Yong_Y STUDIO            Area: Trend Research and Analysis, Cultural Studies            Occupation: Cultural Trend Analyst            Base: San Francisco and Shanghai</p>		<p>Klaus Æ. Mogensen_CIFS            Area: Futures studies            Occupation: Futurist            Base: Copenhagen, Denmark</p>		<p>Amy Nicholls (quandree.com)            Area: Knowledge management            Occupation: Chief Idea Investigator            Base: Wiltshire, UK</p>
	<p>Manoj Kothari_ONIO DESIGN            Area: Graphic Design, Industrial Design, Ergonomics and Branding            Occupation: Founder &amp; Director Onio Design            Base: Pune, India</p>		<p>Virginie Iau            Area: Fashion            Occupation: Copywriter            Base: Hong Kong, China</p>		<p>Carlo Giordanetti (BRAND DNA)            Area : Branding, Strategic Planning            Occupation: Strategic Planning,            Base: Paris, Geneva, Milan</p>
	<p>Loic Bizel            Area: Fashion and Internet Publishing            Occupation: Managing Director            Base: Tokyo, Japan            Contact: <a href="http://www.fashioninjapan.com">www.fashioninjapan.com</a></p>		<p>Pascale Bosc            Area: luxury &amp; fashion industry            Occupation: Consulting            Base: Paris, France</p>		<p>Emma Fric            Area: Branding, retail &amp; Luxury            Occupation: Strategic Planning            Base: Paris, France</p>

# THE ROLE OF CREATIVE SMES IN THE GLOBAL VALUE CHAIN

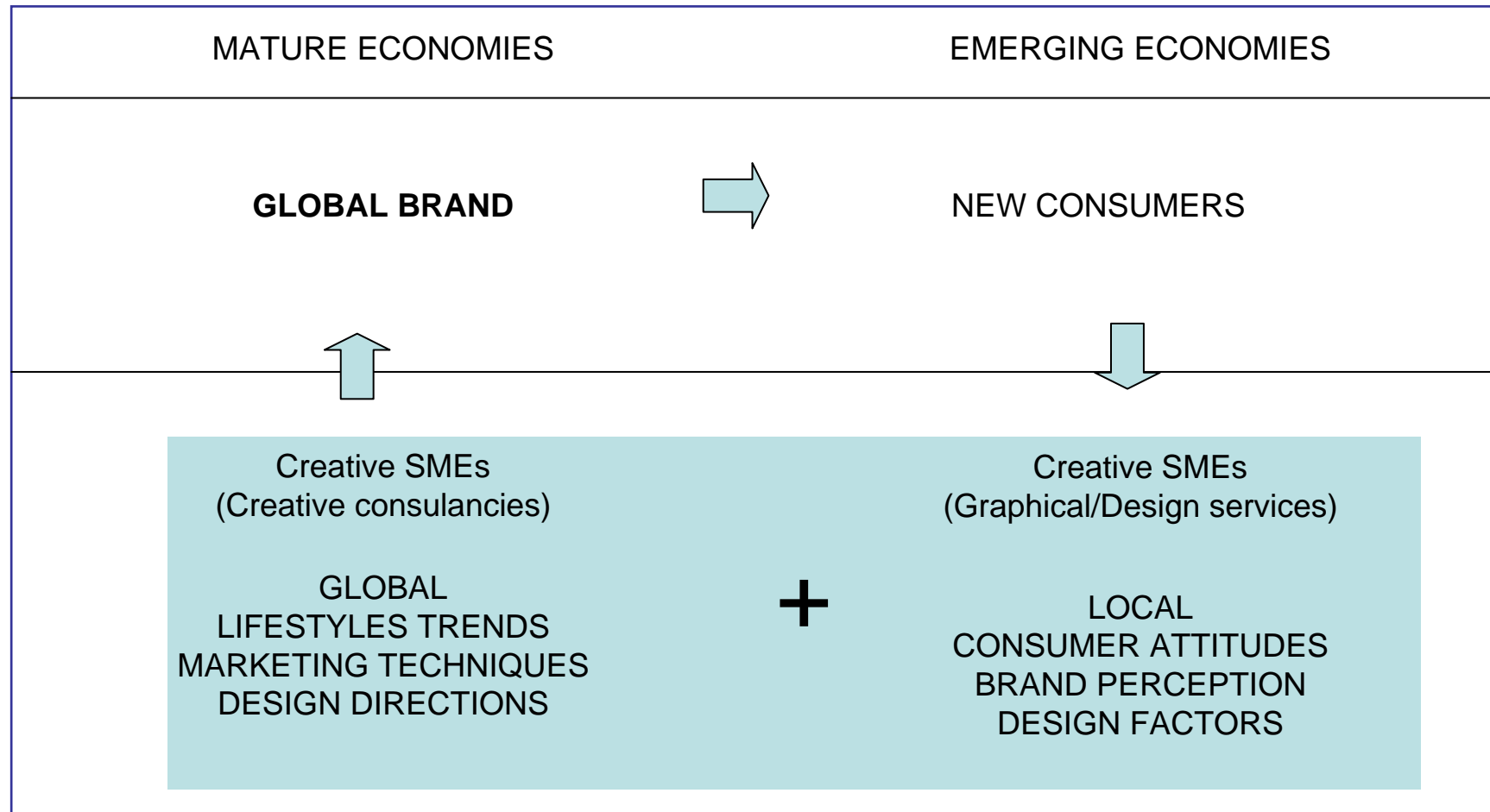


# CREATIVE ECO-SYSTEMS IN MATURE AND EMERGING ECONOMIES

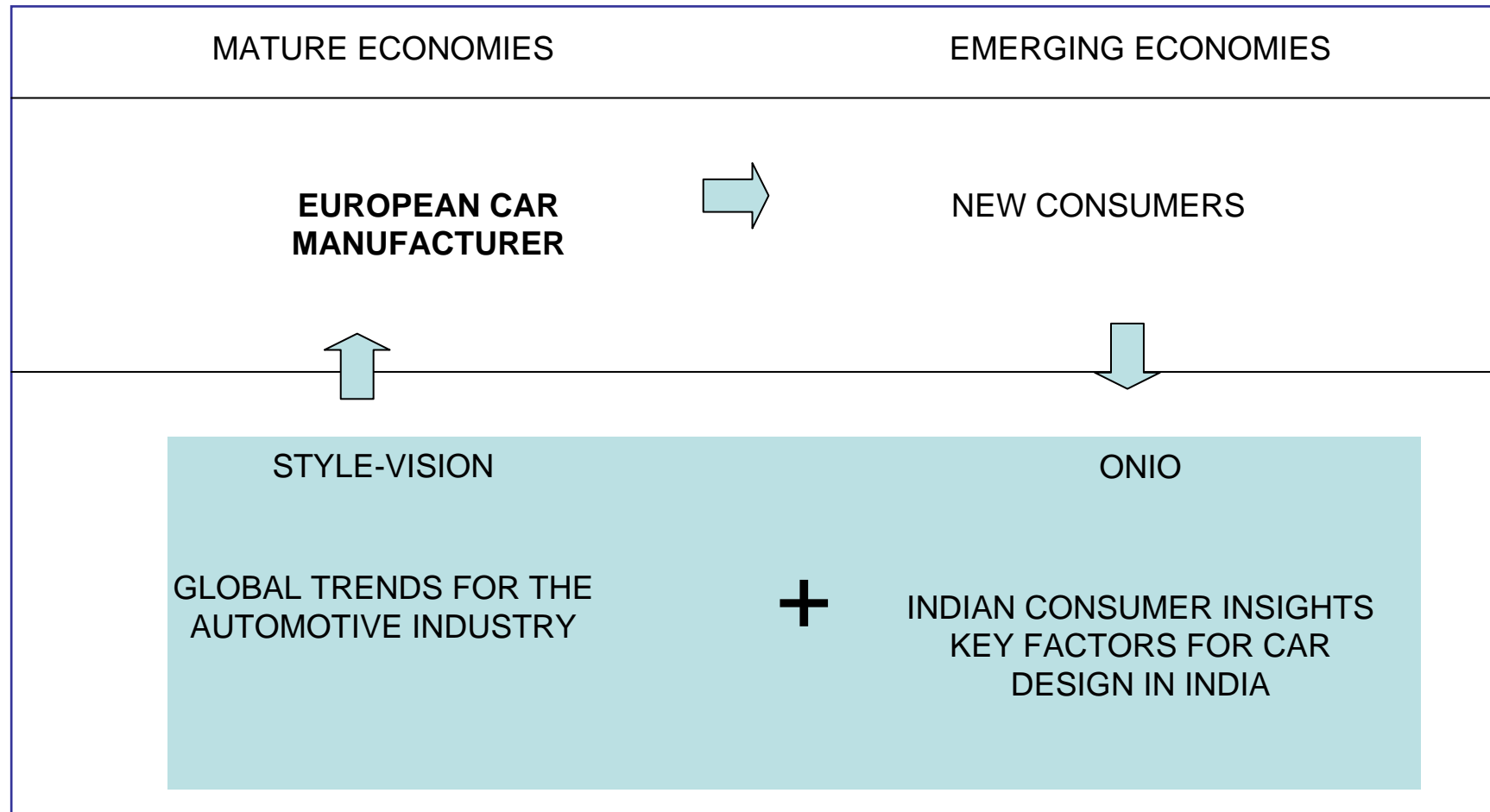


Sources : David Griffiths 2006, Sean Blair 2004

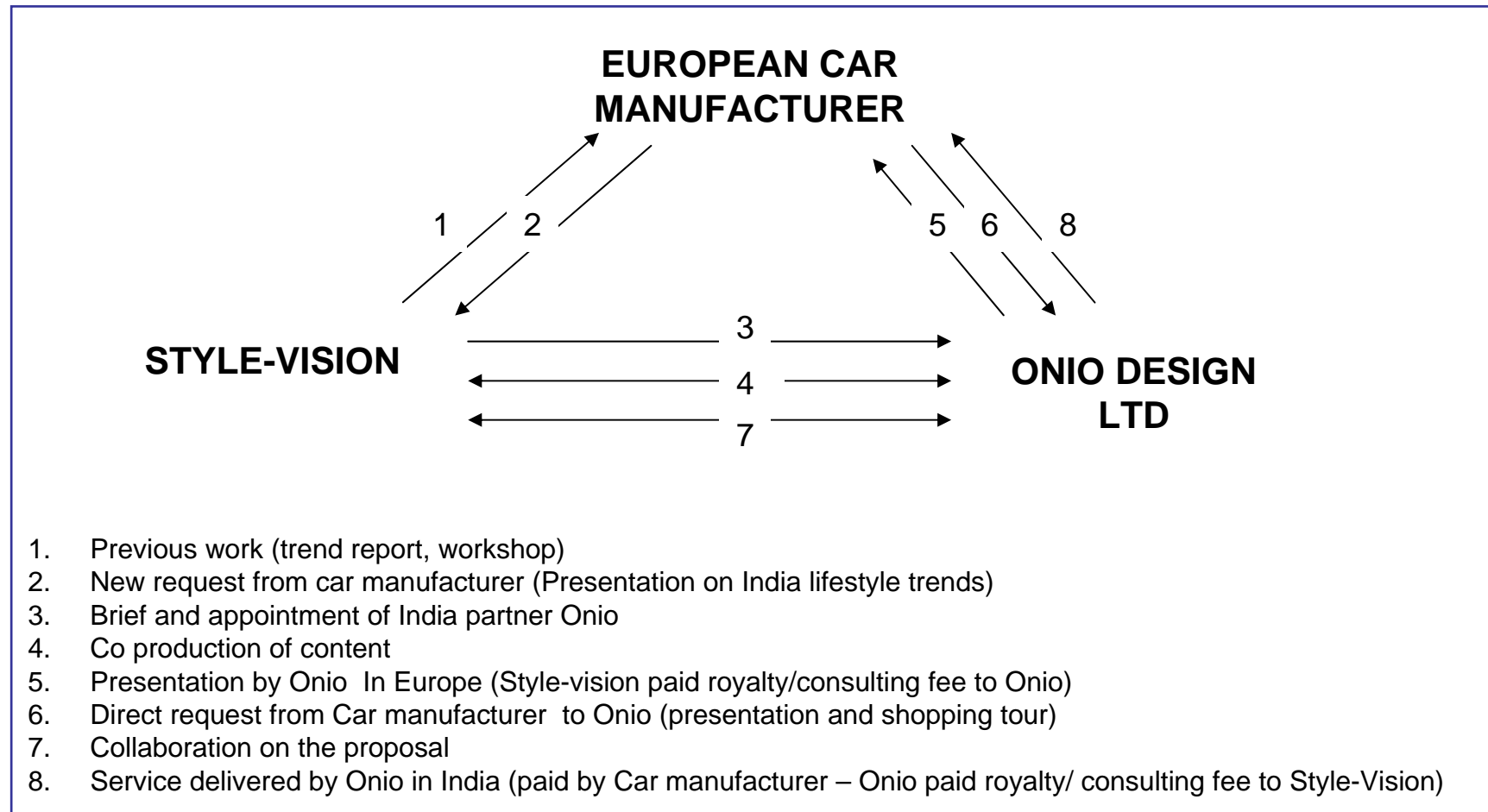
# OPPORTUNITIES FOR SMES IN MATURE AND EMERGING ECONOMIES



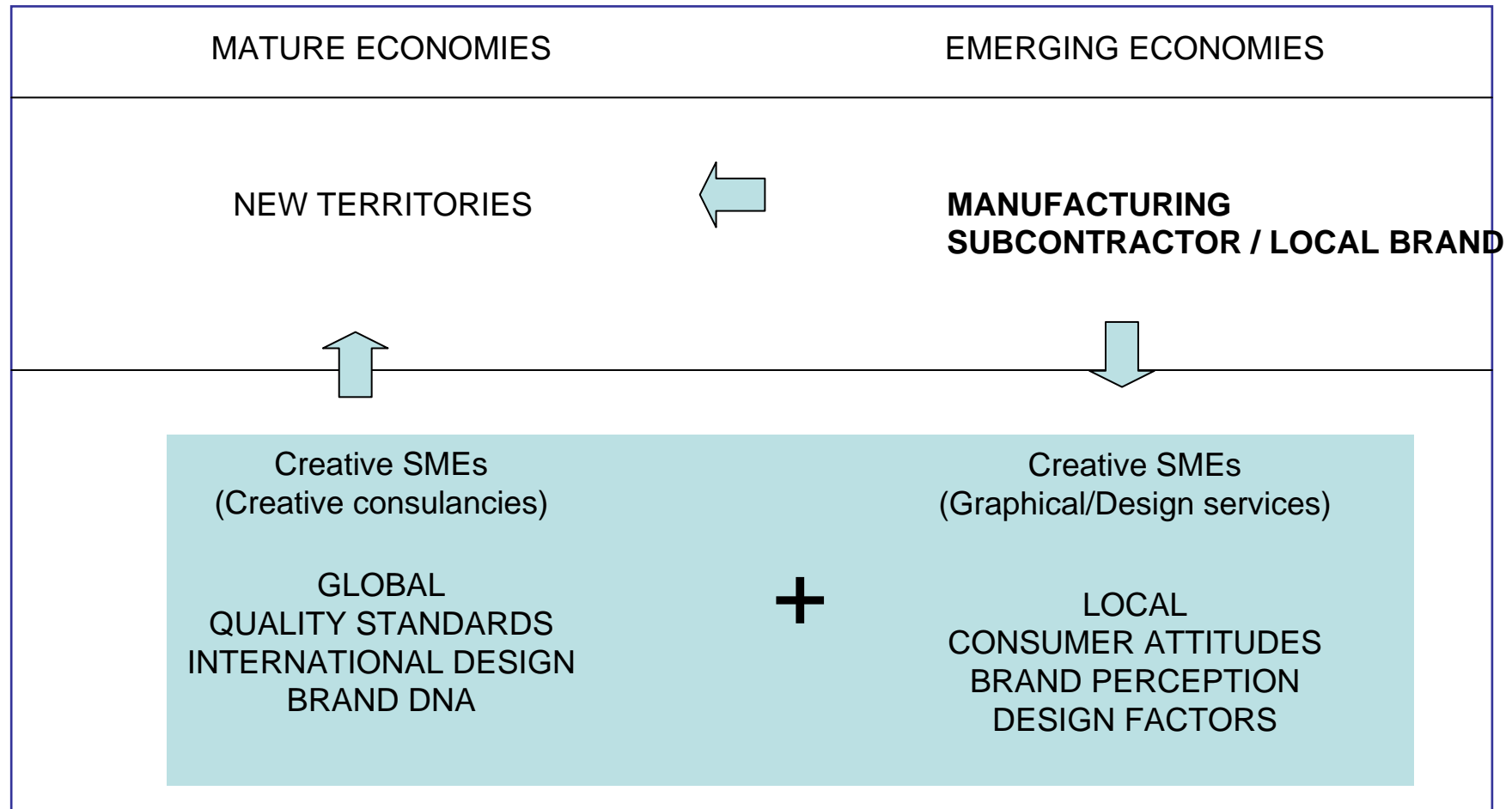
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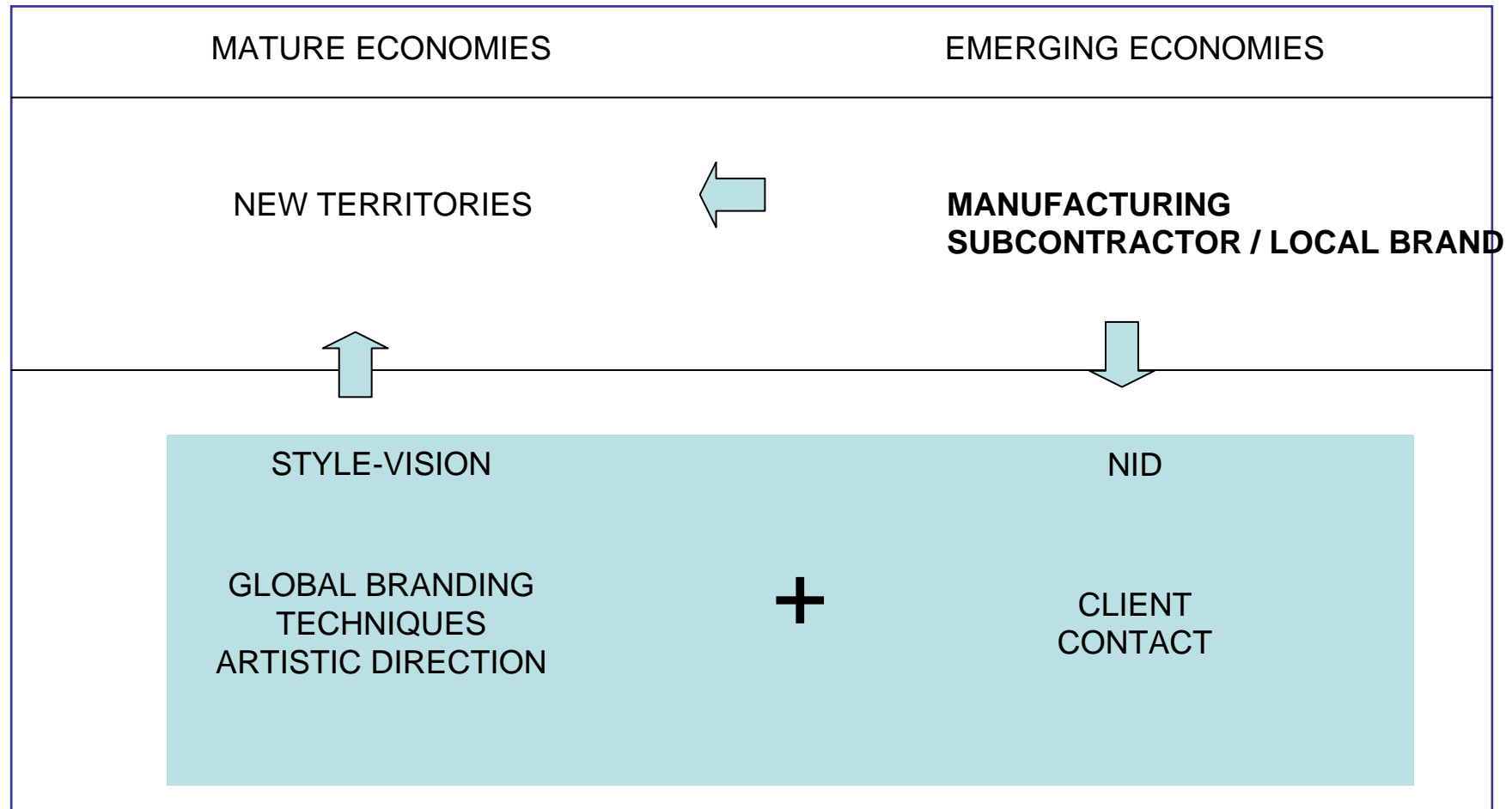
# CASE STUDY (2/2)



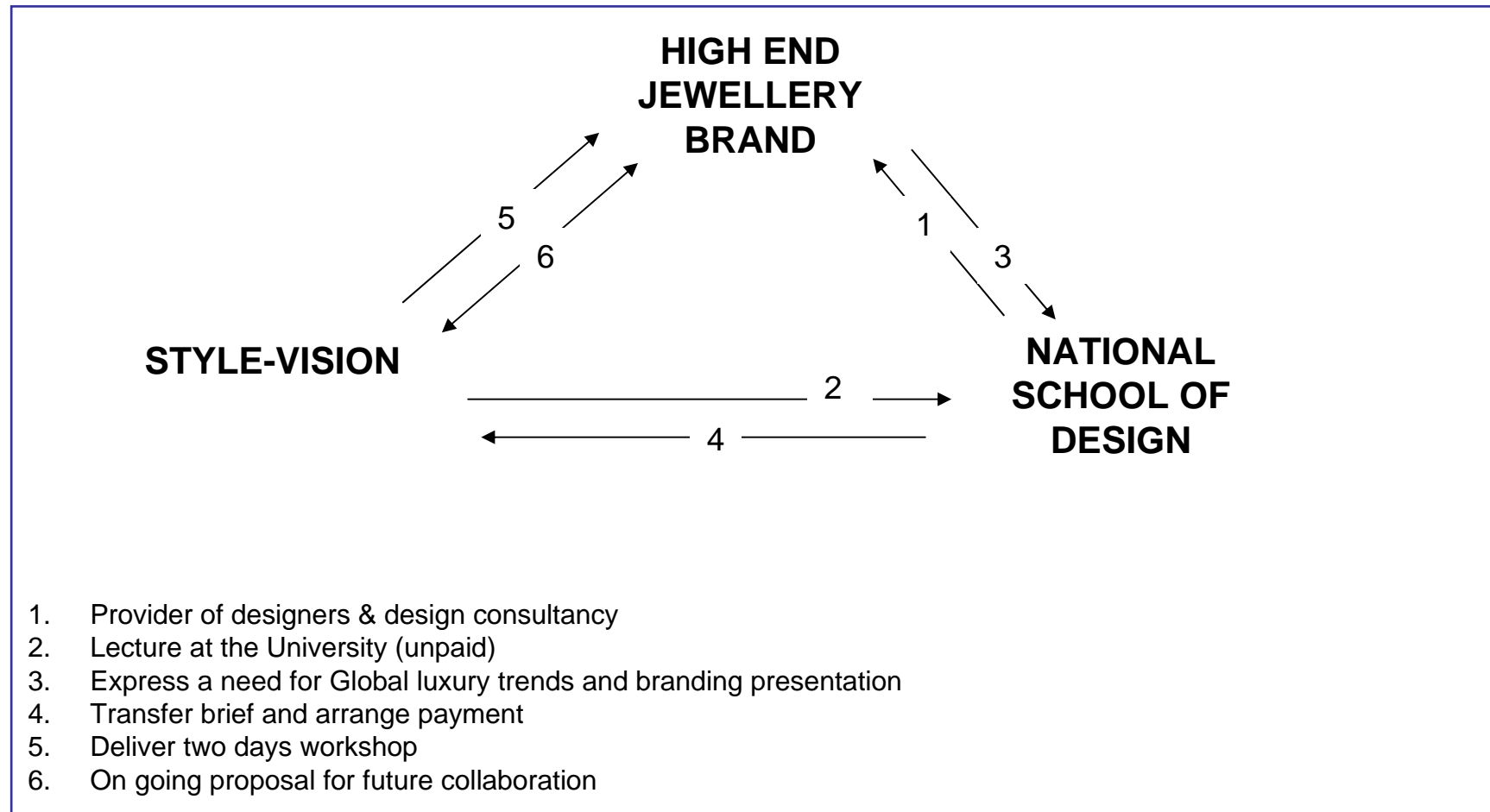
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# OPPORTUNITIES FOR SMES IN MATURE AND EMERGING ECONOMIES



# CASE STUDY (2/2)



# LESSONS LEARNT

## *OPPORTUNITIES*

- Agile network
- Personalized and committed relationship
- Outsourcing complex process

## *RISKS*

- Lack of sustainable presence and visibility
- Competition
- Transaction cost

# CONCLUSION

	<b>Sales and commercial processes</b>	<b>Production processes</b>	<b>Administrative processes</b>
Network of SMEs in the global value chain benefit from	New opportunities generated by multiple connections	Added-value proposal based on enriched content	Information technology enabling instant collaborations
But have to tackle with the issue of	Organizing a sustainable presence and credence in the local territories	Intellectual property and business agreements	High transaction costs due to border effects that are not compensated by the revenues.
Suggestions	Global groups or institutions operating as incubators at the local level for the joint activities.	Legal form to protect to the co-edited content	Lower rates (banking fees, tax) up to a certain volume of transactions
Importance	Critical	Lower importance	Very important