

PRODENSA


GLOBAL BUSINESS TRENDS & HOW SUCCESSFUL COMPANIES REACT TO THEM



WHO WE ARE

PRODENSA is a family of companies with a global presence in 140 countries, counting over 38 years of extensive experience created to make the international operations of our CLIENTS simple, smooth and secure.

Our Mission

Your **SINGLE** partner for
successful
&
sustainable
international expansion
& operations

Our experience

- 38+ years in international operations
- 1200+ successfully delivered start-up operations projects
- 300k+ hired candidates
- 20bn+ USD worth of operations and services managed annually

Our Goals

- Providing the best local know-how, globally
- Delivering the best possible Client experience, everywhere

WHAT WE DO

**BOOST YOUR
COMPANY'S
LOCAL GROWTH
& EXPAND
EFFICIENTLY
CROSS- BORDER!**

With

PRODENSA


 www.prodensa.eu

 **Prodensa Europe**

 **Prodensa Europe**

prodensa@prodensa.com

TOP-NOTCH CONSULTING

**from best area experts in alliance
with vetted local partners**

- Strategy Definition
- Institutional Relations & Partnerships
- HR & Retention
- Tax & Legal Advisory

INSIGHTFUL MARKET RESEARCH

**for well-informed
decisions to grow
your business**

- New Market Entry
- Competition Analysis
- Product Verification
- Customer Satisfaction
- Labor Investigation

FLEXIBLE OPERATIONS

for maximum efficiency at a reasonable cost

- HR Function Set-Up
- Talent Acquisition Support & Outsourcing
- Tax & Payroll
- Employer Branding
- Marketing & Digital Marketing
- Manufacturing & Supply Chain

*Upon
your need*

SERVICE SCOPE: A SINGLE PARTNER FOR LOCAL GROWTH & INTERNATIONAL OPERATIONS

 STARTUP
& SHELTER: GLOBAL
OPERATIONS

 MARKET
RESEARCH

 TAX AND LEGAL
COMPLIANCE

 CONTRACT
MANUFACTURING
& SUPPLY CHAIN

 TALENT SEARCH

 FLEXIBLE HR &
EMPLOYMENT
SOLUTIONS

 TEAMS OUTSOURCING

 RETENTION
& TRAINING

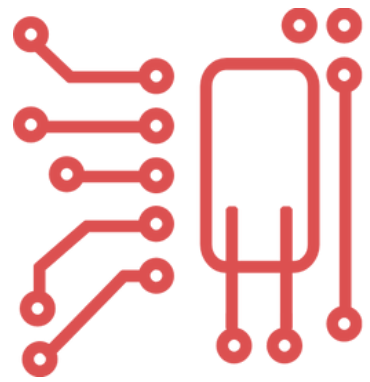
 INSTITUTIONAL
RELATIONS
& PARTNERSHIPS

 INDUSTRIAL REAL
ESTATE

 CONSTRUCTION
MANAGEMENT

 EHS COMPLIANCE

OUR INDUSTRY FOOTPRINT



IT



FINANCE



REAL ESTATE



HEALTH



HOSPITALITY



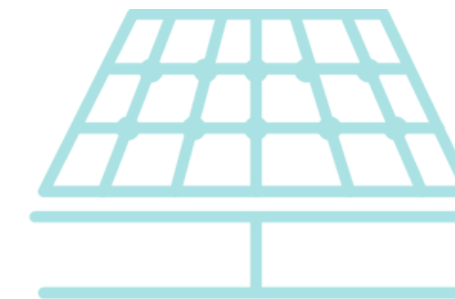
LOGISTICS



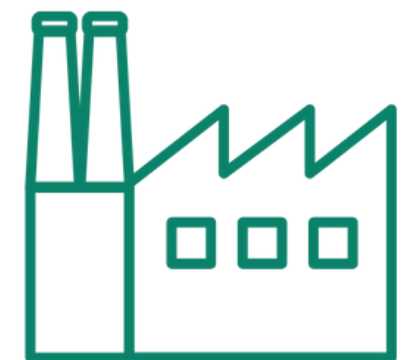
AEROSPACE



AUTOMOTIVE



POWER & ENERGY



MANUFACTURING

GLOBAL BUSINESS TRENDS

- **WHAT GLOBAL BUSINESS TRENDS DO YOU SEE?**
- **DO THEY HAVE ANY IMPACT ON THE INDUSTRY YOU ARE WORKING IN?**

LEADING THROUGH UNCERTAINTY

MOST IMPORTANT TRENDS TO ACT ON

Top CEO's have identified **disruptive technology, the economy, and geopolitics** as the most important indicators to act on in 2023.



80%

**RISE OF DISRUPTIVE
DIGITAL
TECHNOLOGIES**

77%

**RISK OF PROLONGED
HIGH INFLATION &
ECONOMIC DOWNTURN**

64%

**ESCALATION OF
GEOPOLITICAL
RISKS**

SOURCE: McKinsey (2023) - "2023 the year in charts". Trends with the biggest impact on how CEOs were planning to lead their organizations in 2023 , % of respondents (n=73)

In 2023 leaders planned to tackle these areas by:

DEVELOPING AI
TECHNOLOGIES

CREATING
RESILIENCE IN
SUPPLIER NETWORKS

REDUCING OPERATING
EXPENSES, AMONG
OTHER TACTICS

CEOs ranked these as key areas of action:



TALENT
1st

WAYS OF WORKING
2nd

CLIMATE CHANGE
3rd

CURRENT GLOBAL TRENDS

Current global business trends pointed out by industry leaders:

- ✓ **DIGITAL TRANSFORMATION**
- ✓ **GLOCALIZATION**
- ✓ **E-COMMERCE GROWTH
& CHANGING CONSUMER BEHAVIORS**
- ✓ **NEARSHORING
& SUPPLY CHAIN RESILIENCE**

- ✓ **SUSTAINABILITY, CSR & ESG**
- ✓ **DIVERSITY, EQUITY
& INCLUSION (DEI)**
- ✓ **MOBILITY & REMOTE WORK**
- ✓ **HEALTH & WELLNESS,
DIGITAL HEALTH & WELL-BEING**

DIGITAL TRANSFORMATION: GROWTH OF TECH & AI & CYBERSECURITY DEMANDS

Companies have embarked on a digital transformation journey, leveraging AI & advanced technologies and investing in operational excellence and heightened competitiveness.

INTEGRATION OF CUTTING-EDGE TECHNOLOGIES

MUCH HIGHER USE OF AI

INCORPORATING IOT, AUTOMATION, AND DATA ANALYTICS



ADVANCES IN AI'S IMPACT

In 2023, **Generative AI** gained global prominence for creating images, text, and videos.

Businesses rapidly adopted the technology, reshaping roles from sales to software development.

SOURCE: McKinsey (2023) - "2023 the year in charts"

TECHNICAL AUTOMATION POTENTIAL BY OCCUPATION GROUP

WITHOUT
GENERATIVE AI

WITH
GENERATIVE AI

MOST
AFFECTED

66% → 85%

OFFICE SUPPORT

73% → 82%

PRODUCTION WORK

70% → 79%

FOOD SERVICES

61% → 68%

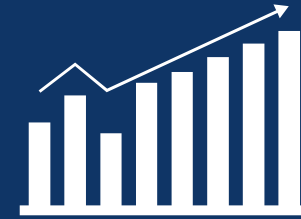
MECHANICAL
INSTALLATION &
REPAIR

With up to **40% of tasks involving natural language understanding**, jobs in communication and documentation are poised for substantial automation, **impacting fields like education and office support.**

IMPACT



INNOVATION



AI IN CUSTOMER EXPERIENCES



SMART MANUFACTURING

ADVANTAGES

Faster more efficient operations

Improved customer interactions

Enhanced competitiveness

CHALLENGES

Adapting to diverse global markets, information reliability being in question

Navigating global data protection regulations & increasing cybersecurity

Potential job displacement & the need for upskilling the workforce

GLOCALIZATION

COMBINING GLOBAL & LOCAL

A new term has emerged: **GLOCAL = global + local**
(taking the best of both worlds)

Globalization and localization trends combine blending the best of *global expertise* with *local insights*.

**TAILORING PRODUCTS/SERVICES TO ALIGN WITH
UNIQUE CULTURAL PREFERENCES AND DEMANDS**

**LEVERAGING GLOBAL RESOURCES FOR
SPECIALIZED SERVICES OR VICE VERSA
OUTSOURCING LOCAL RESOURCES**

**OPTIMIZING PROCESSES BY INTEGRATING GLOBAL
STRATEGIES WITH LOCAL EXPERTISE**



IMPACT



LOCALIZED PRODUCT OFFERINGS



OUTSOURCING OF SPECIALIZATION



CONTRACT MANUFACTURING & SUPPLY CHAIN

ADVANTAGES

Improved quality

Enhanced cultural sensitivity, trust, and credibility

Higher flexibility, cost reduction / optimization

CHALLENGES

Balancing global consistency with local customization

Need for reliable local partners

Need for top expertise

E-COMMERCE GROWTH & CHANGING CONSUMER BEHAVIORS

Companies continue embracing the e-commerce wave. Online shopping is revolutionizing retail, emerging as a key business driver.

Fueled by consumer demand for the convenience of digital retail experiences, this trend is here to stay. Consumer preferences and behaviors are evolving, with a greater focus on [personalization, convenience, and sustainability](#). Businesses need to adapt to these changing demands to stay competitive.

**CONSUMER PREFERENCE FOR THE CONVENIENCE
OF ONLINE SHOPPING**

**INTEGRATION OF AR TECHNOLOGIES FOR IMMERSIVE
ONLINE SHOPPING EXPERIENCES**

**LEVERAGING SOCIAL MEDIA PLATFORMS FOR DIRECT
PURCHASING AND INTERACTIVE SHOPPING EXPERIENCES**



IMPACT



ONLINE SHOPPING DOMINANCE



AUGMENTED REALITY SHOPPING



SOCIAL COMMERCE SURGE

ADVANTAGES

Access to a worldwide customer base

Transformation of retail landscapes & business models

More ways of direct engagement with customers through social media platforms

CHALLENGES

Addressing cybersecurity issues and ensuring safe online transactions

Need for advanced devices and ensuring widespread accessibility

Evolving regulations and compliance issues related to social commerce

NEARSHORING & SUPPLY CHAIN RESILIENCE

The pandemic and global conflicts exposed weaknesses in global supply chains.

Companies now prioritize **resilient and agile supply chains**, **rebuilding them** & integrating **nearshoring**, **technology**, and **risk mitigation** strategies.

MOVING MANUFACTURING AND OPERATIONAL CENTERS FROM DISTANT LOCATIONS TO NEARER ONES

STREAMLINING AND OPTIMIZING THE ENTIRE SUPPLY CHAIN FOR ENHANCED EFFICIENCY

GIVING PREFERENCE TO LOCAL OR REGIONAL SUPPLIERS FOR CRITICAL COMPONENTS



ADVANTAGES

Optimal blend of cost-effectiveness & proximity for agile operations & collaborative success.

PROXIMITY FOR FASTER RESPONSE



Reduced Lead Times

Improved Responsiveness

CULTURAL ALIGNMENT



Enhanced Teamwork

Clearer Communication

COST EFFICIENCY



Reduced Operational Expenses

Increased Cost Efficiency



SUSTAINABILITY, CSR & ESG

ESG Momentum: Companies are integrating **environmentally friendly practices**, responding to consumer preferences, investor demands, and global climate initiatives.

Businesses are adopting **circular economy principles**, emphasizing **waste reduction**, **material reuse**, and **sustainable production**.

CIRCULAR ECONOMY PRACTICES

CARBON NEUTRALITY COMMITMENTS

GREEN ENERGY UTILIZATION



CO2 EMISSIONS BY COUNTRY

G-20 Challenges: Despite prioritizing climate change, progress has been slow.

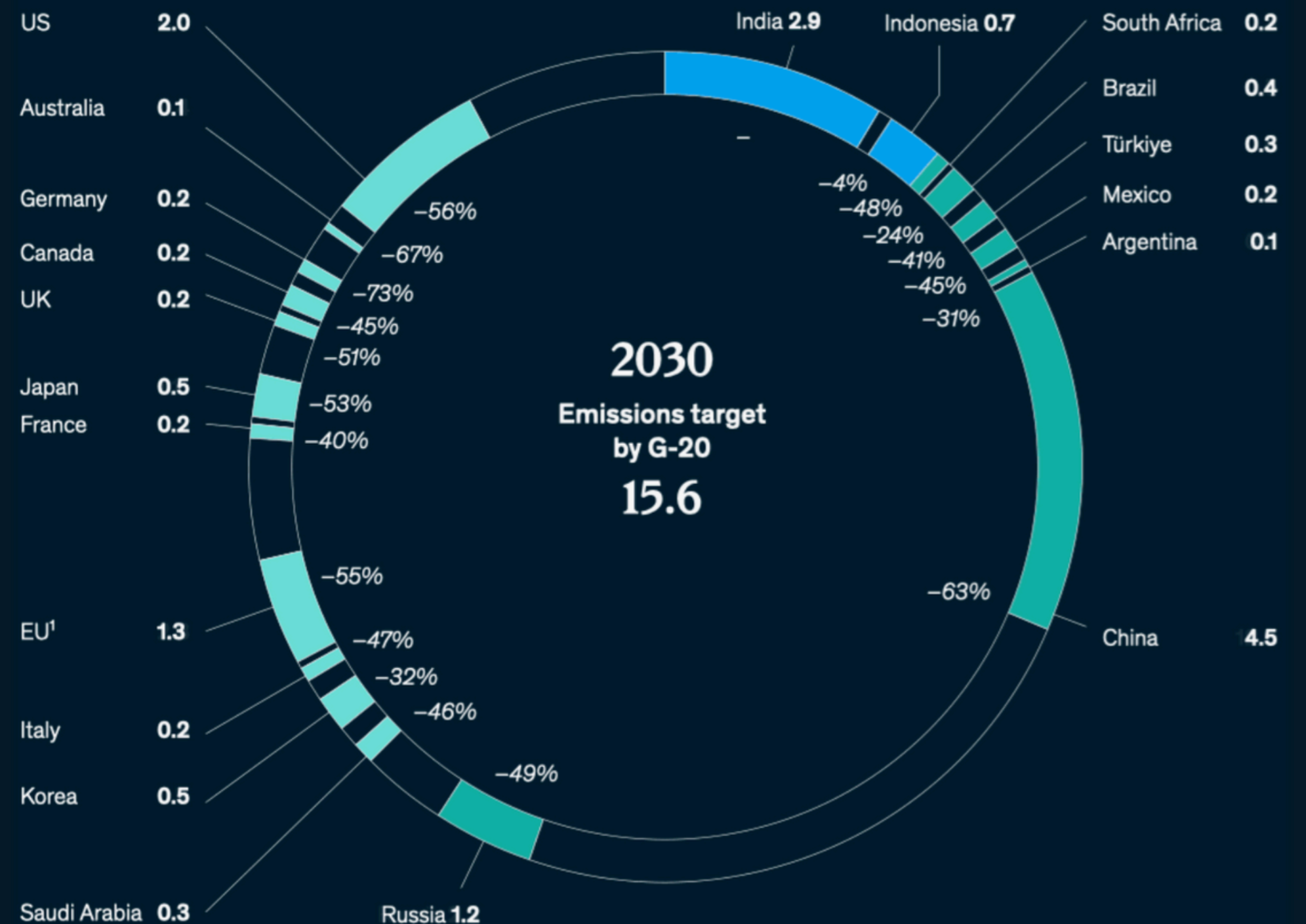
The G-20 nations, emitting 31 gigatons of CO2 annually, must intensify efforts to achieve their 2030 emission reduction goal of 50% and net-zero by 2050.

Additional **\$35 trillion USD** investment this decade, requiring substantial upfront investment.

SOURCE: McKinsey (2023) - "2023 the year in charts"

G-20 economies need to reduce CO₂ emissions substantially to meet 2030 goals.

Emissions by G-20, gigatons CO₂ per year ● Higher income ● Lower-middle income ● Upper-middle income



NET-ZERO TARGETS

BY TECHNOLOGY

Workforce Vitality in Energy Urgency for Net-Zero:

Meeting net-zero targets is critical. Scaling climate technologies like solar power (14x) and green hydrogen (200x) is a challenge.

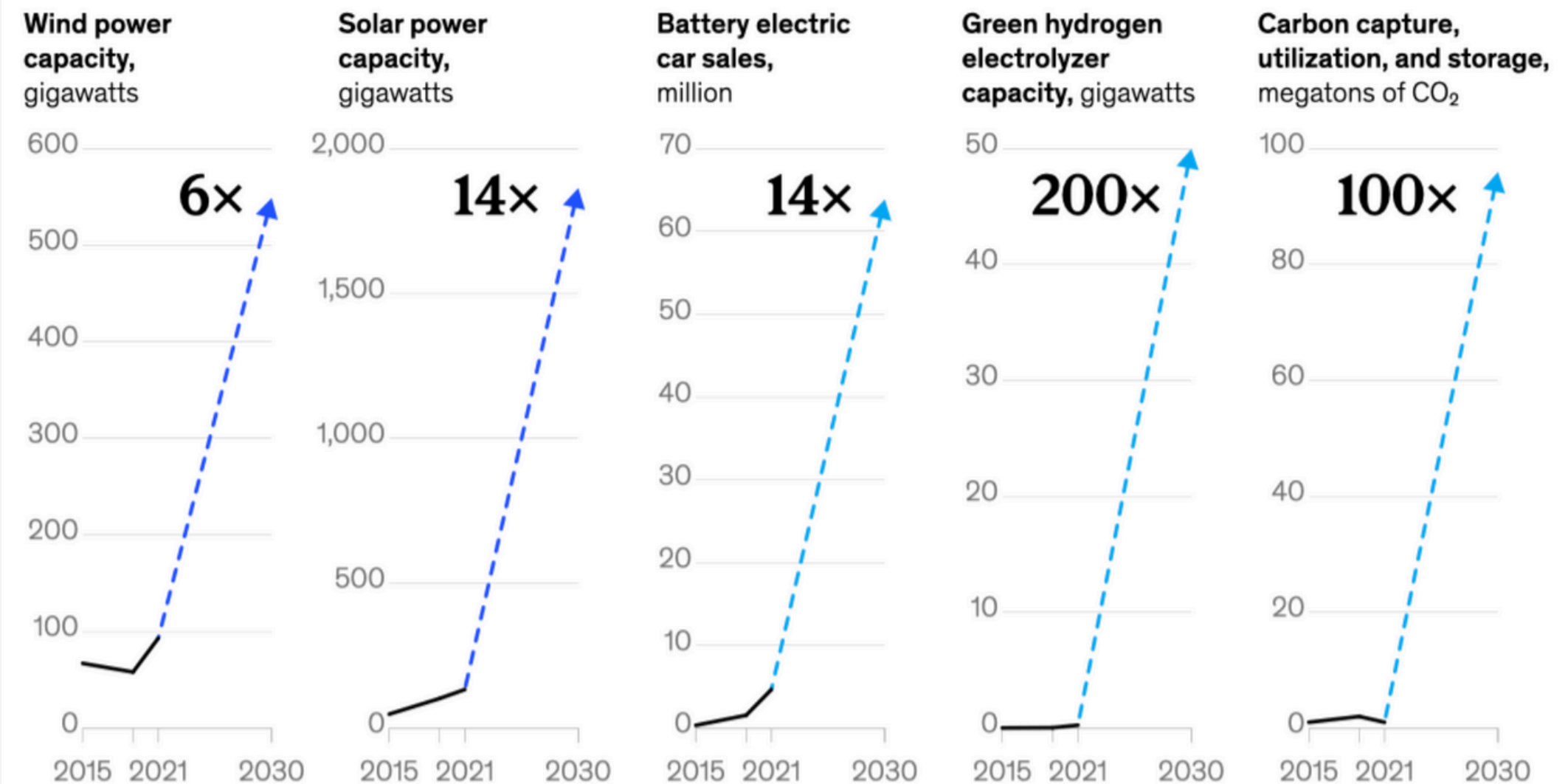
Despite this, there's a significant **growth opportunity, with potential annual sales of \$9 trillion to \$12 trillion by 2030.**

SOURCE: McKinsey (2023) - "2023 the year in charts"

To reach net-zero targets, a set of existing climate technologies would need to scale exponentially by 2030.

Annual deployment of climate technologies needed,¹
multiples of current supply

-----> Mature -----> Early adoption



WORKFORCE

CLEAN ENERGY JOBS

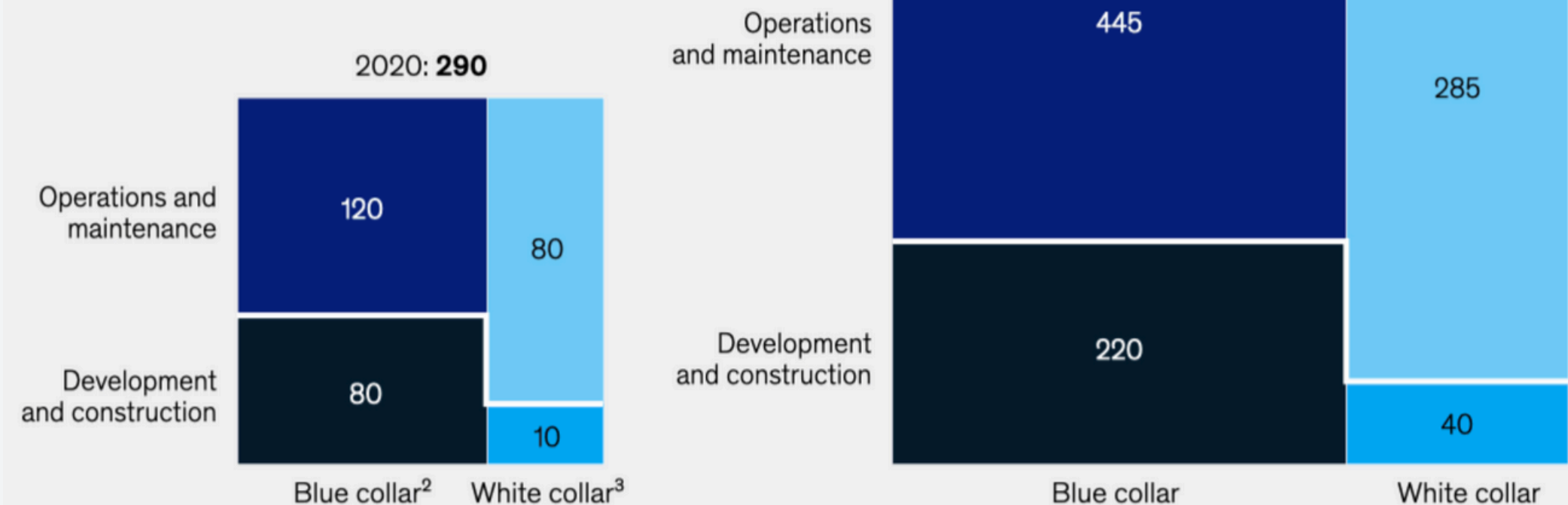
Workforce Vitality in Energy Transition: The energy transition demands a robust workforce, particularly in regions like the European Union, poised for a **clean-energy jobs surge**.

Achieving the goal of a **45% renewables share by 2030** would necessitate a substantial **labor redeployment**.

SOURCE: McKinsey (2023) - "2023 the year in charts"

Demand for workers to develop and construct wind and solar assets in the European Union is set to increase by a factor of three to four by 2030.

Estimated annual full-time-equivalent needs for development, construction, and operation of wind and solar assets in the EU,¹ thousand



DIVERSITY, EQUITY, AND INCLUSION (DEI)

Companies are placing a greater emphasis on fostering diverse & inclusive workplaces, recognizing the importance of diversity in driving innovation for business success.

INCLUSIVE WORKPLACE POLICIES

DIVERSITY TRAINING PROGRAMS

ADVANTAGE

- Diverse perspectives drive innovative problem-solving.
- Varied insights enhance flexibility and adaptability.

CHALLENGE

- Managing differences in cultural perspectives.
- Fostering inclusion across all organizational levels.



DEI - INSIGHTS

CURRENT SITUATION

DIVERSITY, EQUITY, AND INCLUSION (DEI)

Challenge: Despite 70% expressing transformative DEI aspirations, only 47% have infrastructure for realization.

Key Insight: Leaders need to bridge the gap between DEI intentions and actual implementation.

GENDER PARITY IN CORPORATE LEADERSHIP

Advancement: Women gained 11 percentage points in C-suite since 2015, but progress at lower levels is slower.

Challenge: Gender parity in private equity senior roles could take 60 years.

CORPORATE EFFORTS FOR WOMEN IN THE WORKPLACE

Advancement: Women's progress at C-suite is modest; women of color face greater challenges.

Challenge: Achieving gender parity in private equity MD roles may take decades, while entry-level roles show more hope.

MOBILITY & REMOTE WORK

NEW RULES, ADVANTAGES & CHALLENGES

The COVID-19 pandemic fast-tracked remote work adoption, prompting businesses to [reassess workplace policies](#). Investments in tools and technologies for [remote collaboration](#) soared, driving the emergence of sustainable and [flexible work models](#).

**ADOPTION OF REMOTE AND
HYBRID WORK MODELS**

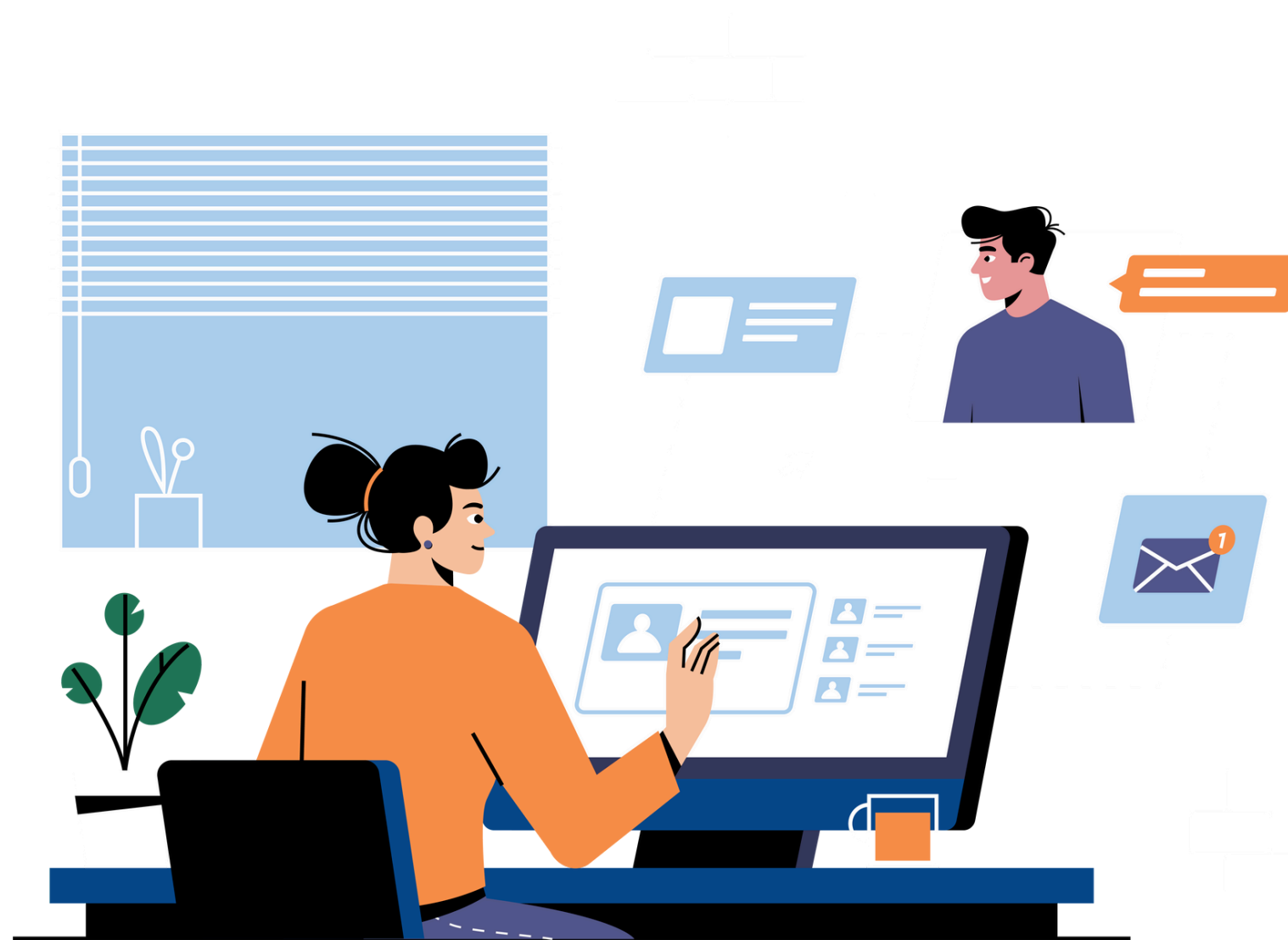
**IMPROVING MOBILITY SOLUTIONS FOR REMOTE
AND IN-OFFICE EMPLOYEES**

**VIRTUAL HEALTHCARE SERVICES
& WELLNESS PROGRAMS**



HYBRID WORK

COMPANIES ACTIONS



Amidst the post-COVID landscape, **90% of organizations embrace hybrid work models**, allowing remote or on-site work.

To cater to evolving preferences, **organizations must provide structured support for tasks suited to each setting.**

Over **80% of employees** favor continued hybrid work, as depicted in a visual representation, emphasizing the need for ongoing adaptation to this flexible work paradigm.

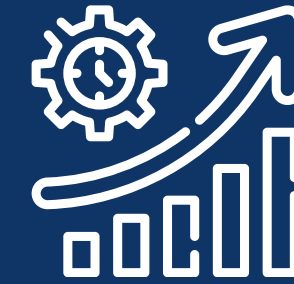
IMPACT



TALENT ACCESS



EMPLOYEE SATISFACTION



INCREASE PRODUCTIVITY

ADVANTAGES

Remote work widens
the talent pool

Flexible work boosts
job satisfaction

Remote work often
leads to increased
efficiency

CHALLENGES

Remote work
introduces
cybersecurity
vulnerabilities

Maintaining effective
teamwork can be
challenging

Remote workers may
feel isolated or
disconnected

HEALTH AND WELLNESS, DIGITAL HEALTH & WELL-BEING

The pandemic highlighted the significance of health and wellness, sparking a surge in demand for fitness, mental health, & overall well-being products and services.

Companies have started putting more emphasis on employee well-being, including mental health support & wellness programs.

DIGITAL HEALTH PLATFORMS

WELLNESS INCENTIVES & DIGITAL APPS FOR EMPLOYEES

ADVANTAGES

- Competitive in work force
- Talent attraction & retention

CHALLENGES

- Balancing employee well-being with operations



BURNOUT

MENTAL HEALTH

Global workers, **around 20%, are experiencing burnout**, with fatigue prevalent.

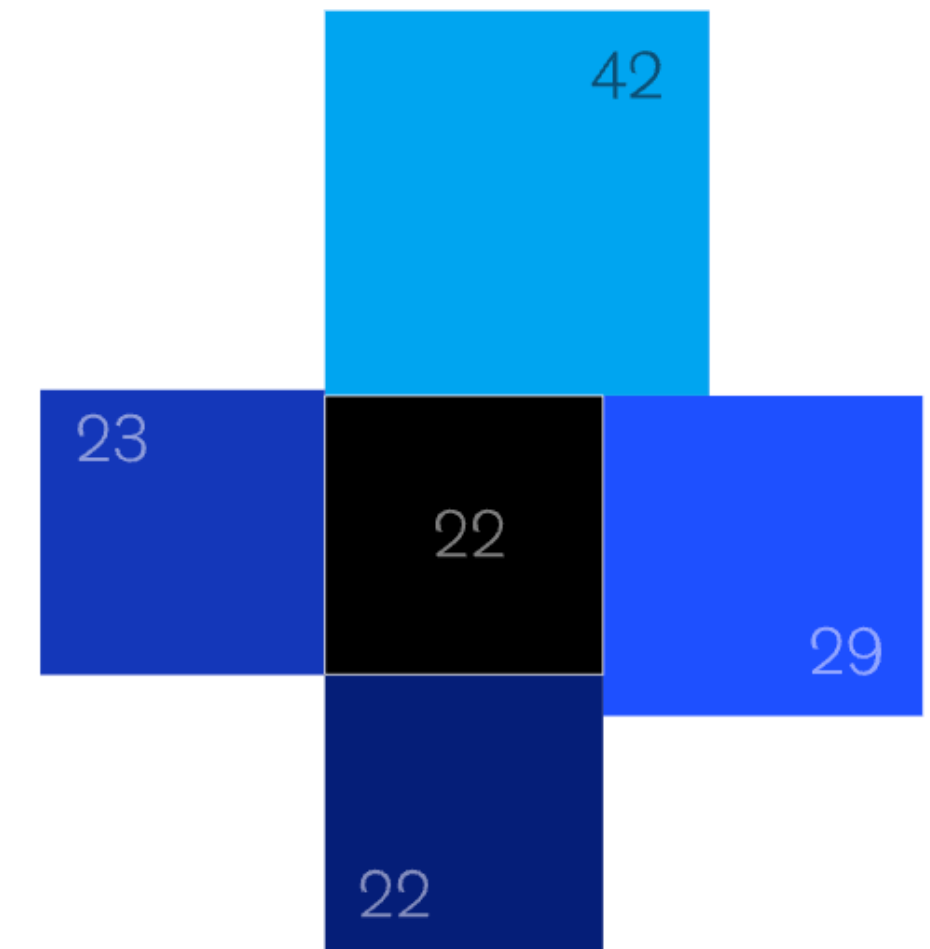
In 29 of 30 countries, over a third report exhaustion.

Workplace interventions like **leadership training and flexible policies can ease burnout**, enhancing holistic health and positioning companies for resilience in uncertain times.

SOURCE: McKinsey (2023) - "Reframing employee health: Moving beyond burnout to holistic health"

Burnout symptoms, by symptom dimension, % of respondents

Global



- **Burnout symptoms:** integrated view of individual's burnout symptoms across cognitive and emotional impairment, exhaustion, and mental distance
- **Exhaustion:** severe loss of energy that results in mental and physical tiredness
- **Mental distance:** strong aversion or reluctance to work
- **Cognitive impairment:** attention and concentration deficits, memory problems, and poor mental performance
- **Emotional impairment:** intense emotional reactions and feelings of being overwhelmed by emotions

WELL-BEING TRENDS & CORPORATE SHIFTS

CORPORATE WELL-BEING TRENDS:

- **Pre-Pandemic Perks:** Companies provided extensive on-site well-being perks.
- **Expansive Offerings:** Benefits expanded to include free childcare, pet care, and various support services.
- **Financial Impact:** Annual corporate spending on healthcare reached billions, with a 40% increase in well-being program budgets in 2020.

WELLNESS TRAVEL PROJECTIONS:

- **Anticipated Surge:** Wellness travel predicted to gain heightened popularity.
- **Diverse Preferences:** 40% express interest in silent retreats, 42% in medical sabbaticals focusing on specific issues.
- **Spiritual Exploration:** 36% intrigued by spiritual journeys with alternative substances.

SOURCE: KONTRA (2024) - "Verticals: Soul Journey and Sabbatical"



- **WHAT TRENDS IMPACT YOUR BUSINESS MOST? IN WHAT WAY?**
- **WHAT OTHER TRENDS DO YOU WITNESS?**
- **HOW CAN YOU USE THESE TRENDS FOR YOUR COMPETITIVE ADVANTAGE OR BUSINESS GROWTH?**

CHARTING THE COURSE FORWARD:

2024

EMBRACE DIGITAL TRANSFORMATION

- **Invest in Tech Training:** Ensure teams are well-versed in digital tools through ongoing training.
- **Implement Glocal Strategies:** Tailor global operations to local nuances for wider market appeal.
- **Promote Remote Collaboration or at Least More Flexibility:** Facilitate seamless collaboration among remote and on-site teams.

CULTIVATE ADAPTABILITY

- **Encourage Innovation Labs:** Establish spaces for creative thinking and experimentation.
- **Prioritize Skill Development:** Invest in continuous learning programs for employees.
- **Foster Cross-Functional Collaboration:** Break down silos to enhance flexibility and collaboration.

ANTICIPATE CONTINUOUS CHANGE

- **Establish Trend Monitoring:** Regularly analyze industry trends and emerging technologies.
- **Explore Sustainable Practices:** Innovate towards eco-friendly solutions and practices.
- **Embrace Proactive Mindset:** Encourage a culture of seeking new opportunities and technologies.



THANK YOU!

TOGETHER, WE TRANSFORM.

KATERINA SHARUDA
EUROPE BUSINESS UNIT DIRECTOR
+420 777 756 136
KSHARUDA@PRODENSA.COM