



## **WHAT CAN THE IUHEI CRANS MONTANA INSTITUTE PROVIDE BUSINESSES WITH ?**

**Thanks to the promotion of Innovation, Training and Information the IUHEI Crans Montana Institute provides you with unique keys to penetrate new markets, boost your marketing process and consolidate your positions**

The role of any industrial group is to manufacture then sell its products. Competitiveness and the non-stop quest for new markets require that it be permanently at the cutting edge of research, source of innovation and modernity.

It indeed means generating a permanent interest, then attracting and convincing potential buyers whether they be public or private.

With the support of the Institute, this Business strategy can be accompanied by a continuous training that aims to inform, share the acquired progress achieved and enable the improvement of conditions in which major actors in economic and social development operate.

It is **IUHEI Crans Montana Institute's** mission to accompany the Business actors in this kind of processes when they are conducive of new approaches, progressive technologies and greater operational performance.

The **IUHEI Crans Montana Institute** therefore offers to industrial groups to organise, alongside the implementation of their traditional business strategies, training and information activities dedicated to the public and private decisions-makers who represent their potential customer base.

These processes are all the more necessary as the potential clients and counterparts are permanently seeking to get objective information on the reality and the quality of products and services they must necessarily rely on in their respective missions.

When such an Initiative has been approved, the Institute automatically takes into account the image and reputation of the company that becomes its partner. This implies that it is a leading group, implementing permanently the best practices, which in turn guarantee integrity and strict compliance with the requirements of Environment and Social progress.

As the Institute invites a large and diversified number of potential stakeholders to attend specialised seminars in a single location, this represents an exceptional opportunity to save time, energy and money.