

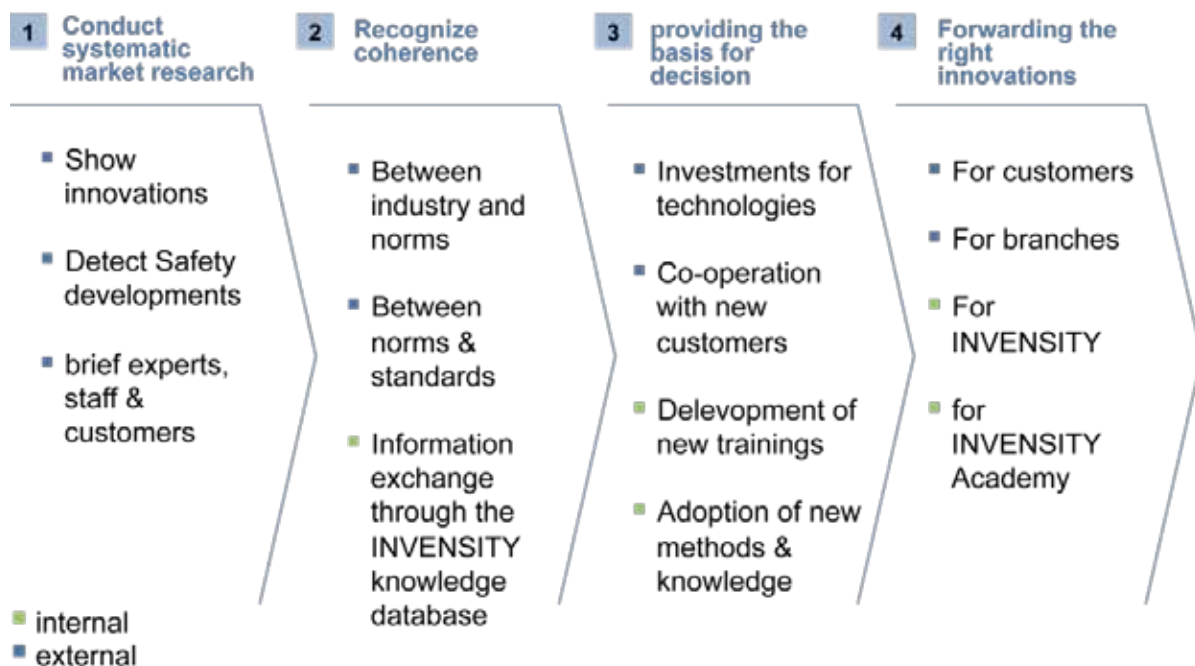
Market Research & Development

INVENSITY Center of Excellence Safety Management

Background

Inadequate market research can limit innovation when technology-driven innovations are assigned to the wrong clients or fields of application.

The Market Research & Development working group monitors the safety market and identifies new trends, methods and standards at an early stage. A systematic investigation of the market highlights innovations worthy of development. These new developments are assigned to the right standards, industries, clients and fields of application, taking into account synergies and premises.



innovation made by talents

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