

# Strategic Initiatives

**Session Chairman**  
**Dr. Pierre Kayoun**  
Vice President Marketing  
Nexans, France



Good afternoon, Ladies and Gentlemen.

The issue we want to tackle in this session is, how to make our cable industry more attractive to the financial community, more attractive to customers, more attractive to our employees. I hope we will get some ideas, some hints how we can perform, how we can deal with these issues in order to improve our overall stakes in the cable industry.

With the first presentation, we will hear how with specific techniques we can better understand the value we bring to our customers to make sure, that we price the value at the right level and that with a very structured price strategy we can have a very positive impact on the bottom line of our P/L and be attractive, for example, to the financial community as well as our customers. With the second paper we will go through the process of innovation and see here, how we can improve our value to our customers, bring more performance to them. With the third paper we will move up the value chain and move from logistics to an integrated supply chain. In the final presentation we will hear about talent management and how we can be attractive for our employees, how we can retain them and how we can recruit the right ones.

So let's start with Kai Bandilla's presentation: Customer Satisfaction & Value Creation. Kai has a business school background. He worked for more than 10 years with the Roland Berger consulting firm and since 2002 he has been a Managing Partner of the Paris office of Simon Kucher & Partners. He also gives lectures at INSEAD and Paris Dauphine University. Kai - you have the floor.