

Vortrag

Mag. Herbert Krutina

Member of Board & Head of Business Unit „Building Construction, Civil Engineering, Environmental Technology in Southern Eastern Europe” at Strabag

Datum: Mittwoch, 07. November 2018

Zeit: 12:30-14:00 Uhr

Ort: WU Campus, Welthandelsplatz 1, 1020 Wien, im Raum [D3.0.225](#)

Targeting at its best by STRABAG: Business to Government in Southern Eastern Europe

By expanding in times of globalization and within international marketing strategies, companies are always under competitive pressure to move forward both reactively and proactively. That is why it is so important to understand how best to *find suitable markets, customers worldwide & ourselves within* (strategic perspective) as well as which tools can help us to proceed with this. In global marketing, market segmentation becomes especially critical because of wide divergence in cross-border customer types, their needs and expectations. Once the management has chosen its target segments, management needs to determine a competitive positioning strategy for its products.

Focus on the segments that can be reached most effectively, efficiently, and profitably. The process of evaluating segments and focusing marketing efforts on a country, region, or group of people, that has significant potential to respond, is called targeting. But to reach out to the potential international clients, which might be the main goal of the targeting, is not that easy as it sounds.

Whereas international acting companies are mainly concerned about understanding and satisfaction of foreign consumers (B2C) and another part of internationalizing companies are troubled about getting connected to the industrial buyer in a country of their choice (B2B), governments (B2G) are not less important targets for sales of goods and services, although not easy to handle and the success of companies bidding in this field is rarely described.

We are excited to announce an expert talk with [Mag. Herbert Krutina](#), Member of the Board and Head of Business Unit “Building Construction, Civil Engineering, Environmental Technology in Southern Eastern Europe”, at [STRABAG](#).

Mr. Krutina is going to talk about company’s internationalization decisions and its very special market entry form in SEE in particular, the peculiarities of PPP (public private partnership) projects in the field of renewable energies and whether B2G was the only option or just a preferable one, in order to be able to stay and finally to succeed in the mentioned region and field. Furthermore, the participants will get a chance to hear out all the ins and outs of targeting the governments, as well as how to ensure, that the government pays a competitive price and even more, how to deal with bureaucracy and try to avoid the corruption in B2G.