



Interview - Trade Journal - IPF Online

Introduction:

Mr Enzo Fei, a 59 years old Italian graduated electronic engineer, has been the Operation Manager of Datalogic SpA, the worldwide leader company in bar-code reading, for more than 2 decades and General Manager of Datasensor SpA in Bologna – Italy, one of the European leading companies on photoelectric sensor, on last ten years. Mr. Fei that has a vast experience on high-tech global company development and innovative management is now head of a business consulting company called Nuidea, his “new-idea” of consultancy, He is no longer involved in day to day Datasensor Group's activities but he is still in charge of strategic issues being Nuidea a partner to support developmental/growth activities for Datasensor worldwide. During his recent visit to Datasensor India Private Limited, Bangalore, Mr Enzo Fei spoke to IPF online.

1. What are the products / Service that you offer:

Nuidea “creative consulting” is a virtual company that can manage a network of professional people with diverse business knowledge and technical expertise in Italy, Europe and oversea. Our community pools together various personnel and service companies (engineering included) to draw and address their expertise in different manufacturing and service sectors helping our Clients, typically small to medium size industrial company, to find the proper way to grow at an international basis, to move from good to great and beat competition. In simple words the services offered can be defined as business and value development guide, we focus on B-to-B partnership proposals as key success factor, we support supply chain enhancement, we want to facilitate international agreements, to promote contacts between similar firms finding win-win policies, charter customized strategies for integration and development of Client business models. We think that a clear value proposition combined with creative innovation and strong alliances are the base of today's way to make and grow industrial business in the global market

2. Why should the customer choose your products/ services:

The advantage is the global networking and managerial expertise of Nuidea community and the flexibility to handle medium/small enterprise on “doing value together “, we like to be more a partner, a negotiator than a traditional consultant. The core business, being – a one stop engineering support engaged in developing strategies, plans and tactics for introduction of new



business/operations/execution for manufacturing and service industry value innovation.

3. How strong/effective is the after sales service:

In Nuidea there is actually no concept of true "After Sales" since Nuidea participates in an on-going set of programmes, tailor made for support and value addition to the Clients' existing business. Examples of after sale can be on a Business or Marketing Plan developed together with our Client the continuous support we can assure on the most critical project helping on moving from the "as is" company positioning to the suggested "to be" competitive value. We are a solid support not only to the Client's strategy definition, but, when required, we are a strong support to the execution.

4. What is the present business environment and future plans:

In today's scenario of outsourcing, mergers/ de-mergers/ acquisitions, Joint ventures, marketing/ production partnerships, the time is just right for the Nuidea entry. Our aim is to help build business partnerships across countries in a "New Way" based on combining existing knowledge with new connections to result in value growth. Nuidea promote a new concept of consulting as a change that delivers innovation.

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