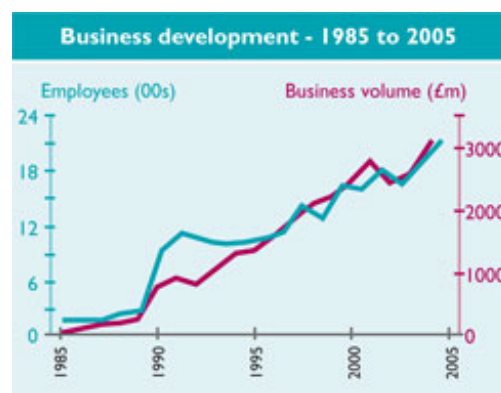


Meeting global and local needs

Operating as part of a global market

Using its worldwide presence, Siemens aims to meet the needs of a range of global markets. All its companies report to the German parent company. To deliver value to the overall group, each separate business must meet the needs of its own customers, wherever they are.

There are thirty businesses within Siemens in the UK. This figure is constantly rising as Siemens strengthens its UK portfolio as it acquires more businesses. Each operates to achieve targets for growth and profit. To do this best requires an understanding of local needs and culture. Its businesses in the UK have freedom to decide how best to meet local needs.



Siemens employees based in the UK share their customers' culture. Its group's focus is to 'think customer'. In delivering their services to consumers, its employees understand customers and the issues and problems they are working to solve. As a result, customers benefit from working with Siemens.

Within every global business there is competition between countries for investment. Siemens has established global 'centres of excellence' that can serve the specialist needs of the entire group. The Roke Manor Research facility in the UK serves the whole Siemens group. Any of its businesses, wherever in the world they may be, can call upon their expertise. In the UK, Siemens works within a new global strategy, 'Siemens One'. In all its activities, customers can call upon the potential of other Siemens groups. If one does not possess a skill, another will. If a particular part of the business requires something offered by another elsewhere, then that product or service is supplied.