

## Eastern technology market development challenges from the experience of “Television Technique”

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TELEVISION TECHNIQUE is a company with years of experience in TV broadcasting system design, integration and installation domain.

The wide range of products and services from small 3-4 cam up to large 10 cam OB Vans, satellite, Drive Away Vans as well; various types of TV studios post-production, production, central rooms, editing suites; mechanical constructions racks, consoles, monitor stacks, auxiliary equipment; refurbishment of old TV complexes.

The key strength of TELEVISION TECHNIQUE company is its ability to offer a whole system solution - select from worldwide range of existing products thus which appear to comply best to the client requirements, integrate them into a whole broadcasting complex, make air-conditioning, mains, lighting installation within time and cost limits. Design, planning and implementation are focused on special operational needs of the customer to provide full scope of services demanded by clients.

Television Technique company is associated with architects, civil engineers and specialists in the field of acoustics, air conditioning. One of the essential parts of TV studios and OB Vans is mechanical constructions that are designed and manufactured according to the area layout and whole studio conception meeting the individual finishing and colour. All range of mechanical products can be offered racks, stacks, consoles, media storage systems, wall boxes, termination boards, custom panels, equipment mounting frames etc.

Activity area is Russia, Ukraine, Latvia, Lithuania, Estonia, Azerbaijan, Jordan and other Middle East markets.

The development of eastern European and Middle East markets of the professional equipment is based on the firm's unique marketing and working on the international scale competencies, developed over time, such as **trust building, partnership, flexibility, reputation** combined with high **engineering competence** and **quality of engineering work, constant innovation** activities and **dynamic organization of the firm**. Dealing with various cultural contexts and business cultures of eastern markets also imply the development of certain core competencies of the firm, the set and interaction of which is presented today via the cases of the development of Middle East, and Eastern European neighbourhood markets.

The development of eastern markets, and especially in the Middle East is based primarily on partnership and trust building in the long term customer – supplier relationship. The latecomer perspective (as a post Soviet country company) requires the market entry criteria to be based on the western quality, 10 to 20 percent lower pricing (however, not always), and wider and broader range of services and higher client orientation than the western companies could offer. Client orientation manifest itself in the high time investments to the pre contracting phase, co-development of technical specifications, flexible approach towards the problem solution during the contract implementation phase, and adjusting of the work style to the customer organisation. In the same time, it requires flexible and complex engineering skills, high internal flexibility of the firm in managing financial and human resources, especially while mastering project based firm organization for constantly changing international environments.