

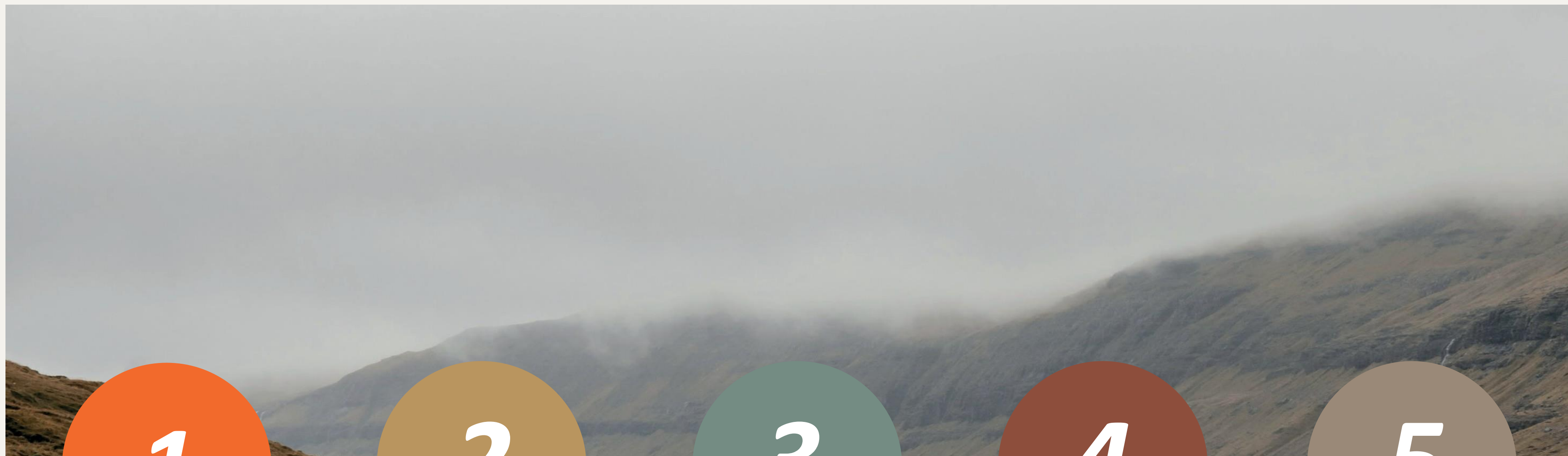
Better Protected

# Internationalisering

...fra national leverandør til  
europæisk "Center of Excellence"







SIMA



USP/LtO



EU+



CASE



LI/LL



- Martin Long Teglgaard, Director of Business Development
- 30+ år i Hæren, siden 2013 i reserven
- Bestyrelsesformand i Defence Network North (DNN)



“Innovated  
for soldiers,  
by soldiers”

### SIMA Innovation A/S:

- Danish, family-owned SME
- Established in 2006
- A close & trusted partner to MoD's & leading OEM's in Europe

### Capabilities & Capacity:

- Engineering & design
- Prototyping, test & validation
- Integration & training
- Sustainment services
- Production capacity: 200 units/month
- Leadtime: 12-20 weeks







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USP/LtO

- Unique Selling Points
- License to Operate



## Unique Selling Points

”Innovated for soldiers, by soldiers

- Interoperability & Interchangeability
- “Build your own” solutions – qualified, modular, upgradable & versatile
- “Plug & fight” concepts - operation, training & sustainment
- EMC Compliance

# License to Operate

TERMINOLOGI

SIKKERHED

COMPLIANCE

CERTIFICERINGER

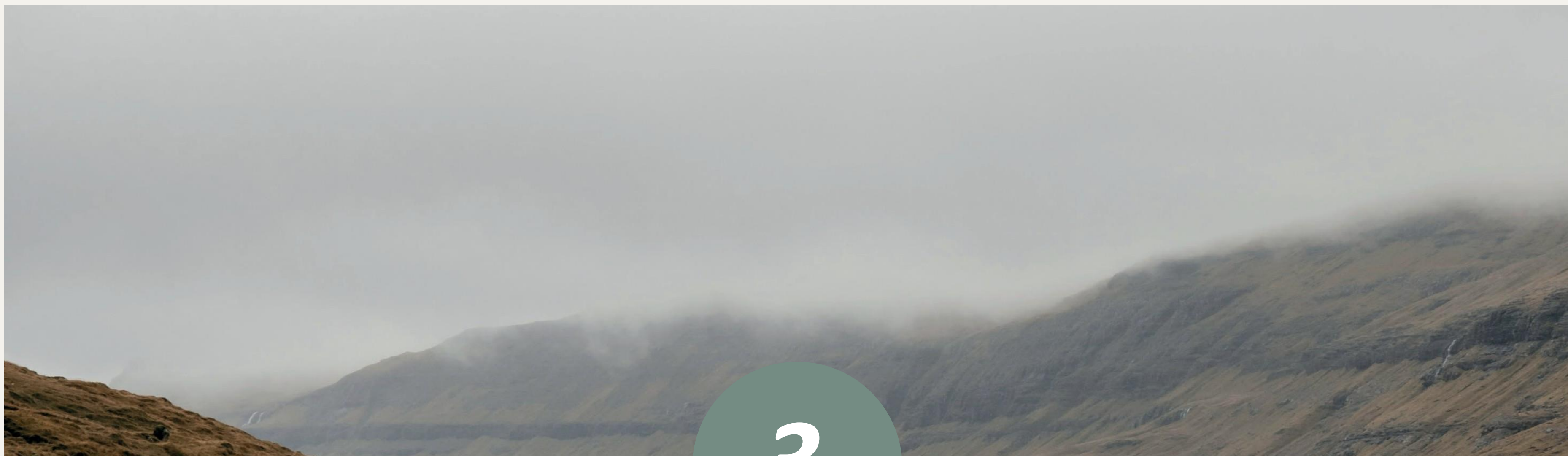
INTERNE PROCESSER

EKSTERNE PROCESSER

SKALERING

ORGANISATION





EU+

# Areas of focus



## **Security of Supply:**

- We want to be close to our European customers & partners
- We offer a Danish supply chain, quality & engineering
- We offer a highly scalable & flexible production capacity with short lead time

## **Building and maintaining relationships:**

- Dialogues with MoDs, embassies and end-users
- Promoting through Expos and conferences
- Engaging in networks, with local actors and keeping bilateral talks

## **Communicating our ‘License to Operate’:**

- Proven track record & Long-term partnerships with European MoD & OEM
- High focus on Business continuity planning & Resilience including
- Cybersecurity, Intelligence & Compliance standards



“Better  
Protected”



## A strong Nordic & Pan-European example!

An industrial & commercially driven partnership between:

- SIMA Innovation: Modular & motorized Ringmount concept
- Patria: 6x6 CAVS platform
- KNDS Germany: 76mm SGL (smoke Grenade Launcher) system
- KNDS France: P20 Machine Canon

A qualified and well proven Combat System

- Modular, Upgradable & Versatile
- Ensures Interoperability & Interchangeability
- Security of supply

Strengthening the Nordic & Pan-European Alliance

- G2G (NAD Collaboration, NORDEFCO, etc.)
- B2B
- Potential donation programs

Targeting the Market:

- Long term partnerships
- Go to Market approach
- Events & Exhibitions





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CASE



# Strategic Partnership



## Potential areas of cooperation:

### Official state visit in Finland:

- MOU / Cooperation agreement between:
- Countries & Defence Forces
- Industry (Patria & SIMA)

### Nordic Alliance & Co-branding:

- Promoting the Better Protected – Concept
- Target Nordic & Pan European Markets

### Exhibitions & Events:

- Arctic Event – Patria
- DALO Days

### Specific Projects & Platforms

- 6x6 CAVS
- Famous ATV
- 8x8 AMV
- Counter Drone solution
- Donation Projects





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LI/LL

- Lessons Identified
- Lessons Learned



## Hvad har vi lært...?

### FORSTÅ...

- Markedet og dets aktører
- Behovet for nye løsninger
- Hvor kan I spille andre gode
- Ting tager tid

### ETABLER...

- Referencepunkt
- License to Operate
- Lokal PoC

### BRUG...

- Forsvaret
- Netværket
- Ambassader og TC



Tak for opmærksomheden

–

Spørgsmål?



[simainnovation.com](http://simainnovation.com)