**CII WORKSHOP ON NEW PRODUCT DEVELOPMENT**

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| **WORKSHOP ON “NEW PRODUCT DEVELOPMENT”**  **BENCHMARKING EXCELLENCE IN DESIGNS**  **26TH NOVEMBER 2015 : 1400 – 1800 HRS : OLYMPIA TECHPARK, CHENNAI** | |
| INTRODUCTION | |
| Every business needs to innovate to stay ahead of the competition. No business can continue to offer the same unchanged product leading to reduced profits. In business and engineering, New Product Development (NPD) is the complete process of bringing a new product to market.  New product development is described as the transformation of a market opportunity into a product available for the customers both in the form of tangible or intangible. A good understanding of customer needs & wants, the competitive environment and the nature of the market represent the top required factors for the success of a new product.  Cost, time and quality are the main variables that drive the customer needs. Aimed at these three variables, companies need to develop continuous practices and strategies to better satisfy the customer requirements and increase their market share by a regular development of new products.  Product development involves either improving an existing product or its presentation, or developing a new product to target a particular market segment or segments. Consistent product development is a necessity for companies striving to keep up with changes and trends in the marketplace to ensure their future profitability and success.  The **Manufacturing Subcommittee of CII Southern Region** is organizing a **Workshop on New Product Development (NPD)** on **Thursday, 26th November 2015 at Olympia Techpark, Chennai.**  The aim of the workshop is to present the best examples and benefits of NPDs of companies, provide a networking opportunity for the participants to interact and benchmark the practices of the companies. | |
| **SPEAKERS** | **DELEGATE FEE\*** |
| Mr Manickam Loganathan  CoE Head - NextGen Design to Manufacture (Art-Part)  Engineering & Industrial Services **Tata Consultancy Services**    Mr Bala Doraikannu  New Product Introduction Manager  **Caterpillar India Ltd**    **And few more Industries…** | * CII Member : 1710/- * CII Non Member : 2280/- * IWN Members / Educational Institutions :1425/-   ( \*inclusive of tax) |
| **WHO SHOULD PARTICIPATE?** |
| Chief Executive Officers, Managing Directors, President, Vice President, Head of R&D, Head of Strategy, Directors and General Managers |