



**PGUB**

Management Consultants GmbH

## Newsletter No. 5

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PGUB Management Consultants GmbH

Darmstädter Straße 1

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[www.pgub-consult.com](http://www.pgub-consult.com)

### Consulting Capabilities

- Strategic and Change Management
- Process and Project Management
- Studies and Trainings
- System Analysis
- Mergers & Acquisitions

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**PGUB**

Management Consultants GmbH

PGUB Management  
Consultants GmbH is an  
international Consulting Company  
with focus on mechatronical tasks



Dear Customers and Business Partners,  
Dear Supporters of PGUB,

In the first half of 2018 and last year a lot has happened at PGUB Management Consultants GmbH:

New senior experts in the fields of HW/Mechatronics, Sales und Marketing as well as Bordnet have joined us. In addition some new student workers started as well this year.

In total we have by now more than 20 internal and external employees being under contract. Furthermore, successful collaborations with JSC Automotive in Shanghai/ Singapore and Albelissa Engineering from Italy have been established.

In Dortmund we rented two additional office rooms for, inter alia, our first Benchmarking-Project.

Another (Sales-)Office we are planning in Munich.

First Sales-, Business Development Projects for companies outside of Germany have been added. Furthermore, we performed several M&A Projects and Technical Due Diligence (Longlist, ...).

This is a very exciting and dynamic consulting area and field of work, which is constant developing for us and still growing.

A very successful course of events in regards of Congress of 1. International ISELED Conference in Munich in April and the 1. Rutronik Automotive Congress in June in Pforzheim, both with almost 200 participants, round up our multiple consulting- and predevelopment projects successfully.

„Elektromobilität in China

Ein unumkehrbarer Weg zur weltweiten Nr. 1?“

Specialist article from Peter Gresch and Jochen Siebert (JSC Automotive) in Automobil Elektronik, edition 05-06/2018

<https://www.all-electronics.de/e-mobilitaet-elektromobilitaet-china/>

With our by now 7th PGUB Executive Workshop in Wiesbaden in August and the celebration of „official 5th anniversary“ of PGUB Management Consultants GmbH on 6th of September 2018 we due to our many great costumers and business partners continue to look ahead to an exciting future of our company.

Sincerely,  
Peter Gresch



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## OUR KEY COMPETENCIES



### Strategic- and Change Management

- Innovation- and Knowledge management
- Strategy- and Portfolio workshops
- Key Account Management
- R&D and Sales Development



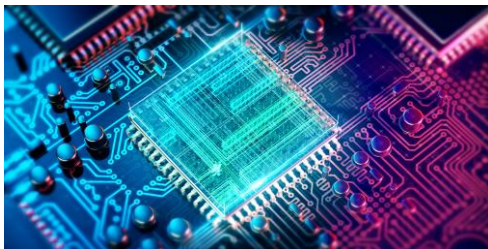
### Process and Project Management

- Process and Project Execution
- Organizational Development
- Optimization and Operational Excellence
- Quality Management in the Development Process



### Studies and Trainings

- Specialist Studies and Workshops
- Leadership Coaching
- Focus: E-Mobility, EE Architecture, Mechatronics and Lighting Technology



### System Analysis

- Pre Development
- Product Development
- Focus: E-Mobility, EE Architecture, Mechatronics and Lighting Technology



### Strategic Partnership and Mergers & Acquisitions

- Acquisitions and Cooperation Opportunities for Tier1
- Merger & Acquisitions
- Due Diligence
- Search for Sales-, Development- and Production Partners

PG 3ENGINEERING SERVICES  
ELECTRONICS • E-MOBILITY • EFFICIENCY



provided by **PGUB** Management Consultants GmbH

### (Pre) Development Services

- From Ideas and Concepts to first Prototypes
- Cooperation with partners possible
- Examples: EE Architecture, Lighting Technology, 48V Boardnet, general Automotive Electronics, etc



## OUR KEY COMPETENCIES

### Die PGUB Management GmbH unterstützt ihre Kunden auch mit Systemanalysen in ausgewählten Bereichen:

- EE-Systeme
- Mechatronics
- E-Mobility
- Lighting and LED Technology

#### Lighting Systems

With employment of the LED - Technology lighting systems grew up to one of the innovative areas in the vehicle. New functionalities and applications require a broad range of competences in development and manufacturing. With our Know - How gained over many decades of working on Automobile light technology we are able to build up the required Competence in the development and integration of new lighting systems in consultation with our costumers.



In addition to our workshops on analyzing business competition, market and production or further subject-specific themes, we also offer basic training for lighting technology and a long-term and continues support in projects.

#### Cyber Security

Information security and security platforms will play an important future role in the case of a progressive digitalization and industry - spanning development of sustainable concepts. Especially our costumers in the automotive supply industry are finding themselves confronted with these specific individual issues.

If you are following several successful companies with a traditional influenced philosophy, you will notice various strategies in realizing new and innovative business concepts on the market.

We, the PGUB Management Consultants GmbH, identified these trends early on and assessed them.

This enables us to accompany our costumers' projects. Our expertise goes from strategic planning through realizing future collaboration models up to M&A activities.

The project specific implementation rounds of our consulting portfolio in this sphere of competence.



# INNOVATION POTENTIAL IN AUTOMOTIVE LIGHTING TECHNOLOGY

With the highly efficient and flexible LED technology, the light engineering is one of the most innovative technology in the automobile. The use of semiconductor technology for calculation, simulation and activation of lighting systems offers multifaceted product engineering. These include:

## **Innovation Field Headlight Systems**

In addition to the introduction of LED technology, the development of intelligent systems builds a large field of innovation for headlights.

All segments in the visible traffic area get illuminated by shift able optic elements, when no road user is dazzled.

Up to 84 separate LEDs are used today to generate the segmented light distribution. In the future it will be a multiple, but because of the great effort of controlling the dynamic drive mode, the introduction of such systems limits it to the upper market segment. The greatest innovation potential is therefore in the development of technologies, which enable the market to be introduced in all vehicle segments by

- higher integration of all required components in headlights e.g. in hybrid technology
- adaptation to the safety-related actual number of switched pixels required
- simplification of the total system, e.g. through direct sensor integration

## **Innovation Field Interior Lighting Systems**

In no other vehicle area has the number of lighting applications increased in the last few years as much as in the passenger car interior. Even today, more LEDs are used inside the vehicle than in the exterior. Modern interior lighting systems today provide balanced lighting in all vehicle usage situations and have a high standard of lighting technology.

The trend continues to be the large-scale appreciation of interior lighting and the emergency of uniform lighting scenarios, accelerated by further decreasing costs for LED technology.

Accordingly ,the responsibility for a diligent construction of the interior lighting at night is in the hands of the vehicle manufacturer:

- Avoiding the mirroring in front- and side panel
- Physiologically adapted luminous densities and luminous surfaces
- No dynamic effects while driving

The PGUB Management Consultants GmbH with their Senior Expert Detlef Decker accompanies various customers in the advanced development and implementation of innovative, light-technical solutions very successfully, even with previously rather low innovative signal lighting concepts.





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## NEWS FROM 2018

### Opening new offices at the Dortmund location

In May 2018 the PGUB Management Consultants GmbH moved into two new Rooms. One benchmark Office and another Office at our Branch in Dortmund (TZDO - Phoenix West).



Benchmark Office



Meeting Room

### Wiesbaden Tennis Open from 24.-29. April

The Wiesbaden Tennis Open 2018 took place from 24 April to 29 April. The PGUB has been present as a sponsor for the third time. Also this time, our employees took the opportunity to join the sponsor event.

In an exciting competition accompanied by perfect weather condition the organizers created a high-grade tournament that was won by Kathinka von Deichmann in a dramatically Final. It was her second time winning the Wiesbaden Tennis Open after last year.





## OUR TEAM/ ENGAGEMENT

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**Managing Director**

- Most colleagues several decades in profession
- Jointly more than 250 years of automotive mechatronic and lighting experience
- Dedicated, effective and pragmatic cooperation in and with an excellent team



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### Hope for Cameroon e.V.,

a club headquartered in Bochum with the aim of helping orphans and single-parent women in Cameroon.



The donation of the PGUB Management Consultants GmbH helps us to realize various projects:

- Distribution of school materials, clothing and christmas gifts in villages
- long-term tuition and preparation for annual audits

Through this commitment, we pursuit to give all these people joy, happiness and hope for a better future.

„In Cameroon, a large part of the population lives below the poverty line due to poor living conditions. All this despite the natural wealth of mineral resources. Because of that i decided to study in Germany, to get experiences and find ways to improve the situation in my country.“

Arnaud Tedjeuteu (working student PGUB)

### Volleyball Youth Promotion:



### Tennis ITF Women:



### Our „social“ Engagement:



**UNO-Flüchtlingshilfe**

**Leben retten – Rechte schützen**



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## EVENTS/ IMPRINT

### Events 2018

- **7. PGUB Executive Workshop** 09. – 10.08. Wiesbaden
- **IAA Nutzfahrzeuge** 20. – 27.09. Hannover
- **SIA VISION** 09. – 10.10. Paris
- **ELIV** 16. – 17.10. Baden Baden
- **EVTec (Chairman & Moderator Peter Gresch)** 22. – 24.10. Shanghai/ China
- **Electronica Automotive Conference (Chairman & Moderator Peter Gresch)** 12.11. München
- **Electronica** 13. – 16.11. München
- **SIA CESA 5.0 (Vortrag E-Mobilität China/ Deutschland von Peter Gresch und Jochen Siebert)** 05. – 06.12. Paris



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