

BDMT Global CEO Suzy Im “An opportunity for the revival of the U.S. manufacturing industry, but a sophisticated market strategy is required.”

“As the manufacturing renaissance in the United States begins, opportunities will be opened for domestic companies with innovative technologies to grow in cooperation with American companies. For successful entry into the US, a market drive approach strategy that creates a new market is most important. Business development and marketing strategies through strategic collaboration as well as technological innovation can reduce many trials and errors.”



Suzy Im, CEO of BDMT Global, emphasized the strategic market approach of domestic companies challenging the global market. Headquartered in Boston, USA, BDMT Global is a professional group that provides global business development and marketing innovation services specialized to healthcare, manufacturing, and technology companies.

Im, who is the global head of BDMT and a professor of Marketing at Emerson University, was recognized for her contribution to global business development and marketing integration for the first time and was the only Korean to receive the North American Business Innovation Award six consecutive times.

She explained that an increasing number of domestic companies are considering entering the U.S. market directly with the Inflation Reduction Act (IRA) and the Semiconductor Support Act promoted by the Biden administration to revive the manufacturing industry.

Im predicted that there will be many opportunities in the medical and smart factory fields among various industries. In particular, 'automation' and 'digitization' are expected to be important keywords as key solutions to achieve the goal of manpower shortage and cost efficiency.

She said, "Currently, as the U.S. goes through the COVID-19 pandemic, the medical industry and hospitals are facing serious manpower shortages and financial problems. This could be the answer," she explained.

The same goes for the manufacturing sector. U.S. manufacturing needs automation solutions to keep up with growing demand. Analysts say that partnerships with Korean companies will become more important to meet this demand because it is not possible to rely solely on technology in the United States.

Suzy Im said, "Smart factory solutions are increasingly expanding in the United States to replace labor and stabilize supply chains, and Korea has the ability to cooperate with the United States in more diverse ways." For this reason, interest in automation solutions such as robots and autonomous driving robots (AMRs) is increasing."

In line with this market situation, BDMT Global launched the 'DAC (Digitization, Automation, Cross-Industry Collaboration) Bridge Series', a global partnering forum, and participated in a large number of industry experts such as manufacturing, technology, and pharmaceuticals to support the establishment of global business development strategies. It is maximizing opportunities for global cooperation by holding the first 'DAC Pitchfest', an event to select innovative Korean companies and provide opportunities for partnership with global companies.

Im said, "At this point in time when the need for digitalization and automation is growing and opportunities for collaboration between industries are wide open, companies preparing to enter the US market need to actively seek opportunities in the US market through thorough market analysis and strategy establishment."

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