

Siemens Launch 2013 Innovation Agenda



Siemens Healthcare is launching Agenda 2013, a global initiative to grow its innovative capacity and make itself more competitive. Agenda 2013 is the Sector's proactive response to the challenges emerging from a changing market environment. To meet these changes from its continued position of strength, Agenda 2013 includes measures targeting innovation, regional presence, competitiveness, and human resource development to be implemented in the next two years. These include greater investments in product development and expanded sales activities in growth markets. Agenda 2013 also encompasses a realignment of the radiation therapy business unit that will likely include rightsizing measures. Agenda 2013 also includes a programme to improve the cost position in the Diagnostics Division.

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