Prof. Robert Handfield The Study of "Trends and Strategies in Logistics and Supply Chain Management"

0:12 Professor Robert and feel it’s a pleasure to have you here in Berlin
0:14 welcome to Berlin the capital of Germany today we would like to talk about the
0:18 study trends and strategies
0:20 in logistics and supply chain management that has finally come
0:23 to in successful and then I know it's hard for you but please try to recap the
0:29 study with its
0:30 key content at statements for us in a few sentences if lead as possible
0:33 thank you very much and it is difficult to capture everything in this study we
0:39 spoke to over 60
0:41 global executives we interviewed and surveyed
0:45 100 thousands of people one other things that we learned
0:48 is the world is becoming increasingly more complex
0:52 customers are asking increasingly for specialized requirements
0:57 there's more and more class pressure their logistics
1:01 a infrastructure issues and there's more government regulation
1:04 having said that in this complex world
1:08 some companies are able to embrace this complexity
1:11 and they're doing it through a combination love investing in people
1:15 defining global processes
1:19 establishing a technology roadmap
1:23 in a platform for supporting people and really
1:26 collaborative networks thinking about partnering with the right people
1:30 so that sounds very complex and
1:33 the study shows us how things probably will be in future
1:36 and is the aim of the study to
1:39 start a change let me say modification in the world of logistics
1:42 I think it's a I think it's consistent with prior studies that have been done
1:48 what's unique about the studies I think it shows
1:51 that for many German companies you have to think outside of Germany now
1:56 you have to think in terms of the world as your market
1:59 and the world is your supply base increasingly
2:03 companies are recognizing may have to buy with a cell and sell where they buy
2:07 and for Germany continue to expand
2:10 and for America and in all other countries to expand they have to think
2:14 globally as a unit and how to work together
2:18 in many different cultures and know that there was some jokes by
2:23 and some German people saying that its difficult for Germans in places like
2:27 India
2:27 two-way and so tell us
2:31 who will be the winner in future on the market thank the people they will win
at
2:35 the
the ones who can collaborate the best have the best supply chains
now you're only as good as the people in your network
and everybody has to win
everybody has to share information everybody has to work together
to have a dialogue to find ways to solve challenges that are out there
there's many complexities they can be solved people work together and i think
that's the key messages we have to learn how to work together better
so Germans should not be any longer
only in Germany but go outside yes that's right
eyes they should go outside they should learn to work been in other cultures
I think Americans if we can get our politicians to agree
with one another that would be good too sir yes we are very
looking forwards to your presentation tomorrow
and to thank you very much for the short interview it's a pleasure to be here
and
and
I really love coming to BVL every year it's a great conference
thank you thank you