

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

2:35 the ones who can collaborate the best have the best supply chains  
2:39 now you're only as good as the people in your network  
2:43 and everybody has to win  
2:46 everybody has to share information everybody has to work together  
2:50 to have a dialogue to find ways to solve challenges that are out there  
2:55 there's many complexities they can be solved people work together and i think  
2:59 that's the key messages we have to learn how to work together better  
3:02 so Germans should not be any longer  
3:05 only in Germany but go outside yes that's right  
3:09 they should go outside they should learn to work been in other cultures  
3:13 I think Americans if we can get our politicians to agree  
3:17 with one another that would be good too sir yes we are very  
3:20 looking forwards to your presentation tomorrow  
3:24 and to thank you very much for the short interview it's a pleasure to be here  
and  
3:28 and  
3:29 I really love coming to BVL every year it's a great conference  
3:32 thank you thank you