

# Procurement in the 21st century

## Global procurement study



### Success factor procurement

Due to the global economic crisis, procurement and more specific reducing procurements costs not only gained increasing importance but also showed the **relevance of procurement for the company's success**. Unexploited potentials are not only substantial but also critical for the competitive advantage and profitability of a company. Only the ones, who realize this, will emerge victorious.

### Prestigious partners

The global focus of this study is **underpinned by the collaboration** with ICC Deutschland e.V. (the German branch of the International Chamber of Commerce), the most important German Chambers of Commerce Abroad around the world, the German Association of Wholesaling, Foreign Trade and Services, the GSBA Zurich (an academic alliance of six well-known universities on all 5 continents), and the Austrian Association of Material Supply, Procurement and Logistics.

### Top-class participants

Under the responsibility of Dr. Thorsten Makowski more than **10,000 top level managers** of renowned companies in all industries worldwide will be contacted, in order to investigate global trends as well as the impact of the current economic crisis.

### Free benchmark for your company

This study will deliver answers to central questions about strategic orientation, potentials, optimal monitoring and trends in procurement free of charge. Based on the individual analysis of your response you will be able to see what you can learn from Best-Practice-Companies and **how you can shape up your procurement for the future**. On request, we are also happy to present the results of the benchmark to you personally.

### High validity through integration of operative management

In order to gain the full benefit of this free benchmark, we recommend that your procurement as well as operations managers also participate in this study with a specific questionnaire tailored to their needs.

