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New office In Stockholm: BrainNet Expands In The Nordic Countries

May 28, 2009

Bonn - The BrainNet Supply Management Group AG continues to expand its international network with a new branch office in the Swedish capital Stockholm. BrainNet has been operating successfully in Sweden for a number of years. With the establishment of its new office, BrainNet is further expanding its activities into the Nordic countries. This step will also strengthen BrainNet's position as one of the leading international brands for supply chain management consultancy.

BrainNet has been working in Sweden with a team of seasoned experts with detailed knowledge of the Nordic markets. In addition to industrial big names like AstraZeneca, Vattenfall, SAS, and UPM Kymmene, BrainNet also provides services to private equity companies located in Sweden, e.g. Nordic Capital, IK Investment Partners and Bridgepoint.

The opening of our office is expected to concentrate and strengthen these activities. "During economically difficult times, purchasing is a big priority for top management which means we are growing against the sector trend. As an international, leading SCM consultancy we now have 11 branch offices in total, located in the most important purchasing markets and with excellent proximity to our customers", said Christian Rast, CEO of BrainNet. "The Nordic Countries make up a strategically important market. We've been operating successfully there for a number of years and with the opening of our Stockholm office we are taking another important step in our successful internationalization and growth strategy."

The Managing Director for the Nordic Countries will be Torbjörn Yngwe Bäck, supported by the BrainNet Partner Fredrik Henzler. Bäck, an industrial engineering and management graduate from the Linköping University of Technology, has been working in the industry for 13 years. His impressive resume includes time as Area Manager at Ericsson, Management Consultant at PricewaterhouseCoopers and Project Executive at IBM Business Consulting.

The last 3 years he was in China working with establishments and sourcing as Head of the Swedish Trade Council's 4 consulting offices in the country.

"Over the next few years, the importance of cost efficient operations will continue to increase. BrainNet, as one of the international leading consultancies in Supply Chain Management, will play a key role", said Bäck. "I am very proud to participate in this development by building up BrainNet's Nordic business."

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About the BrainNet Supply Management Group AG

BrainNet is one of the leading international brands for supply chain management consultancy. Employing 220 members of staff, BrainNet turns over €30 million globally. BrainNet develops and realizes tailored solutions for more than 80 of the companies listed in the Global Fortune-500 and around 240 fast growing SMEs. For years, BrainNet has had offices in Bonn, Boston, Budapest, Chicago, London, Mumbai, Munich, Shanghai, St. Gallen, Stockholm, Tampa and Wroclaw. The current study, "Hidden Champions on the Consulting Market" by the Scientific Society for Management and Consulting (WGMB) puts BrainNet as the number 1 purchasing consultant in Germany. The company is also the only consulting firm to hold a place in the top five of all the rankings in the supply chain management category.

Through its close collaboration with the Supply Chain Management Institute (SMI) at the European Business School (EBS), BrainNet offers a totally unique value-creation chain ranging from research and training young talent at leading business schools to implementing consultancy projects and strategic qualification of top managers and supply chain managers. For more information about BrainNet, please go to www.brainnet.com

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