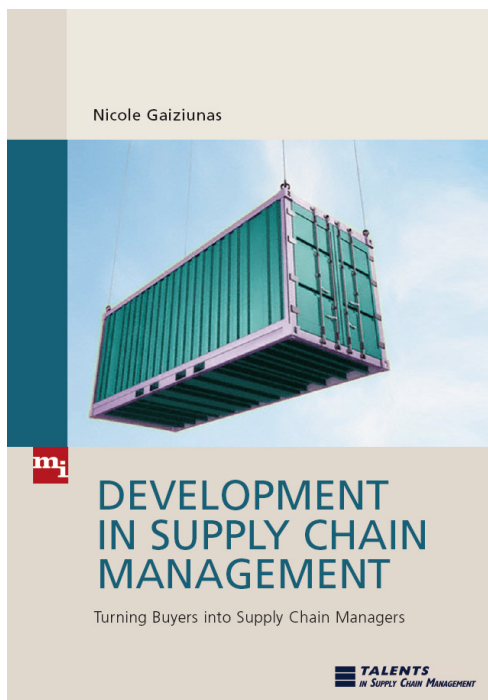


BrainNet Cooperation Partner SMI Brings out New Reference Work
on Strategic Training in Supply Chain Management

New Book: “Training in Supply Chain Management”

Bonn, July 21st, 2009 – From September 14th, 2009, “Development in Supply Chain Management: Turning Buyers in Supply Chain Managers”, the new reference work for strategic training in procurement and logistics, will be available from booksellers. Its author is Nicole Gaiziunas, Managing Director Executive Education at the Supply Chain Management Institute (SMI) of the European Business School (EBS). The highly practically focused work uses successful international projects and innovative, methodical approaches to highlight the best training strategies for preparing employees in Supply Chain Management for current and future challenges. The reference projects cited are the top 10 of the applications submitted for the first “Develop Leaders! Talents in Supply Chain Management” Award. The initiator of the competition, which is supported by BrainNet, is also the SMI.



Nicole Gaiziunas
**“Development in Supply Chain Management
Turning Buyers in Supply Chain Managers”**
232 pages, hardback
€ 49.90 (D), € 51.30 (A), sFr. 81.00 (CH)
ISBN 978-3-86880-029-6
mi-Wirtschaftsbuch, Munich 2009

How can companies overcome the price dumping of international competitors? When are purchasing and supplier cooperation agreements worthwhile? How can procurement and logistics contribute towards the whole company’s financial success? How can intercultural skills be rapidly and sustainably built up? How can the various risks of global procurement networks be managed as effectively as possible?

SCM training belongs on the board’s agenda

These are just some of the questions that decision-makers in procurement and logistics are increasingly having to deal with – both now and in the future. As a consequence of the rapidly changing needs profile in Supply Chain Management, an enormous “training backlog” has built up over recent years.

“Our experience shows that even the best strategies for optimizing Supply Chain Management are fruitless if there are no talented staff to put them into practice. Currently, we are facing a serious shortfall of such experts worldwide. It is high time that the top-level decision-makers in companies realize this and take vigorous measures to resolve this situation,” says BrainNet CEO Christian A. Rast. For this reason, BrainNet is supporting this initiative by the SMI. “Both the award and the outstanding book by Nicole Gaiziunas focus attention on this shortfall and provide precisely the right signals,” says Rast. “They show how successful training programs work in Supply Chain Management and what added value they offer the companies that implement them.”

As Managing Director of SMI Executive Education at the Supply Chain Management Institute of the European Business School, Nicole Gaiziunas advises international directors and top-level managers on education and further training. One of the scarcest economic resources at the moment are highly-skilled network managers.

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 Wrocław.

The current study, “Hidden Champions of 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 – together with Roland Berger – also the only consultancy to be listed in the Hidden Champion top 5 ranking in all the supply chain management disciplines (purchasing, internal supply chain & processes and distribution logistics).

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

BrainNet – people creating connected solutions

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