

Center for Futures Studies and Knowledge Management  
founded at the Supply Chain Management Institute (SMI) of the European Business School

## **BrainNet founds Center for Futures Studies**

**Bonn, May 7, 2009 – BrainNet, one of the leading brands worldwide for supply chain management consulting, is supporting the foundation of the Center for Futures Studies and Knowledge Management at the Supply Chain Management Institute (SMI) of the European Business School (EBS). Led by Dr. Heiko von der Gracht, the new center will primarily come up with future scenarios in order to assist companies and political decision-makers with the development of long-term strategies.**

The current economic crisis shows how difficult it can be to predict the future in a globally networked economy. The development of well-founded, simulative future scenarios is therefore of critical importance for companies and other economic players. This is particularly true for issues that modern supply chain management needs to deal with, such as supply security and long-term supplier stability. It is with this in mind that the Center for Futures Studies and Knowledge Management is being founded at the Supply Chain Management Institute (SMI) of the EBS. Professor Christopher Jahns, Executive Director of the SMI and President and CEO of the EBS, appointed Dr. Heiko von der Gracht as head of the new center. As part of its close partnership with the SMI, BrainNet will help to determine what the new center offers in terms of content and to provide financing for it.

“We can’t predict the future, merely presuppose it. We therefore need to think in terms of alternatives, in ways different than we’re used to,” says Heiko von der Gracht. “Scenarios allow for more concrete, sustainable decisions and enable us to respond more quickly to sudden developments. With our research, we want to provide theoretical stimulus and also offer companies and public organizations specific assistance with long-term strategic decisions.”

Von der Gracht is a renowned expert in the field. In the summer of 2007, he and other authors presented the highly acclaimed study entitled “The Future of the Logistics Service Industry in Germany in 2025,” which investigates logistics prospects based on a

methodology involving complex scenarios. The approach being drawn up at the SMI will also play a key role in further scientific and practical research at the new center.

“We believe the founding of the Center for Futures Research is a milestone in the scientific approach to supply chain management. The question of how a company can best prepare for an unknown future is more important today than ever,” says Christian Rast, CEO of BrainNet. “We are therefore delighted to be supporting Dr. von der Gracht and his team, and we anticipate some exciting scientific results.”

#### **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, Tampa and Wroclaw.

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](http://www.brainnet.com)

#### **BrainNet – people creating connected solutions**

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