

New Office in São Paulo: BrainNet Expands in South America

Bonn, February 3, 2010 – BrainNet Supply Management Group AG has just opened a new branch in São Paulo, Brazil in a move that expands the firm’s international network. For BrainNet, one of the leading international names in supply chain management consulting, the new office represents the latest stage in a successful growth strategy in Latin America’s biggest industrial metropolitan area. The firm has already built up a solid reputation in this emerging region through a number of successful consulting projects.

BrainNet’s experienced team of experts advises industrial companies like Linde AG on all aspects of optimum supply chain management in Brazil and other member states of the South American customs union Mercosur. The office in São Paulo brings together all these activities, reinforcing the firm’s presence in one of the world’s key growth markets.

“It isn’t only international corporations that have recognized the enormous strategic importance of the Latin American market,” says Christian Rast, CEO of BrainNet. “About 1,000 German companies are now represented in São Paulo, forming the world’s biggest concentration of German industrial firms. The new office represents another key step in our successful strategy of growth and internationalization.”

The man in charge of the new office will be Dr. Axel Schulte, Partner and Managing Director of BrainNet, who is responsible for SCM consulting activities in North and South America.

“Brazil has an increasingly stable currency, a strong gross domestic product and anticipated high growth rates, so it offers tremendous economic potential for procurement and supply chain management,” says Dr. Schulte. “The country’s advanced stage of industrialization and large reserves of highly sought-after raw materials, such as iron, manganese and oil, also make Brazil a very attractive market, and our clients will profit from its growth.”

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, São Paulo, 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

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