

Growth Despite The Economic Crisis - BrainNet Continues To Expand Its Market Position And Opens An Office In London

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BrainNet continues to expand its market position as one of the international leading supply chain management consultancy brands and has opened an office in London. BrainNet has already been operating successfully in Britain with its own team for a number of years. With the opening of its own office the company will now further expand and intensify its activities.

With the establishment of its own branch in the British capital, BrainNet is further expanding its presence in the core consultancy markets of the world. BrainNet has been working in the UK for a number of years with a team of experienced experts with intimate knowledge of the local market. In addition to industrial companies such as BOC Gases, a subsidiary of the Linde Group, BrainNet also provides services to the private equity companies located there, e.g. Bridgepoint and CVC.

The opening of this office is expected to concentrate and strengthen these activities. "During economically difficult times, purchasing is a foremost 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 altogether in the most important purchasing markets with excellent proximity to our customers", said Christian Rast, CEO of BrainNet. "Britain is a strategically important market. We have been operating successfully there for a number of years already. With the opening of our London office we are taking another important step in our successful internationalization and growth strategy."

The London office will be headed up by Martin Hoegel, with Fredrik Henzler as the BrainNet Partner in charge. Hoegel, an engineering graduate, who, in addition to his degree from RWTH Aachen University, also has an MBA from the INSEAD business school in Fontainebleau (France), has been working in the industry for 15 years. Until 2006 he has built up and managed the European business of spend management specialist Ariba/Freemarkets in various management positions. Since 2006 he has been working for BrainNet UK as a project leader. "Over the next few years, the importance of supply chain management to economic success will continue to increase. BrainNet, as a worldwide leading specialist, will play a key role in this process.", said Hoegel. "I am delighted to be able to participate in this development by building up BrainNet's UK business".

About BrainNet Supply Management Group AG

BrainNet a leading international brand for supply chain management consultancy. Employing 220 members of staff, BrainNet turns over €30M globally. BrainNet develops and realizes tailored solutions for more than 80 of the companies listed in the Global Fortune-500 and

around 240 fastgrowing SMEs. For years, BrainNet has had offices in Bonn, Boston, Budapest, Chicago, Mumbai, Munich, Shanghai, St. Gallen, Tampa and Wroclaw. Through its close collaboration with the Supply 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 visit www.brainnet.com

SOURCE: BrainNet