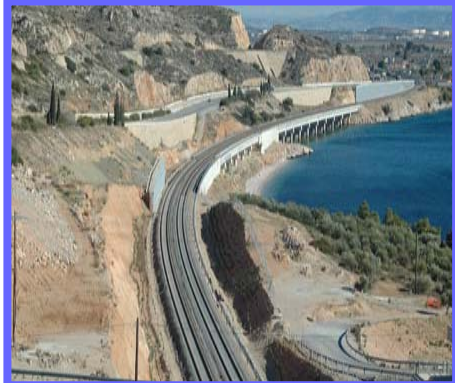




**UNECE**

United Nations Economic Commission for Europe



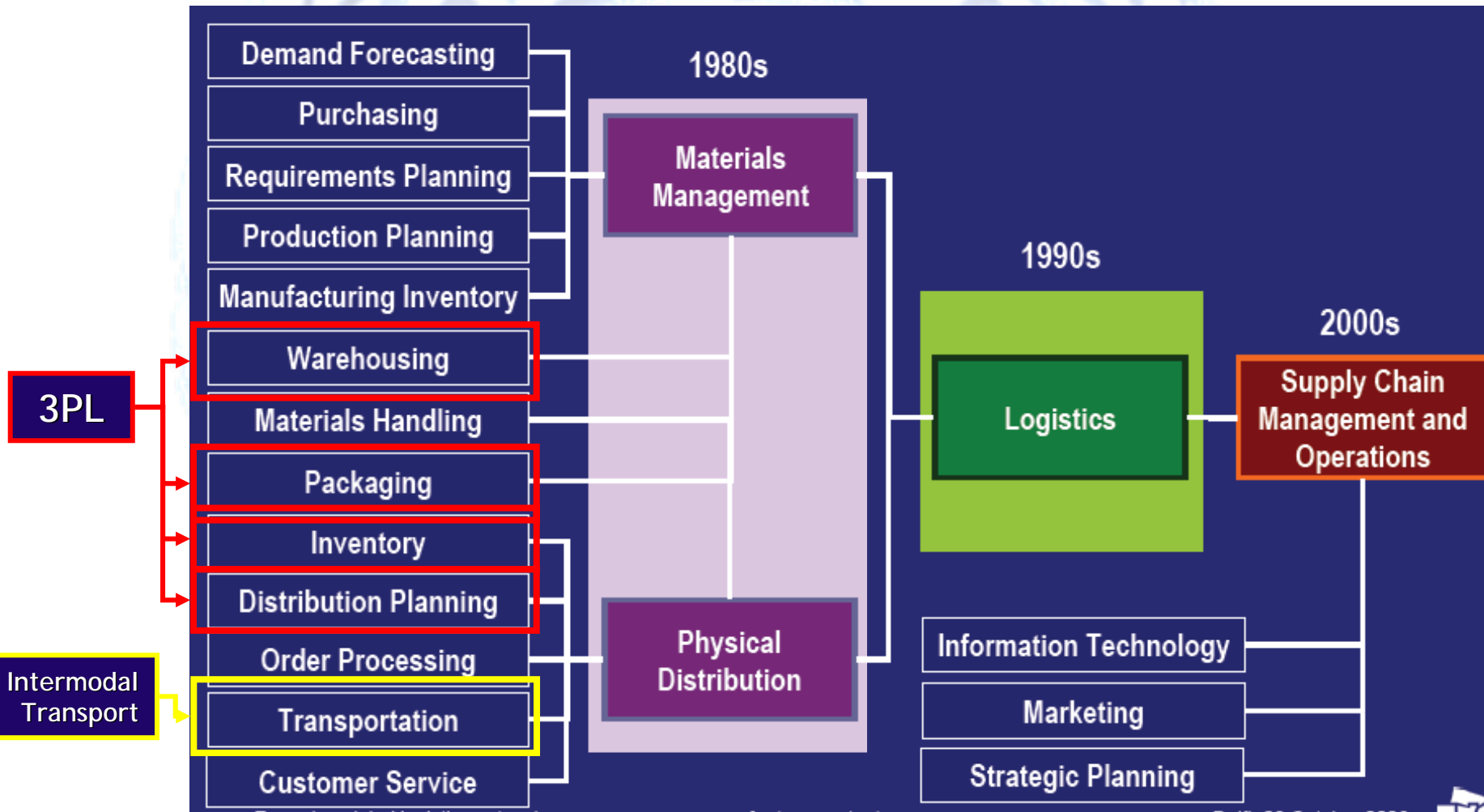
# ***The increasing importance of Logistics***

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Regional Advisor  
Economic Commission for Europe  
Transport Division

Geneva, 18 March 2008



# Supply Chain Management





# Inreasing importance of logistics

- Liberalization of international trade and economic activities
- Competition
- Reduce Cost (Labour, production, distribution) – Sustain or Increase Quality (Value for Money)
- Relocation of production sites and restructure of Internal processes
- Production often far from consumption thus increase importance and need reliable transport
- Globalization of Logistics

**Many Risks**

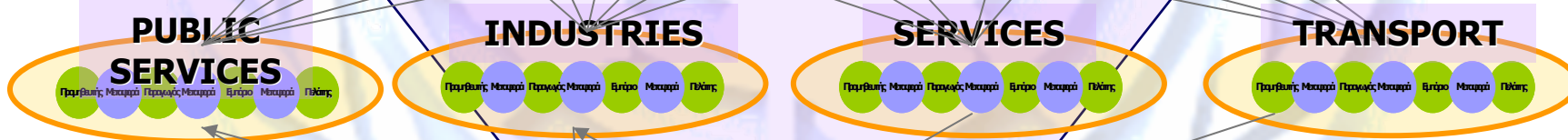
## **Globalization**

**Nowadays, markets are not the same. Products and brands are not critical competitive advantages.**

**Flexible & Efficient Supply Chains and Production Lines constitute the key to success!**



## Global Supply Chain



## FAMILY

