

Facing the Shift from Manufacturing to Services



The Impact on Associations

SVME – ASAA

Swiss Association of Purchasing and Materials Management

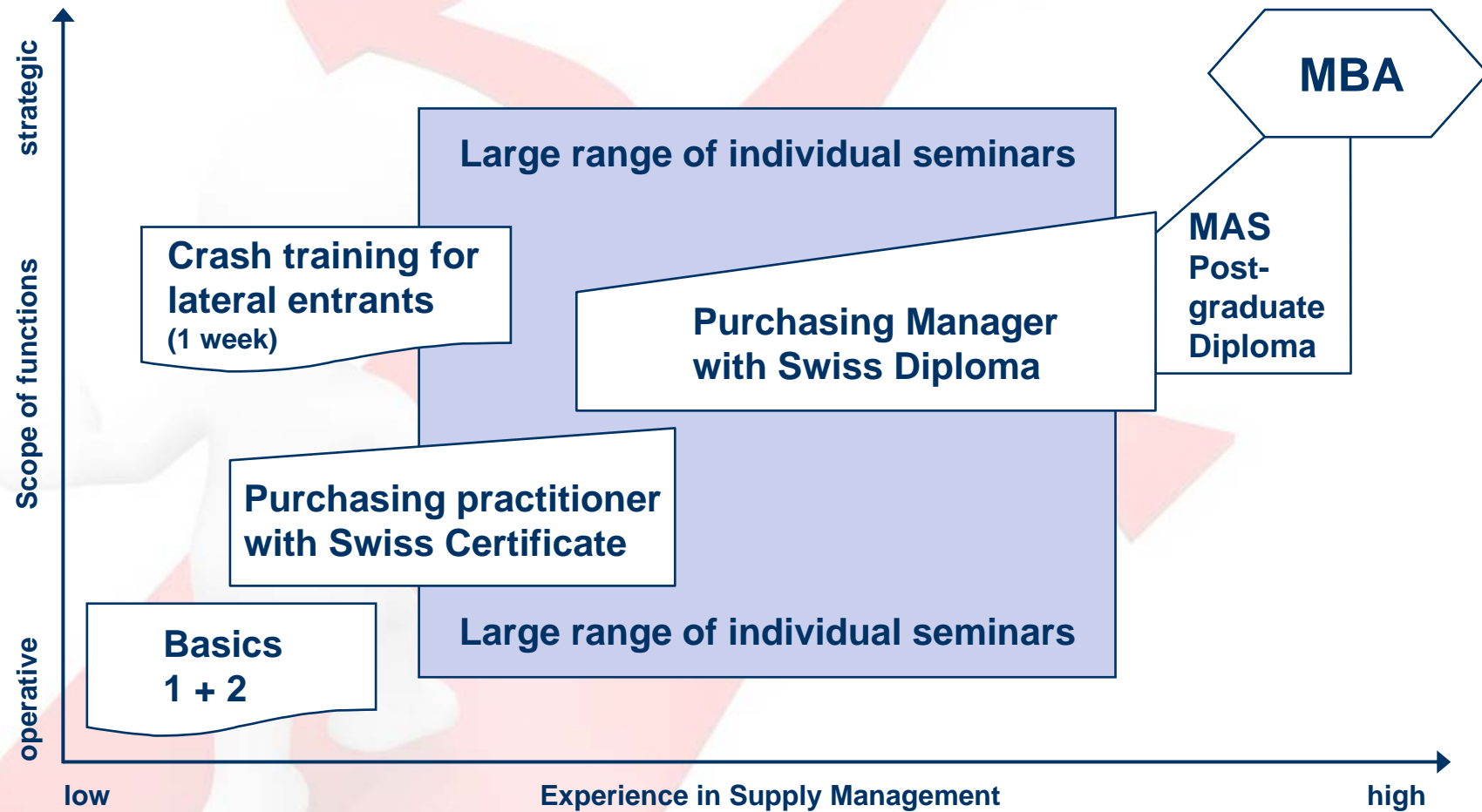
About us

- More than 1000 company members and 300 individuals
- Multi-lingual environment
- Office in Aarau/Switzerland, 10 employees

Our fields of activity

Strengthening the Position of Purchasers	Vocational Education and Training	Information and Knowledge Transfer
<ul style="list-style-type: none"> ▪ public relations ▪ representation of interests within different organizations 	<ul style="list-style-type: none"> ▪ level-appropriate ▪ throughout the career path ▪ procurement - management - logistics 	<ul style="list-style-type: none"> ▪ best practice ▪ networking ▪ regional presence

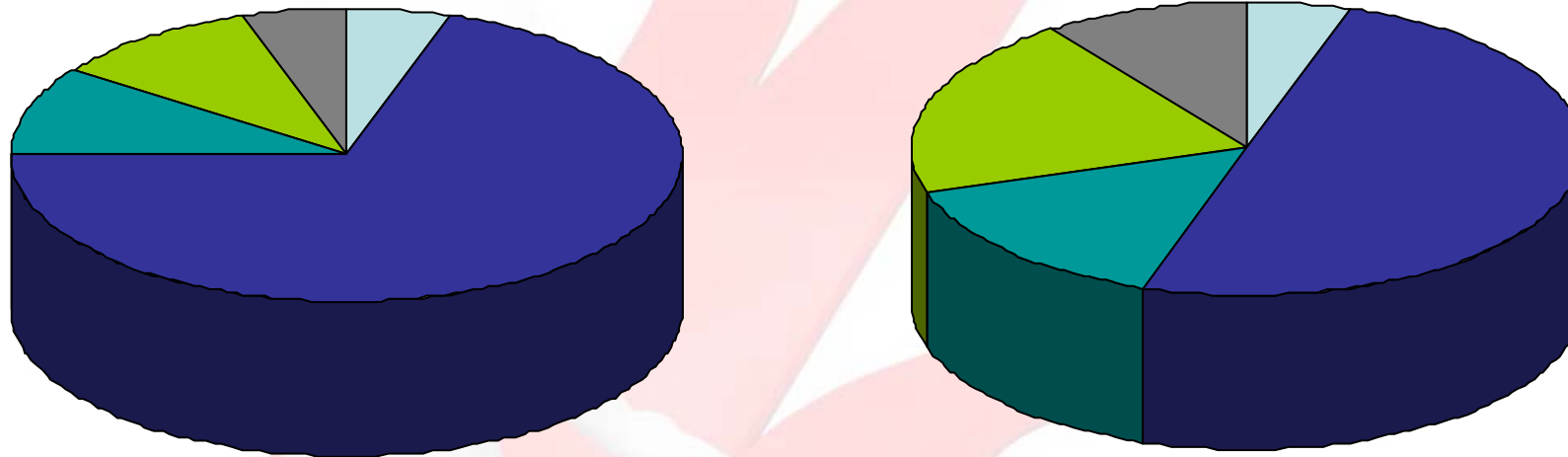
Vocational Education and Training – the Core Business



Member Mix – Structural Change

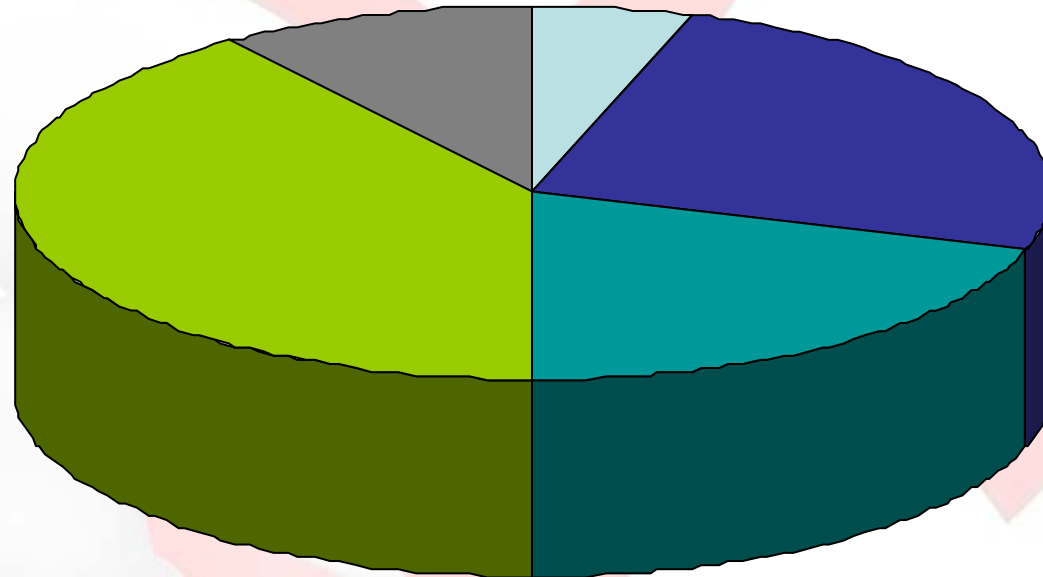
Ten years ago

Today



□ Primary Sector □ Secondary Sector □ Trade □ Services □ Public Procurement

The shift is going on... Actual business demography in Switzerland



□ Primary Sector □ Secondary Sector □ Trade □ Services □ Public Procurement

A Need for Repositioning

Good reasons

- the **structural change** gains momentum
- the **internationalization of markets** (procurement markets, sales markets, labor markets) make high demands on education and training (→ languages, different precognitions, etc.)

Large impact on SVME

- more target groups to handle
- different parts of our strategy require a changement (→ adaption of products, more sophisticated promotional actions, appropriate staff assignment, etc.)

Challenges in the «new» fields

Trade

- trade buyers (above all in the retail business) are **responsible for purchase and sales** (product or category managers)
- the buying process is **not isolated from consumer** and final good
- the **buying process takes a backseat** behind the sales process

Services

- procurement departments in service-centered companies are on a **low stage of development**
- the buying process is quite intransparent – due to **missing standards and decentral decision taking**

Challenges in the «new» fields

- buyers in the trade business **focus on the marketing side of their education**
- buyers in services **often specialise on goods and not on methods**
 - hence they refrain from general purchasing trainings
- services and trainings in the field of procurement must be developed as **highly specialized «add-on modules»**

Due to the internationalization

- competence setup regarding languages (above all English)
- further development of offers for highly qualified professionals shifting from other fields or with an academic degree

Changes – Projected or Realized

Product

- modular concept within the range of individual seminars
- differentiation regarding:
 - **level:** Basics – Young Professionals – Professionals – Management
 - **field:** Industry – Trade – Services – Public Procurement
- development of a «Swiss Procurement Academy» for individual inhouse trainings on the management level and for graduates
- evaluation of new methods as e-learning

Changes – Projected or Realized

Promotion

- new appearance
 - change of association's commercial firm name
 - new logo
 - elaborate new corporate design
- increased efforts in all kind of classical activities as
 - advertising in professional publications
 - printed direct marketing with new adress material
 - public relations activities on a wider field and towards all stake holders
- constant use of new media
 - project for new website
 - electronic direct marketing
 - social networks

Changes – Projected or Realized

People

- the changes require the recruitment of correspondingly skilled personnel – mainly at the customers' end
 - lecturers and instructors
 - experts for (federal) examinations
- association's network: establishing contacts to decision makers within the new markets is crucial and time-consuming

Thank you - and have a successful way into the future!

SVME

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