



# Launch of *supplychainforesight* 2009

The sixth annual *supplychainforesight* survey initiated and sponsored by Barloworld Logistics, has been launched to the industry. This year's survey will continue the trend of its successful predecessors by exploring groundbreaking aspects of supply chain and logistics practices in South Africa.

Prior to the award winning *supplychainforesight* survey, little was known about the supply chain industry in South Africa. The survey was conceptualised by Barloworld Logistics to highlight trends and raise thought-provoking issues that would help companies shape their strategies.

The key question asked in the 2008 survey was: "Are South African companies who respond to the challenges of globalisation through strategic supply chain reform more successful than those who do not?" The answer was resoundingly positive.

It's been said that the mere flap of a butterfly's wings can create minute changes in the atmosphere, which could ultimately accelerate or even alter the path of something as great as a tornado. Business decisions made today will determine the success of companies going forward. The 2009 *supplychainforesight* survey will focus on how companies can better respond to the unpredictable global environment in which they now operate. The survey will also continue to explore current trends in the SA market place.

In a move to deepen the quality and depth of the research, Barloworld Logistics has appointed Frost and Sullivan, an international research house with expertise in logistics and supply chain management, to conduct the research. This move will incorporate their extensive worldwide research experience in the Supply Chain arena, a move the owners and conceptualisers of the study feel will enhance the value the industry draws from the survey.

John van Wyk, head of marketing and sales at Barloworld Logistics says: "*supplychainforesight* has become a definitive piece of research in the South African Supply Chain space because of the depth of insight offered by the report over the years. Many seek to emulate *supplychainforesight*, but few succeed."

The team at Frost & Sullivan will be contacting CEOs and supply chain managers within the next few weeks to undertake the research. van Wyk concludes: "We remain committed to producing the report as a service to the industry and our contribution to enhancing the reputation of South Africa's Supply Chain competence. Emerging Nations need to be seen as being capable and confident. *supplychainforesight* helps get this message out."

For more information on the survey, please contact Phil Howarth from Frost & Sullivan on 021 680 3269 or Johan Dekker at Barloworld Logistics on 011 445 1148. For copies of previous reports please log on to [www.supplychainforesight.co.za](http://www.supplychainforesight.co.za)

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