

## Contact Details

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## Call for Participation

# Efficiency Leap for Exporting Manufacturers to Master the Strong Swiss Franc

*An innovation initiative advancing competitiveness of the Swiss core exporting manufacturing sectors*



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The Swiss Shippers' Council actively supports this innovation initiative.



This innovation initiative will be proposed to CTI for funding.



Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra

Swiss Confederation

Federal Department of Economic Affairs FDEA  
**Commission for Technology and Innovation CTI**  
Innovation Promotion Agency

*Unil*

UNIL | Université de Lausanne

HEC Lausanne

Chair of Logistics Management



University of St.Gallen

**Join us and other companies to implement revolutionary tried and tested solutions to boost production efficiency!**

Do you export goods manufactured in Switzerland? Are you losing sales or profit because of the strong Swiss Franc?

### Re-Invent Your Production to Withstand Currency Risk

- Today Swiss firms are confronted with the double disadvantages of **high labor cost** and a **strong Swiss Franc**, making it seem that production in Switzerland is prohibitively expensive
- As firms strive to reduce manufacturing cost by becoming more lean and efficient, **lead times** and **supply-demand mismatches** increase, making it more **difficult to benefit from Swiss competitive strengths** of skilled labor and access to technology
- A manufacturing structure that **fully deploys Swiss capabilities** ensures profitability even when a strong Swiss franc puts pressure on prices and margins



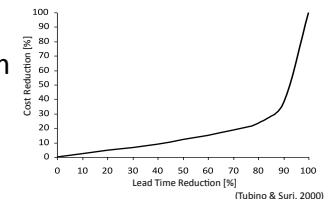
### New Methods to Improve Swiss Competitiveness

- In a team of scientists we work together with your experts to:
  - Segment demand into critical and non-critical products
  - Uncover hidden demand patterns for these products
  - Elicit latent customer lead time requirements
  - Use real options methods to estimate the value of flexibility
  - Rethink production planning and control
  - Reassess sourcing decisions in the light of criticality
- Flexcell (Yverdon-les-Bains) and Maillefer (Ecublens) are two prominent examples of Swiss export-oriented manufacturers who already benefit from this approach and have received prominent international recognition for their success based on these methods

Join us and other companies to implement a revolutionary tried and tested solution boosting manufacturing efficiency.

### Your Benefit by Participating

- Improving the competitiveness of your manufacturing operations so as to be competitive in spite of high cost labor and materials
- Benefitting from the application of **state-of-the-art decision tools fine-tuned for your company** by top international researchers
- These tools have been demonstrated to radically enhance the ability of firms to **beat low-cost competitors**
- Collaborating in a **neutral platform** with other Swiss manufacturing companies facing similar challenges
- On average, companies can expect **cost reductions of 4-15%** resulting from **lead time reductions of 20-60%**



### Organizational Setup of the Initiative

- This initiative is scheduled **to be established by the end of 2011** at the Universities of Lausanne (UNIL) and St.Gallen (HSG)
- Its scope is defined by projects that are tailored to participating companies' needs
- Its steering committee is comprised of senior executives of the participating companies and the two universities
- The leadership of the initiative is done by the University of Lausanne
- Your contribution is limited to several workshops and meetings as well as to the provision of data (with non-disclosure agreement)
- Your participation fee may be paid for by the "Commission for Technology and Innovation" (CTI)
- Application for grant funding to be submitted by October 31, 2011