

# Manufacturing connections that matter

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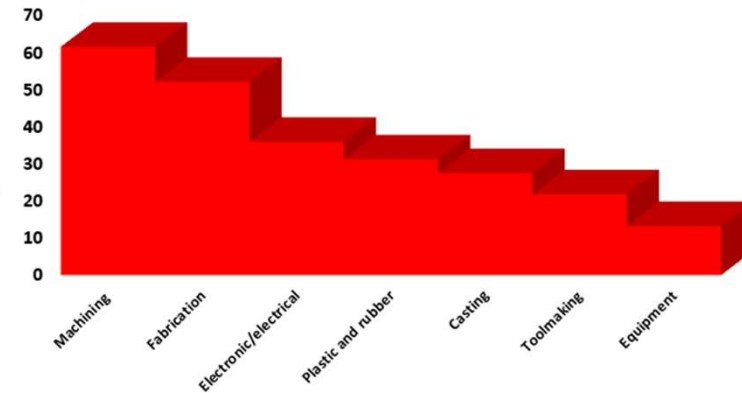
## Current global trends

- XXI age - network and platform age
- Hot topics:
  - Industry 4.0 in the focus
  - Digital transformation speeds up
  - Hybrid and virtual events are getting popular
- New generation embarks the labor market with a high degree of digital skills application
- Aim to do business with Nordic region, see IMD World Digital Competitiveness Ranking 2020:
  - Denmark is #3, by future readiness is #1
  - Sweden is #4
  - Norway is #9
  - Finland is #10
- Know your customer, be there where they are, “speak” their language



## Current regional trends

- Swedish companies survey ([www.ekn.se](http://www.ekn.se), June 2020):
  - 8 out of 10 of the companies have subcontractors abroad
  - 3 out of 4 have suppliers in Europe, 4 of 10-in Asia, 2 of 10-in North America
  - 3 out of 4 have had problems with deliveries from subcontractors during the crisis
  - But just 1 of 20 Swedish companies has replaced or plans to replace its foreign suppliers with Swedish
- Swedish Buyers Barometer 2020 (Svensk Verkstad edition 1, 2020)
  - If a RFQ was sent out, 25 % of buyers did not receive any offer
  - Share of offers submitted on the right time – 23.5 %
  - What external services are expected to buy within the next 6 months (chart)
- Nearshoring and regionalization gain importance





## Lessons learnt and conclusions

- **Combination off-line/on-site and on-line measures – a key success factor**
- **Industrial networks are dedicated primarily to match buyers and suppliers**
- **Network benefits can be used at a larger scale, home work (continuous presence and information updates) is critical**
- **Any network can bring benefit and enhance visibility (e.g., related to search engine optimization, free sourcing, free categorized databases, profiles, links to social media accounts)**
- **Information and communication quality matter vitally**
- **Success on networks can't be applied to everyone equally**
- **Disruption emerges, it is a matter of „when“, not “if”; be ready, business models change, to survive-a need to adapt**



**Thank you!**

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