



University of St. Gallen

# Research Platform- High-wage Locations in Manufacturing Networks

*Customized Solutions & Cross-Industry Exchange*

A production network should be more than the simple aggregation of its individual sites. However, nowadays companies are often in a situation where they have to manage a conglomerate of sites which has evolved over time or is the result of various acquisitions. What's more, high-wage locations are increasingly facing significant competition from other network-internal sites and require a clear strategy of differentiation. Therefore, the pure optimization of an individual site is no longer the crucial factor for the overall success of an internationally operating company. In fact, the key strategic aim is to be the optimal design of the entire network since a holistic approach is inevitable for its sustainable competitiveness.

In recent years, we have developed a structured approach to the holistic management of production networks – based on various benchmarking studies as well as industry and research projects. The core aim of this approach is to realize a fit of the three dimensions strategy, configuration, and coordination. This approach is flexibly adaptable to different company characteristics and has already been successfully applied to more than 65 company cases.



*Global production networks offer new possibilities for strengthening the competitive position of international companies.*

*In a highly dynamic environment, the management of these global activities is a complex challenge with significant impact on the corporate success.*

*I would like to invite you to take part in our research platform. Together, we can shape the future of global production networks and strengthen the competitiveness of high-wage locations.*

**Prof. Dr. Thomas Friedli**  
*Director Institute of Technology Management*

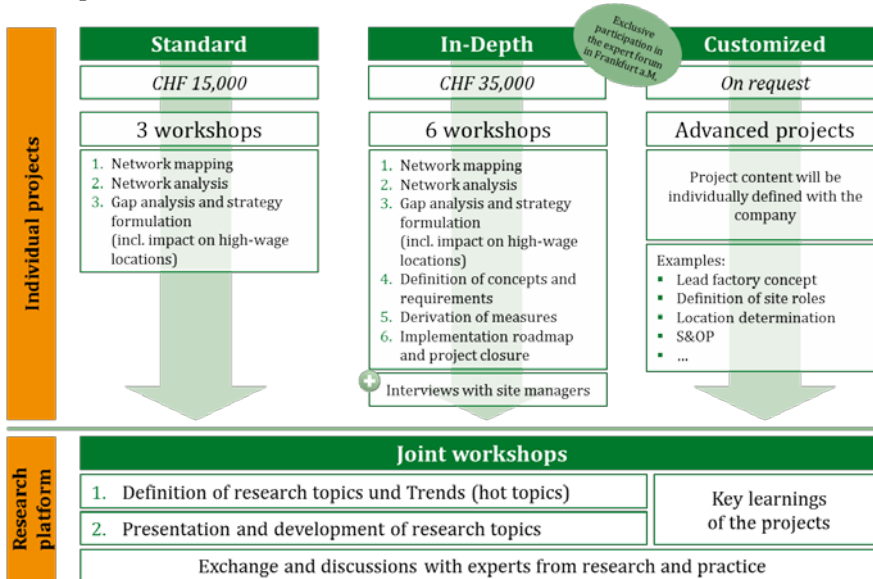
***“The critical issue is no longer where to produce a product but where to perform individual production tasks”***

*Kasra Ferdows - Leading expert in operations management and professor at Georgetown University, USA*



The research platform – **High-wage Locations in Production Networks** – addresses the current challenges which companies are facing in managing global production networks. In our approach, the function of individual sites shall

be defined, considering especially the future role of those in high-wage regions. In individual workshops, your specific network will be analyzed and bespoke solutions to your characteristic requirements developed. Additionally, current research topics as well as their implications for the global production will be discussed in an exchange among the participating companies. The two-step design of this research platform offers customized solutions for your production network and a framework for valuable discussions with experts from practice as well as research.



Benefit from our scientific expertise and practical experiences in network studies! We as the Institute of Technology Management (ITEM-HSG) conduct several industry and research projects each year and guarantee highest quality standards. This has made us what we are today: One of the leading European research institutions.

- Benefit from our comprehensive experiences of the analysis of more than 65 production networks.
- An extract of our current and former industrial partners:
  - ABB
  - Bosch
  - Emmi
  - Lindt & Sprüngli
  - Komax
  - Rehau
  - ZF Friedrichshafen
  - Siemens

Selected research results are published in both English and German literature:



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Interested in the topic, related questions, or would like to get further information? Please do not hesitate to contact us:

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