

Global Supply Chains & COVID

Do we have a chance?

*A BIG part
of the solution*

EM EAST METAL

A man in a suit and glasses stands next to a large, complex metal part mounted on a white pedestal. The background wall features the text 'EAST METAL' in large, metallic letters.

EAST METAL

Flemming Rasmussen

CEO East Metal

East Metal overall:

4 factories

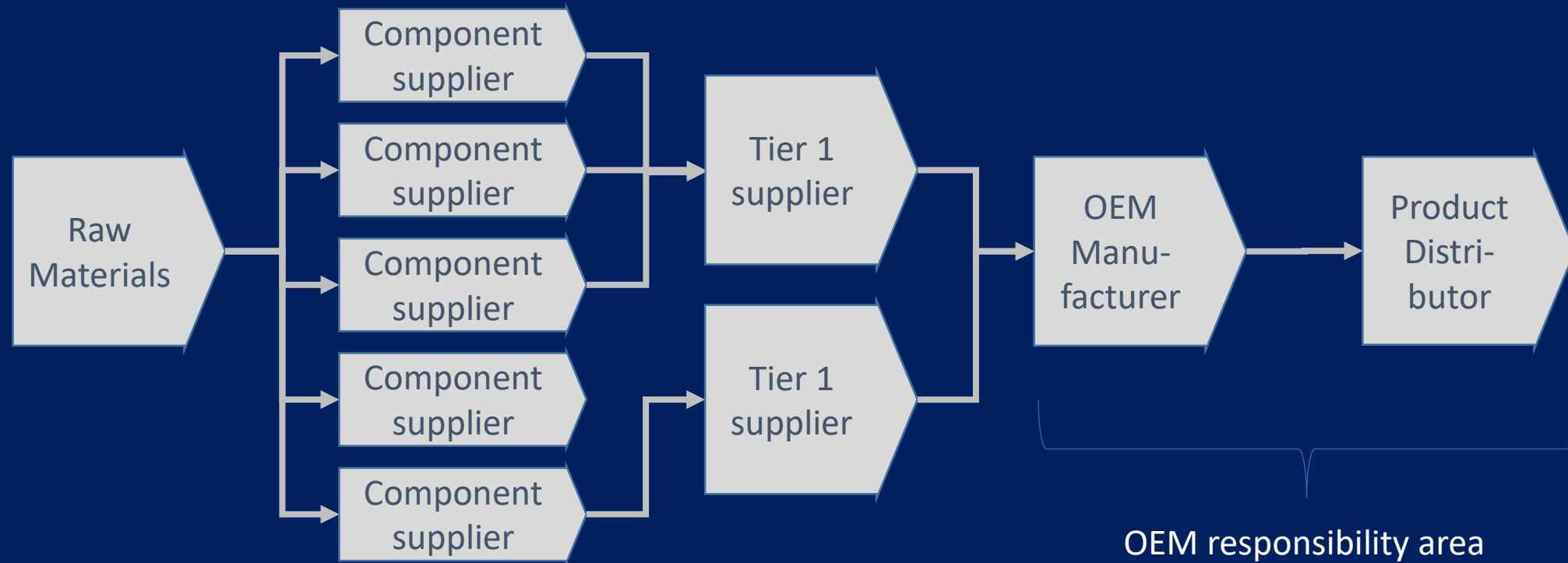
650 employees

65 Mio Euro in Revenue

Sub supplier to large OEM

Traditional industrial Supply Chain

THE SHIFT



Will it change?

Major trends

Dual sourcing – a new meaning

Reduction of complexity

More for less supplier

Cash generation

*A BIG part
of the solution*

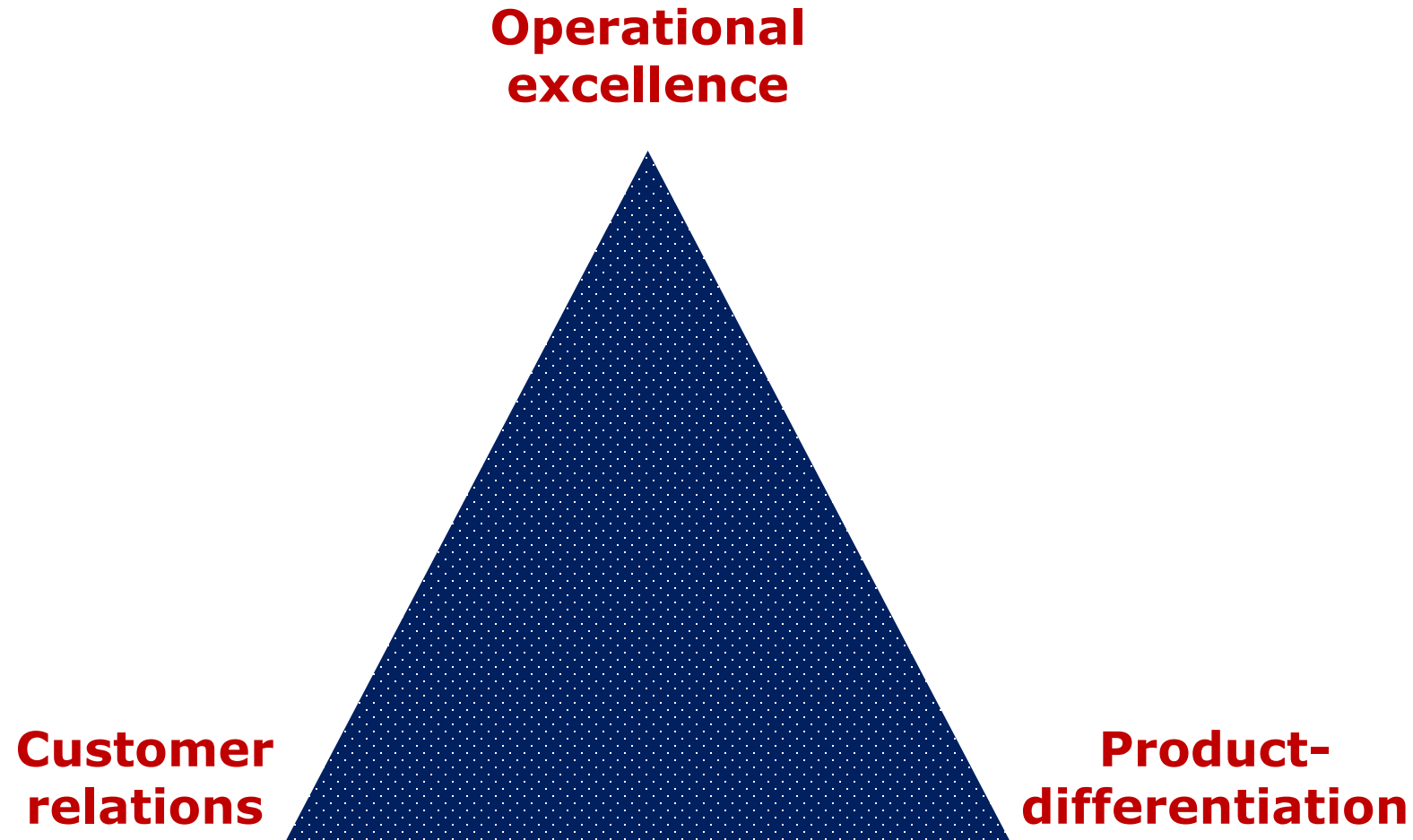
EM EAST METAL

How to win

*A BIG part
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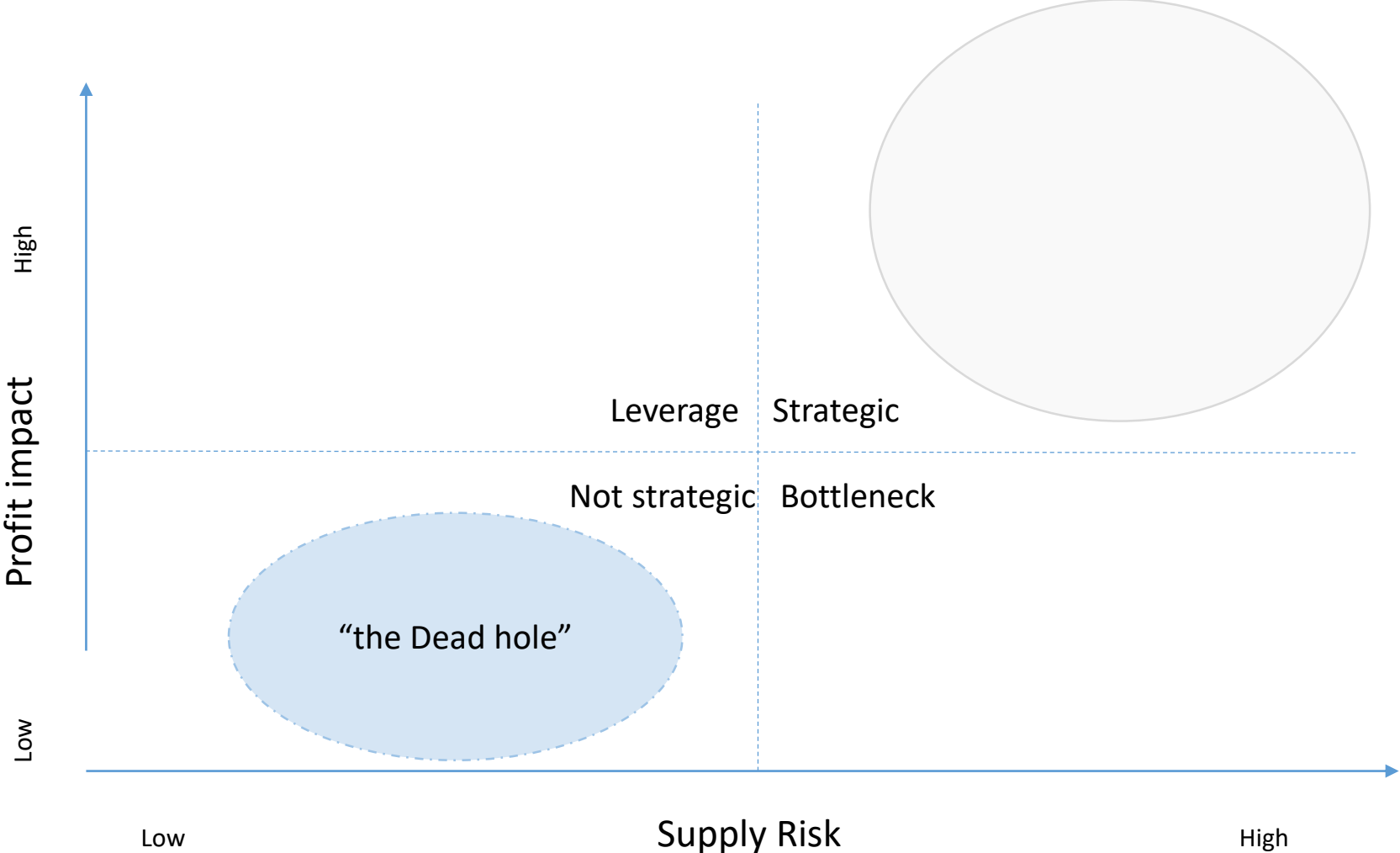


How to win – Find your own way to differentiate



How to play

Market Position Strategy



Who to be – EAST METAL 2024

THE SHIFT

THE SHIFT

Steel Company

Steel Components Producer

Best Kept Secret

Steel



Smart Company

Customer Solution Provider

Best In Class

Enriching Products & Solutions

Recommendations

- Accept the need for change
- Secure availability of resources
- Easy to work with
- Think globally
- Have a plan





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