

Market Briefing Report

Totally during 14 months we had sent 180 survey invitations to the three target groups in China. As a whole, the participation rate is slightly below 50%. For detailed information, please see figure 1.

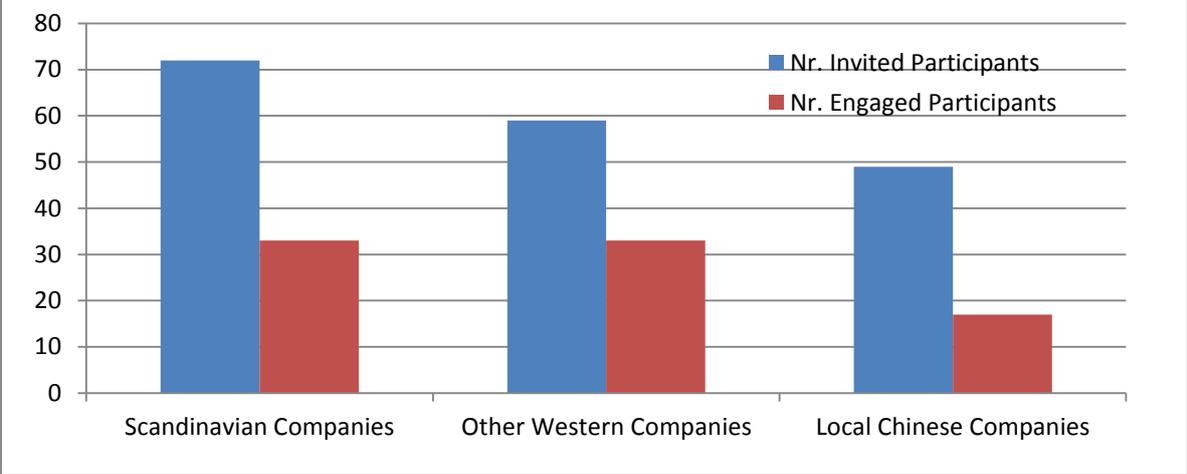


Figure 1

In general, the significance of continued education and E-learning are widely recognized. Most of the participants have paid attention to sustainable development in terms of training and hold the opinion that continued education in Industrial Logistics directly increases productivity. All three groups consider that the personnel’s sense of development can stimulate them to do better work and functional managers have the main responsibility to keep employees competitive.

One variation among the three groups is seen from the ways the needs of continued education are expressed in the companies (See figure 2). In the Scandinavian group, most respondents imply that the needs are expressed by the functional managers while both the other Western and Chinese groups reveal that the needs are pointed out from annual business plans and budgets. It is remarkable that the decisions about training are mostly made by the top level of management in Chinese enterprises. That is less the case in the Other Western enterprises and least in the Scandinavian counterparts.

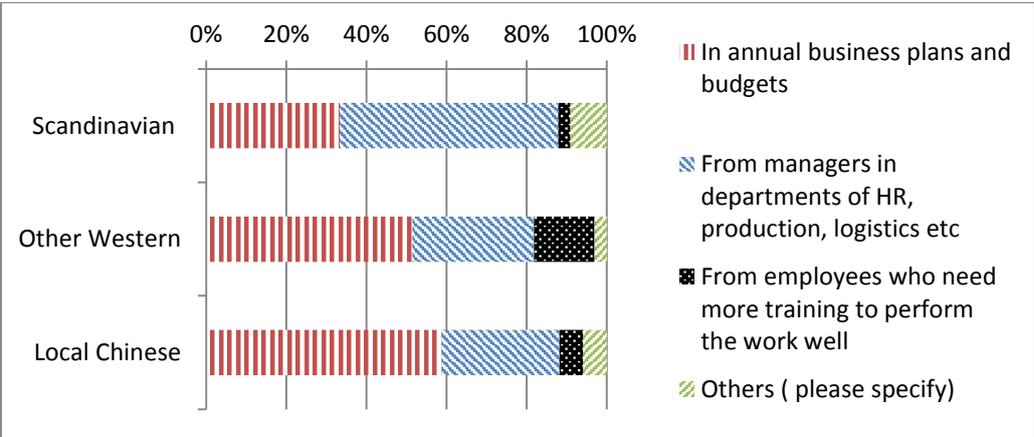


Figure 2

In the fields of Industrial Logistics, training in lean production is most needed by all three groups. Furthermore, leadership is greatly needed by the other Western and Chinese groups, while less needed by the Scandinavian group. As a rule, the participants in the Chinese group require training in a greater variety of fields, e.g. leadership, inventory management, logistics, sustainable production economics and leadership. For the Scandinavian and other Western groups, the degree of training in most fields is “some”. Three each in the western and Chinese groups skip the question. (See figure 3).

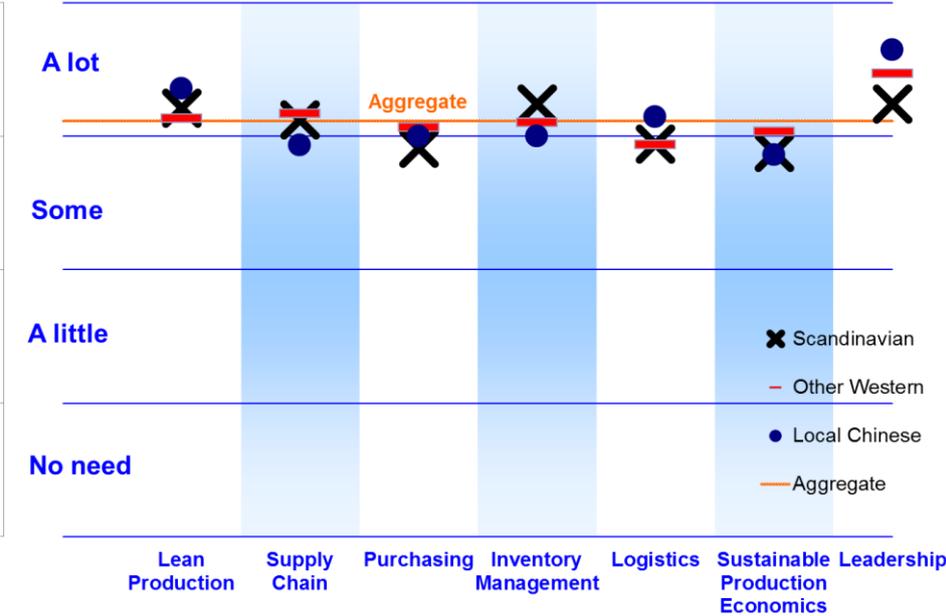


Figure 3