

LOGISTICS INSIGHTS



Let's talk about Growth

Build the right sourcing
strategy for your business

Dear Lap Chung,

Does your sourcing strategy need a service check?

Effective sourcing strategies have become a critical differentiator for companies striving to gain a competitive edge. When geopolitical tensions disrupted supply chains across Eastern Europe in early 2022, automotive giants like Volkswagen and BMW were at risk of production halts due to shortages of crucial components.

By relocating manufacturing of these components to alternative sites, Volkswagen's strategic sourcing team was able to minimise disruption and continue production.

In short, strategic sourcing is a systematic approach that continuously re-evaluates purchasing activities, aligning the goals and requirements of the business with those of the suppliers. From cost savings and supply chain optimisation to quality assurance and risk mitigation, this approach offers a variety of benefits for your business – but you need to find the right balance between global and local sourcing.

Here's what should be on your radar when making decisions about where to procure materials, components, and services:

The importance of local and strategic sourcing

[Learn more →](#)

Discover how the golf apparel brand Abacus is swinging for success in a competitive landscape with streamlined operations and more time to focus on their core business

[Meet our customers →](#)



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Is India the new global supply chain leader? nbsp;

5 min. read

Early this year, India was reported to be the world's fastest-growing economy, and more big business players like Apple and Tesco are moving their investment focus to the country, recognising its growing potential as a global supply chain hub. What opportunities lie in India for your business – and what barriers should you be aware of?

[Find out →](#)

Realise the full potential of your supply chain with the right logistics products and services

Boost your business growth →



Kind Regards,
The Maersk Customer Communications Team
