

PRESS RELEASE

WMF 2022, THE FUTURE OF THE MANUFACTURING AT THE CROSSROAD

Reorganization of global supply chains and contemporary challenges at the center of the World Manufacturing Forum

Franciacorta (Bs), november 26, 2022 – Ended today the tenth edition of the **World Manufacturing Forum**, the international event dedicated to the manufacturing industry which this year took place at the Porsche Experience Center Franciacorta. The WMF 2022, entitled '**Redesigning value chains in the new era of manufacturing**', brings together European and international entrepreneurs, institutions, managers and representatives of the academic world on the reorganization of supply chains, an issue that has become essential for the manufacturing industry after the events that have disrupted the global economy and trade, and on the opportunities for the industry of the future. Over 700 participants attended at the Forum during the two days.

The manufacturing industry plays an essential role in the economy, contributing to economic growth (it generates 17% of world GDP), stimulating demand in other sectors, offering job opportunities (it employs 13% of workers), and representing a considerable amount of the global trade. This centrality, and the growing interdependence of global value chains, means that economic and geopolitical factors have a significant impact on manufacturing companies and their operations in both the short and long term.

The President of the World Manufacturing Foundation, **Diego Andreis**, opening the WMF declared “the challenges and risks faced by manufacturing industry in these 2 years have been complex and diversified. The rapid succession of disruptions on global value chains is unprecedented in the recent history. The industry that will emerge will be profoundly transformed. The success of this transformation will depend on the ability to adapt to a new multipolar world and the resulting shocks. Competitive energy supply and a Cyber safe environment are pre-condition for business to operate. We see the need to accelerate the use of data, not just within the factory walls, but in an end-to-end context for more efficient end resilient supply chains. Local for local ecosystems with shorter supply chains characterized by a renewed role for SMEs. Digital and sustainability strongly driving an evolution of products offering and related services. New organization of work being experimented with skills and talent being the key focus factor, all in a context of growing attention to sustainability and social responsibility" Andreis concluded.

During the first day of WMF 2022, introduced by the institutional speeches by President of the Lombardy Region **Attilio Fontana**, President of Confindustria Lombardia **Francesco Buzzella**, and by the Managing Director of UNIDO **Ciyong Zou**, **Marco Taisch**, professor of Politecnico di Milano and Scientific President of the World Manufacturing Foundation, presented the new WMF Report containing the 10 key recommendations for an effective reorganization of global supply chains:

1. **Avoid overreactive policies that bring back the pendulum of globalisation;**
2. **Ensure the prudent, clever, entrepreneurial, and proactive redesign of supply chains to secure critical supply;**
3. **Adopt an iterative and continuous improvement approach to supply chains**

4. Design products for an agile redesigning of supply chains
5. Exploit the opportunity of redesigning supply chains to drive circularity and sustainability
6. Accelerate the urgent adoption of digital tools as enabler for resilient and adaptive supply chains
7. Support SMEs by including them in the redesigning of supply chains, leveraging on their capabilities and addressing their needs
8. Adopt a multi-dimensional approach to consider geopolitical risks and other non-cost factors in redesigning supply chains
9. Recognise skills as the next missing factor in production
10. Take action through policies to empower responsible consumer behaviours to reach a stable economic development

[WMF REPORT 2022 - DOWNLOAD](#)

For WMF Scientific President **Marco Taisch** "the key recommendations of the World Manufacturing Report 2022 are a vademecum for global manufacturing so that it can successfully catch the transformations coming in the near future: actions necessary to overcome the six disruptive challenges that are going to impact industries. These six evolutions, identified by the more than 50 international experts who contributed to the Report, foresee a production that will have to be more cognitive, circular, risks resilient, hyper-personalised, rapid and inclusive. The complexity that industries will have to face is further increased by the simultaneity of these trends".

The following speakers took part in the WMF 2022 edition: **Pietro Innocenti**, CEO Porsche Italy, **Fabio Barsotti**, Executive Vice President Manufacturing and Program Management Leonardo, **Jurgen Tiedje**, Head of Unit - DG Research and Innovation Commissione Europea, **Florian Harzenetter**, Senior Director EMEA Market Development PTC, **Roger Suarez**, Int'l Networks Manager, ACCIÓ - Catalan Agency for Business Competitiveness Government of Catalonia, **Michela Rubegni**, Head of Marketing & Communication EU, Alibaba.com **Marco Nocivelli**, CEO & Chairman EPTA Group e Presidente ANIMA Confindustria, **Pasquale Junior Natuzzi**, Chief Creative & Marketing Officer, Regional Manager Emerging Markets Natuzzi, **Francesco Lecis**, Industrial Product Consulting Leader EY, **Joseph Nierling**, CEO Porsche Consulting, **Klaus Beetz**, CEO EIT Manufacturing, **Martin Blok**, Managing Director Sales DHL Express Italy, **Andreas Kühmichel**, IBM CTO & Director Industry Engineering, Global Manufacturing & Energy Industries, **Francesco Ferrero**, Director ITIS Department LIST, **Matthew Simpkins**, RVP EMEA Industry Advisor Manufacturing and Automotive Salesforce, **Rhonda Barnet**, CEO Palette Skills, **Ugo Caratti**, Managing Director and CFO Sales Europe South Bosch Rexroth, **Ralph Kohler**, Director Strategy and PMO EMEA Supply Chain Hewlett Packard Enterprise, **Rainer Brehm**, CEO, Factory Automation Siemens.