

PROF. DR. KAI HOBERG & JASMINA MÜLLER

AD HOC SUPPLY CHAINS IN RESPONSE TO THE COVID-19 CRISIS

ONLINE-EVENT OA-ARBEITSKREISE 2020



Disinfectants



Personal Protective Equipment

Face masks



Gowns



Face shields



Ventilators



FOR MANY PRODUCTS WE SAW A HUGE INCREASE IN DEMAND WHILE SUPPLY WAS VERY LIMITED

Supply

- Limited capacity and full utilization at normal suppliers
- Export bans on medical products
- Limited transport capacities
- ...



Demand

- Higher consumption due to higher usage
- Panic-buying and speculation
- Stockpiling purchases by governmental institutions
- ...

1 Response to urgent demand

Demand for PPE, disinfectants and ventilators increased rapidly

2 New product / new market

Production of medical supplies previously not a core business for manufacturing companies

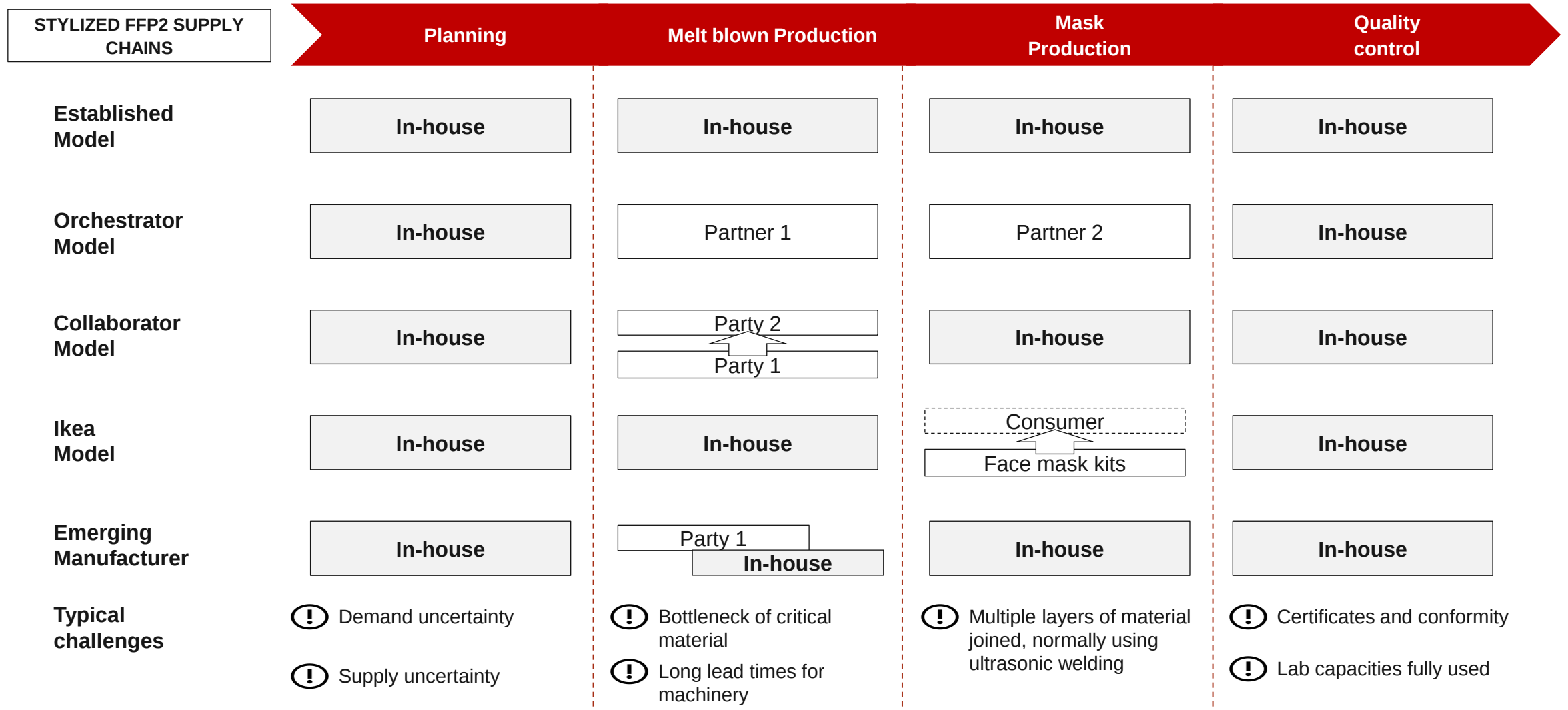
3 Local production

Local production required due to export bans / lead times

4 High uncertainty

Uncertain development of the situation made it impossible to predict the demand / supply

AS A RESULT OF OWN CAPABILITIES AND ACCESS TO PARTNERS MANY COMPANIES ESTABLISHED INTERESTING SUPPLY CHAIN OPERATING MODELS



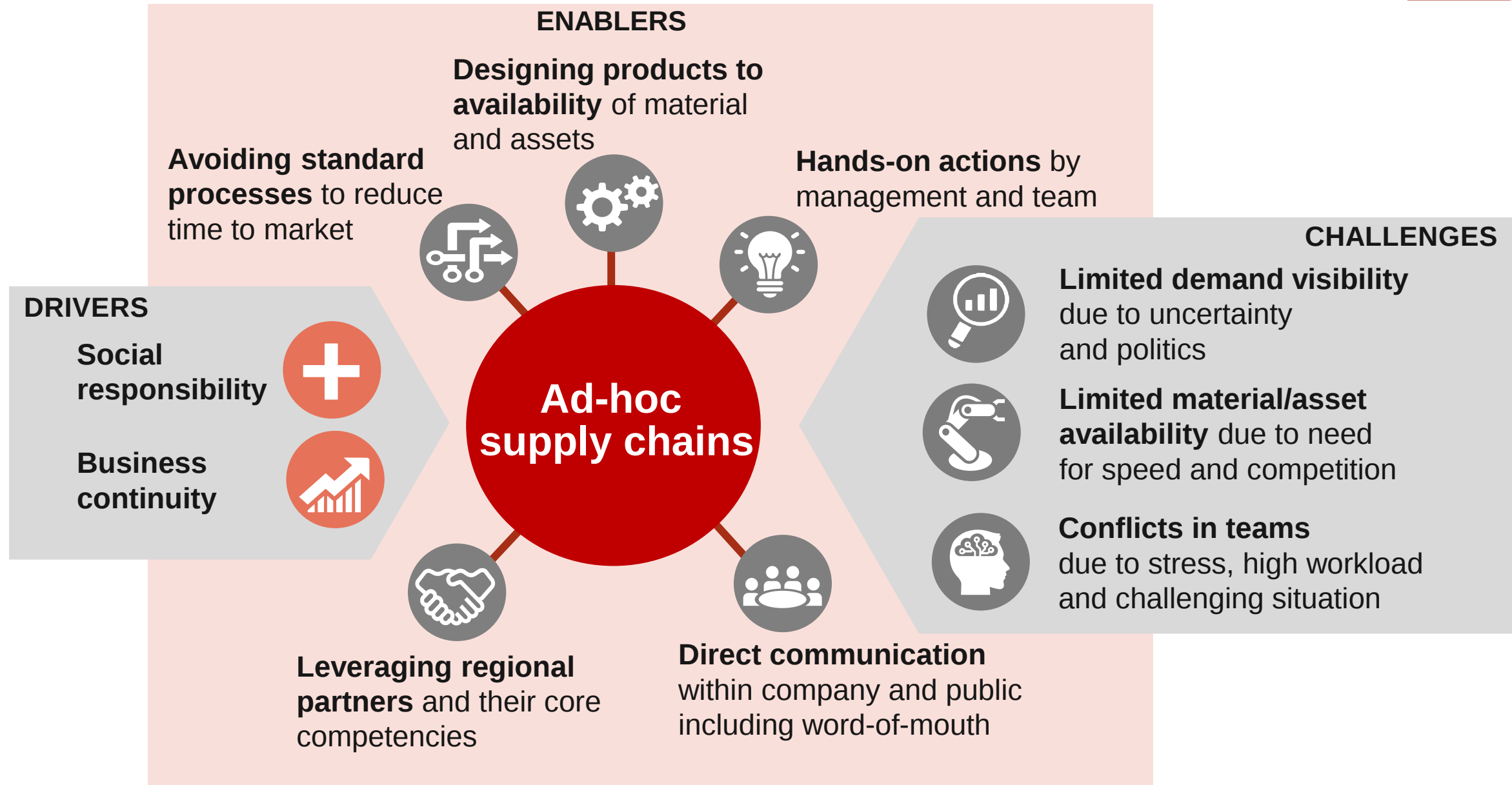
“ The process from product development to production normally needs at least 6 months. Now, we realized everything in 1-2 weeks.

Head of R&D, medical industry

“ From Friday to Monday we developed the masks and planned production. On Monday we started the production.

CEO, automotive industry

AD-HOC SUPPLY CHAINS HAVE BEEN DRIVEN BY STRONG COMMITMENTS AND WERE ENABLED BY SPEED



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