

PRESS RELEASE

Research study from AEB and DHBW: What are the business benefits of preferential agreements and the transatlantic trade partnership TTIP?

- Online survey now live: Looking for foreign trade and logistics experts



Leamington Spa, 19th August 2014 – The European Union has trade agreements with many countries. But what is the relevance of such agreements in every day business? What are the efforts associated with these? What effect on their business should managers expect from the transatlantic trade agreement TTIP (Transatlantic Trade and Investment Partnership), and how do they prepare their logistics for it? The research study “Global Trade Management Agenda” by AEB and the Baden-

Wuerttemberg Cooperative State University (DHBW Stuttgart) is looking into these – and other – questions. The survey can be accessed at www.aeb.com/gtm-study until the 19th September 2014, and representatives from business and industry are invited to take part.

In focus: Preferential agreements and trade agreements

In particular the topic TTIP is currently cause for much controversy. At the centre of the debate are the economic benefits on the one hand and consumer protection issues on the other – as the prominent example “chlorinated chickens” demonstrated. But how do companies in the UK and Europe assess this treaty?

“With our research study we aim to shed some light on these aspects and include them in ongoing discussions on the topic”, explains Professor Dr. Dirk H. Hartel of DHBW Stuttgart, Germany. “We will also assess the general advantages of preferential trade agreements and identify the stumbling blocks for their application”, adds Dr. Ulrich Lison, Foreign Trade Expert at AEB. Another core theme: upcoming global trade management agendas. What are the top priorities in foreign trade and logistics in 2015? How important are goals such as cost reduction, legal compliance or shorter lead times? And how well do companies consider themselves prepared?

Supply chain experts, heads of logistics and those responsible for customs and exports can submit their answers by 19th September 2014, regardless of company size or industry. Each participant will receive a copy of the survey results, which are expected to be published at the end of 2014. Participants can also win various prizes, including a smartphone mini-beamer and compliance awareness posters.

The research series „Global Trade Management Agenda“

The series of studies titled “Global Trade Management Agenda” is a cooperative project between AEB and the degree course “Business Administration / Service Management / Logistics Management”, taught by Prof. Dr.



Hartel of Baden-Wuerttemberg Cooperative State University (DHBW) in Stuttgart, Germany. These research studies aim to examine upcoming foreign trade and logistics trends on an annual basis, including the analysis of a new focus topic each year. The first study, published at the end of 2013, highlighted risk management in the supply chain and focused on Germany, Switzerland and Austria. This year's study focuses on the transatlantic trade agreement TTIP between the EU and the US.

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Contacts

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Notes to Editors

About AEB GmbH (www.aeb-international.co.uk)

AEB is one of Europe's leading providers of supply chain logistics software and has been delivering solutions to customers for over thirty years. The company has over 5,000 customers worldwide and is headquartered in Stuttgart, Germany, supported by offices in the UK, Switzerland, Singapore and the US. AEB's core product - ASSIST4 - is the comprehensive solution suite for all logistics processes in global business. ASSIST4 offers a complete set of business services for end-to-end logistics, including international goods movements, making it possible to standardise and automate business processes in supply chain execution. ASSIST4 also creates transparency and provides a reliable basis for making the right decisions about the planning, monitoring, control and continual optimisation of supply networks, even beyond the boundaries of the business. The ASSIST4 suite offers full functionality via a wide range of modules including Visibility & Collaboration Platform, Order Management, Warehouse Management, Transport & Freight Management, Customs Management and Compliance & Risk Management.

About DHBW Stuttgart (<http://www.dhbw-stuttgart.de/service/english.html>)

With around 8,800 students, the Baden-Wuerttemberg Cooperative State University (DHBW Stuttgart) is among the largest universities in the Stuttgart and Upper Neckar regions of Germany. In cooperation with about 2,500 carefully selected companies and social institutions, the dual partners, the Schools of Business, Engineering and Social Work, offer more than 40 nationally and internationally approved Bachelor courses. Their most important feature is that students regularly switch between theoretical phases at the university and practical phases at the dual training partner. Since autumn 2011, DHBW Stuttgart additionally offers practice-integrated further education extending beyond the Bachelor degree with its career-integrated Master's programs at all its schools. The dual studies are designed according to the actual requirements of the job market and the companies or social institutions and guarantee a unique combination of theory and practice. Today, the DHBW is a nationally and internationally approved and accredited university with an exceptionally high level of quality, which also shows in the large number of graduates, namely 80 percent, who are taken on by their training companies after graduation.