



FOR IMMEDIATE RELEASE

Launch of VCM International Global Advisory Group in Value Chain Management

OAKVILLE, CANADA, April 4, 2013 — Reflecting a growing recognition that value chain management is a distinct management strategy that increases the competitiveness and profitability of all businesses, regardless of the industry sector or country in which they operate, the Value Chain Management Centre (formerly a part of the George Morris Centre in Guelph, Ontario) has partnered with leading international experts to form the global advisory group VCM International (VCMI). VCMI's head office is located in Oakville, Canada.

Dr. Martin Gooch, VCMI's Chief Executive Officer, has been a proponent of value chain management (VCM) practices for over fifteen years. Applying VCM methodology, he has helped businesses develop closer strategic relationships with customers and suppliers, resulting in their being able to learn and adapt more effectively and to realize greater profits than if operating unilaterally. With the incorporation of VCMI, Martin has brought together a unique team of specialists possessing complementary skills to address the challenges and risks that businesses face by not working together in closely aligned value chains.

Members of the Canadian-based team include Dan Laplain (Lean Six Sigma), Chris McKittrick (executive leadership and sales), and Nicole Marenick (consumer and market research). Dr. Lawrence Bonney, a global leader in value chain innovation and strategy, is leading VCMI's Australasian operations. Benjamin Dent, a global leader in environmentally sustainable business models and implementing effective regional food systems, is leading VCMI's European operations. Caroline Glasbey, VCMI's Director of Corporate Communications, is responsible for marketing, communications, and business management.

"I am excited to be working with an exceptional professional team, who have proven their ability to enable businesses to increase their profitability by implementing business models that are difficult for competitors to replicate," stated Martin. With regards to environmental sustainability, Benjamin indicated, "Retailers, consumers and regulators are increasingly looking at a product's environmental impact across its whole life cycle. Through enabling value chains to collaborate more effectively, we reduce businesses' costs and environmental impact, we enhance their brand reputation and premium status, or we simply help them win the battle for shelf space."

VCM International — www.vcm-international.com — enables businesses to compete more effectively by creating environmentally and financially sustainable value chains. Its global consulting team is located in Canada, Europe, and Australasia and comprises world leaders in experiential management training, commercial-focused environmental sustainability, and value chain innovation. VCM International owns and operates the Value Chain Management Centre - www.valuechains.ca.

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