

Study seeks to bolster N.H. manufacturers

A study aimed at assessing how well New Hampshire manufacturers are doing in adopting strategies to succeed in the global economy is being launched by the New Hampshire Manufacturing Extension Partnership and the state Division of Economic Development.

Officials said the Next Generation Manufacturing Study is the first step in a long-term effort to help manufacturers weather recession and improve manufacturing competitiveness over the next decade.

The Web-based study, which begins Feb. 10 and ends March 15, is confidential and takes approximately 30 minutes to complete. Manufacturing participants will receive a customized benchmarking report comparing their progress to the overall results as well as to other respondents of similar revenue and number of employees.

The questionnaire asks manufacturers to rank their progress in achieving the performance benchmarks of Next Generation Manufacturing, which include customer-focused innovation, systemic continuous improvement, advanced talent management, global engagement, extended enterprise management and sustainable products and processes.

New Hampshire Division of Economic Development Interim Director Roy Duddy called the study a "new important tool in ensuring the ongoing health and vitality of our state's most valued economic development sector."

The study is part of a coordinated multistate effort by the American Small Manufacturers Coalition, which includes 15 other MEP centers.

"The adoption of Next Generation Manufacturing strategies represents an historic opportunity to strengthen and improve the nation's manufacturing base and achieve a long-term competitive advantage across all industries and sectors," said Zenagui Brahim, director of operations of the New Hampshire MEP.

For more information, contact Brahim at zenaguib@nhmep.org or call 603-226-3200.
- JEFF FEINGOLD/NEW HAMPSHIRE BUSINESS REVIEW