

Winning strategies focus of new state manufacturing study

CONCORD – The New Hampshire Manufacturing Extension Partnership (NH MEP) has joined with the Division of Economic Development to launch a research study to assess the progress of state manufacturers in adopting strategies to win in the global economy.

The Next Generation Manufacturing Study is the first step in a long-term effort to help state manufacturers weather today's recession and improve manufacturing competitiveness over the next decade.

The web-based study, which starts 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 toward the world-class performance benchmarks of Next Generation Manufacturing, a framework that will drive manufacturing growth and profitability in the 21st century.

The elements of Next Generation Manufacturing are customer-focused innovation, systemic continuous improvement, advanced talent management, global engagement, extended enterprise management and sustainable products and processes.

The study is part of a coordinated multistate effort by the American Small Manufacturers Coalition (ASMC) that includes 15 other MEP Centers.

Manufacturers can see how they rank against world-class performance benchmarks and target improvements where needed. For more information contact Zenagui Brahim at zenaguib@nhmep.org or call 603-226-3200.