

Press Release:

December 2010

GRA joins National Supply Chain Competition as Gold Partner

Leading specialist supply chain and logistics consulting firm GRA has joined Australia's first national supply chain competition as gold sponsors.

"We are delighted to be a part of this innovative interactive competition that demonstrates the benefits that can be achieved by integrating the end-to-end Supply Chain," said Carter McNabb, GRA Partner.

"The Fresh Connection provides teams with a valuable opportunity to increase supply chain knowledge, while building effective teams and enhancing cross-functional awareness through collaboration."

Commencing in March 2011, the seven week competition run by Supply Chain industry body *apics* will offer participants the chance to demonstrate and improve their supply chain knowledge and expertise with The Fresh Connection web-based business simulation.

Participants are challenged to work as a team to save the fictional company, The Fresh Connection, from financial ruin. The challenge is to transform the company's Supply Chain to make it profitable again.

"We take great pride in providing our clients with unique and sustainable end-to-end Supply Chain solutions that deliver a genuine competitive advantage. The Fresh Connection reveals to participants the benefits of what we advocate, that optimizing the end-to-end Supply Chain gets the best results," said Carter McNabb.

Originating in the Netherlands, The Fresh Connection competition has been successfully run in the UK, Germany, Belgium, Norway, South Africa, Denmark and Switzerland.

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First prize for the winning team is a trip to Italy to represent both their company and Australia in The Fresh Connection Global final to be held in September, 2011.

For further information, please contact Matthew Gardner:

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Profile GRA:

GRA is Australia's premier specialist supply chain and logistics consulting firm. Founded in 1997, the company offers expert consulting, professional services and advanced planning systems across a broad range of industries throughout the Asia Pacific region.

GRA provides its clients with a competitive advantage by significantly improving margins, asset efficiency and supply chain responsiveness. Work undertaken is at strategic, operational, systems implementation and training/education levels. Using proven methodologies for delivering real working capital, cost and service level improvements, GRA's focus is bringing about real change and sustainable benefits for its clients.

GRA's clients include Amcor Fibre Packaging, Australian Defence Forces, Australia Post, Cadbury Schweppes, Cement Australia, Corporate Express, Fosters Australia, Honda Australia, Hunter Valley Coal, Mitre 10, Nestle Australia, Symbion Pharmacy Services, OneSteel, Qantas, Reece, Sara Lee Australia, Super Cheap Auto and Wesfarmers Industrial & Safety (Blackwoods).

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