

Vienna, April 11, 2014

## **Secret of success: logistics- at Hidden Champions the product and the service are right**

On Thursday, April 10, 2014, Mag. Markus Aminger, branch manager at Schenker & CO AG Vienna, presented the globally successful logistics company's sustainable solutions at an event organised by Leitbetriebe Austria and DB Schenker Austria.

The company is a recipient of the Austrian logistics prize and stands for exemplary dealings with important stakeholders thanks to its sustainable environmental concepts and the in-house Schenker Academy.

The main focus of the evening was a panel of experts on the topic understanding of logistics now and in the future. At the centre of the discussion was the question of the significance of logistics in particular for strongly growth-oriented niche companies. Mag. Rintersbacher, Managing Director at Leitbetriebe Austria, pointed out the importance of delivering the requested quantity of required goods or spare parts at the agreed time to the defined destination, in addition to first class products. "Thus logistics is not a 'vicarious agent' but a competitive factor with regards to positioning and value added services around the product," said Rintersbacher. This is one of the main success factors of Hidden Champions.

Kurt Leidinger, Chairman of the board at Schenker and Mag. Dr. Andreas Breinbauer, rector of the study program logistics and transport management at the University of Applied Sciences at BFI Vienna, agreed: over time the image of logistics has changed from pure transport and storage management to a discipline involving many companies. Customers' clear requirements with regard to the desired service are essential. Johannes Riegl, Managing Director at Riegl Laser Management Systems, fully agreed from the customer's point of view.

Mag. Gerald Steger, Managing Director at café+co International, and Dkfm. Hans Staud, Managing Director at the Viennese jam manufacturer Staud's, pointed out the required flexibility as one of the core requirements for logistics processes.

After the panel discussion and presentation of the certificates to the newly qualified leading companies, the discussions about special topics regarding logistics and Hidden Champions continued over wine and wonderful delicacies. Mag. Monica Rintersbacher was delighted about the successful evening and the quality of the exchange of information between representatives of leading Austrian companies.

The following companies were given awards by Leitbetriebe Austria that evening:

3M Österreich GmbH  
Allnex Austria GmbH  
BUNZL & BIACH Gesellschaft m.b.H.  
DHL FREIGHT  
EXIDE Technologies GmbH  
Franz Hauer GmbH & Co KG  
G. Coreth Kunststoffverarbeitungen GmbH  
Hel-Wacht Holding GmbH  
KOMBIPACK Handelsgesellschaft m. b. H.  
Kuchen-Peter Backwaren GmbH  
LeitnerLeitner GmbH Wirtschaftsprüfer und Steuerberater (Auditors and Accountants)  
Quester Baustoffhandel GmbH  
Unger Stahlbau GesmbH

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