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Industry 4.0: What do Swiss SMEs think? Maestrani

GIUSEPPE REBUFFONI

SWITZERLAND, ALL INDUSTRIES, INDUSTRY 4.0

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What do Swiss SMEs think of the fourth industrial revolution? We ask.

The chocolate production sector is also affected by digital transformation. How does digitization help simplify the production of the Swiss export hit? Maestrani answers.

Günther Kscheschinski, you are COO at Maestrani Schweizer Schokoladen AG. What importance should we attach to Industry 4.0 where we stand today?

"The efficiencies throughout the entire supply chain will increase significantly. Business areas will open up that will influence the very definition of a company's core business. A company's success will be affected to a considerable extent by the degree of digitization and by the availability of key data and information."

How do rate the digital readiness of your company?

"Our company is well positioned. For years we have been taking account of progressive digitization in our investment in plant and technology and reaping the resultant benefits. The anticipated developments have even impacted upon the definition of our core business."

Have your customer and supplier requirements changed as a result of Industry 4.0, and how does your company deal with this?

"In the areas of goods procurement, the delivery of finished products and stock management, efficient IT systems are already necessary today for requirements to be met. Further optimization potential can be identified, and we will exploit it together with our customers and suppliers."

How do you make use of Industry 4.0 in your company?

"At our chocolate production plant we installed a control facility last year that enables the various plant parts to communicate with each other and thus process orders autonomously. The next step will be to integrate the control facility into our production planning and control system."

Maestrani is our member of the month. Find out more [here](#)!

More on the subject of Industry 4.0 is available in our [dossier](#).

Don't miss our [Forum for Swiss Foreign Trade](#) on the subject of Industry 4.0 on April 21, 2016. Exchange information and ideas informally at our fireside discussions with CEOs from diverse sectors and be inspired by our business model.

YOUR PERSONAL CONTACT



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MODEL IN ONE DAY

Switzerland Global Enterprise and PwC are offering a pragmatic new consulting service: Digital Boost Day. This hands-on one-day workshop for senior managers supplies the tools and knowledge to capitalize on the opportunities of the digital age as profitably as possible.

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QUESTIONS

In April, to complement its current offer of information, the Swiss Federal Customs Administration (FCA) opened an information center for general questions.

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FOOTHOLD

How do you translate innovation into global success as a life science SME? Jakob Dynnes Hansen, CFO Evolva, has some answers to that.

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