

## Press release

### **Celerant selected as the business partner for the 'Industrial Excellence Award' run by INSEAD and WHU**

London, 31 March 2008 – Celerant Consulting (Celerant), the global management consultancy specialising in operational improvement, has been selected by two leading European business schools – INSEAD in France and WHU in Germany – to be the business partner for their 'Industrial Excellence Award' (IEA) over the next three years.

INSEAD's IEA, which has been running for fourteen years in France, examines the role of management quality as a driver for excellence at the business unit level. It aims to recognise excellent manufacturing processes in companies that operate or have business units operating in France, Germany or Central and Eastern Europe.

In Germany, INSEAD is partnered with WHU, one of the country's leading business schools. The award has been running for twelve years in Germany, and it is known as the "Beste Fabrik" award.

More than 200 European companies have already participated in this award since it began. Some of the European and French companies nominated recently include Siemens AG and DaimlerChrysler AG in 2007, Rational AG and Varta Microbattery GmbH in 2006, Valeo Systèmes Thermiques SAS and Fresenius Medical in 2005.

**Richard Wetenhall, Celerant's Director of Corporate Development**, said: "This exciting partnership will link the great history of the Industrial Excellence Award with Celerant's 20 years experience of running large scale programmes that have helped European manufacturing companies to become winners. Through it we will be able to share knowledge and experience and help further develop our people and expertise."

**Dr Christoph Loch, of INSEAD**, said: "This year will see the third version of the IEA, which builds upon the previous years' experience. Management Quality depends not only on the processes inside factories but also on the extended supply chain, and the careful crafting, deployment and execution of a strategy."

The new programme will focus on management quality at the level of the business unit, the team in charge of it, the strategy and the quality of its execution.

In future this Award will be open to companies from the service sector, including financial services, and will cover the UK and other countries across Europe.

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*For more information or interviews please contact Enda Joyce at hanover on +44 207 400 4480 or visit [www.beste-fabrik.de](http://www.beste-fabrik.de).*

## **Notes To Editors:**

### **About Celerant Consulting**

Celerant is a leading global management consultancy that delivers operational transformation and helps leading companies worldwide achieve and sustain world class performance from their operations.

Our difference is simple – we believe that once we have fixed a problem for a client, it should stay fixed. We have a unique way of achieving this that delivers measurable results on every project.

In 2006 we delivered over \$1 billion in annualised sustainable savings to our clients and over the last 20 years we have become the largest independent firm of business operations consultants with annual revenues of \$145m.

The essence of our approach is that consultants work side-by-side with people in the front lines of the business – from the Boardroom to the shop floor - to ensure the delivery of sustainable and measurable benefits. Celerant embeds long-term behavioural change into the culture of our client's organisations – the key to sustainable change, which we call Closework®.