



CONESTOGA

MAGNA CENTRE FOR  
SUPPLY CHAIN EXCELLENCE

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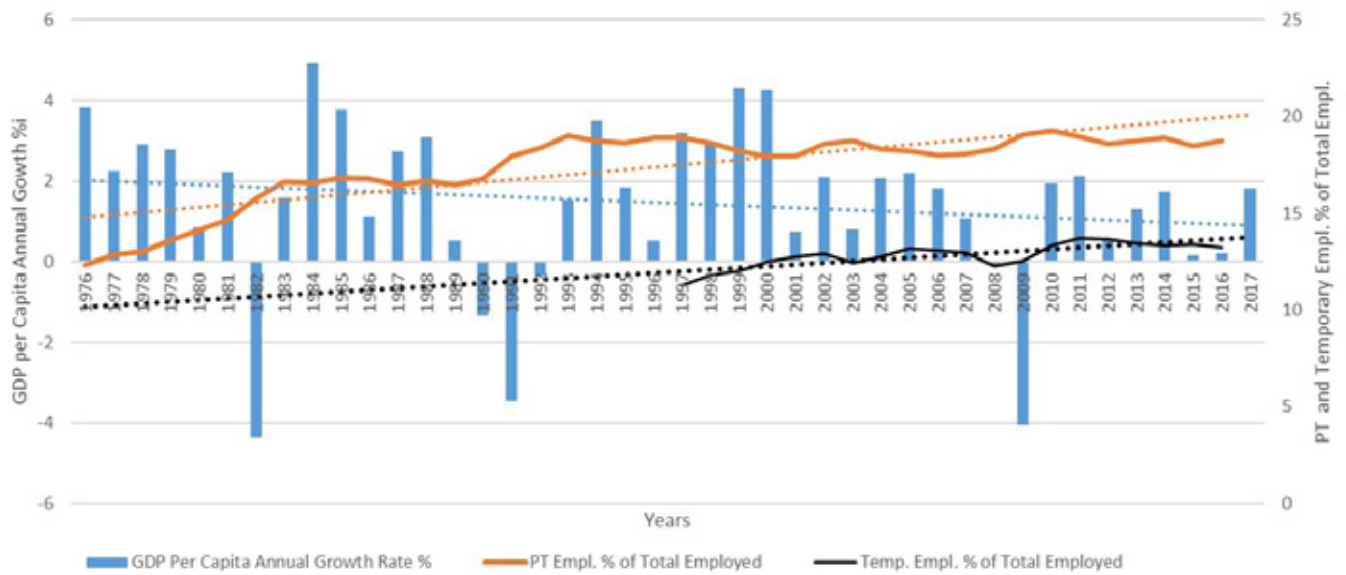
## ADDRESSING CANADA'S PRODUCTIVITY CHALLENGE

Canada is struggling with declining productivity. Our GDP per capita growth rate has been on a downward trajectory for over 40 years, reducing our competitiveness and affecting our standard of living. Real productivity, performance improvement, and sustainable competitiveness is elusive for many organizations. Yet, sustainable competitiveness is achievable. If we truly want to improve productivity, operational and financial performance, and realize a state of sustainable competitiveness in our organizations, a transformation in thinking and behaviour is required.



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Connect Life and Learning

Productivity Growth % in Canada vs. PT and Temporary Employment  
% of Total Employment



Sources: PT Employment Both Sexes, Stats Canada Table 282-0002, Labour Force Survey Estimates, Nov. 28.17  
Temp. Employment Both Sexes, Stats Canada Table 282-0080, Labour Force Survey Estimates, Dec. 1, 2017  
GDP Per Capita Annual Growth Rate %, World Bank, Nov. 28.17

## VISION

World leading productivity and competitiveness of Canadian organizations.

## MISSION

In collaboration with government, business and industry, address Canada's productivity challenge through excellence in education and application of integrative supply chain system thinking.

## STRATEGIC INITIATIVES

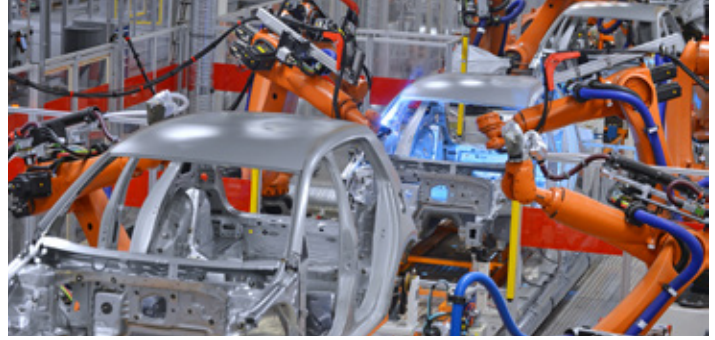
In collaboration with government, business and industry partners, the MCSCE will:

### Address the supply chain system thinking knowledge gap

Integrative supply chain system thinking is critically important in addressing Canada's productivity challenge. As such, the MCSCE and Conestoga College will focus on supply chain programming that develops integrative supply chain system thinking competencies in its graduates. The MCSCE will also lobby for the inclusion of integrative supply chain system thinking into post-secondary curriculum across Ontario and Canada.

### Address the shortage of skilled supply chain specialists

Working with business, industry, government, and Conestoga College, the MCSCE will strive to develop a new collaborative supply chain management education model focused on meeting the needs of employers while increasing the numbers of skilled supply chain graduates. The MCSCE is committed to promoting careers in Canada's supply chain sector with secondary schools across Southwestern Ontario.



## Applied research, knowledge creation and innovation

Through applied research and industry value stream mapping projects, the MCSCE will help link organizations with faculty and student project teams to tackle their supply chain and operations challenges and opportunities. Applied research and industry projects are essential in the development of integrative supply chain system thinking competencies in students. They will also enhance curriculum and currency of faculty as a result of continuous learning in real-world environments. They are also a vehicle for the transfer of integrative supply chain system knowledge to organizations.

## Collaboration and Knowledge Dissemination

The MCSCE will strive to develop national and global networks with professional associations, key government ministries, business and industry, in order to leverage innovation and resources and disseminate new knowledge. The MCSCE will facilitate the publication of business cases, impact reports and other key publications. It will also conduct workshops, seminars and conferences to share best practices.

## ANTICIPATED IMPACT

- Increased numbers of highly qualified supply chain specialists entering the market.
- Enhanced productivity of organizations, through applied research and industry projects that provide real-world learning environment for students, faculty, and organizations across many sectors.
- Contribute to knowledge creation and innovation by delivering practical solutions to organizations.
- Improved customer value delivery, operational and financial performance, productivity, and a state of sustainable competitiveness.
- Dissemination of integrative supply chain system thinking knowledge among SME's and global organizations toward improved competitiveness in the global economy.
- Increased reputation of the Supply Chain programs at Conestoga College, leading to future enrolment increases.
- Enhanced collaboration between Conestoga College, business and industry, and governments in addressing Canada's productivity challenge.
- Enhanced productivity and prosperity in the Region and surrounding area.

## DEMONSTRATED IMPACT

61 industry VSM projects completed from Sept. 2017 to May 2021 resulted in a total financial impact of over \$178 million!

The Magna Centre for Supply Chain Excellence, working in conjunction with the Supply Chain and Operations Management program at Conestoga College can help your organization realize similar results.

# WHAT INDUSTRY IS SAYING

Our journey towards being a World Class Manufacturing Division has been reinforced by the use of the tools and concepts outlined within the principles of Conestoga College's Centre for Supply Chain Excellence. These tools are fundamental to us meeting our business objectives and positioning us to be successful for the years to come. As such, we fully endorse and recommend the Centre for Supply Chain Excellence at Conestoga College.

***Karmax Heavy Stamping***

“Our partnership with the College on this VSM project was invaluable as it gave an objective view of areas within our business to focus on. Aligning College industry advisors with students and our staff made for an effective, professional, collaborative project outcome and result. We would highly recommend to any business.”

***Septimatech***

“Excellent job! Awesome job! Thoroughly impressed with your insights. You are tuned into what our associates are dealing with. You far exceeded my expectations. You have identified quick wins for us! We believe that you are conservative on your estimated savings. We commend you for your time, effort, and level of detail.”

***DHL Supply Chain Canada***

Metalumen was interested in partnering with Conestoga College and the Centre for Supply Chain Excellence to help bring new perspectives to our current processes and issues. As a company in the midst of fast growth, resources are tight and working with Conestoga College students allowed us the opportunity for someone to come in and identify areas of improvements that would help increase capacity and gain efficiencies within our manufacturing processes. We look forward to partnering further with Conestoga College in the future, as we feel it is important to create and sustain these relationships to ensure the success of the manufacturing sector within our region.

***Metalumen Manufacturing, Inc.***



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## LEARN MORE

To learn more about a proven approach to improving customer value delivery, productivity, operational and financial performance, and the path to sustainable competitiveness, please contact us

### **Stephen Thomson**

Director

Magna Centre for Supply Chain Excellence

[sthomson@conestogac.on.ca](mailto:sthomson@conestogac.on.ca)

519.748.5220 ex.3895



[www.conestogac.on.ca/centres/magna-supply-chain-management](http://www.conestogac.on.ca/centres/magna-supply-chain-management)