

'THE CLIENT-SUPPLIER RELATIONSHIP AS ADDED VALUE FOR COMPETITIVENESS'



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The configuration as a 'cluster' of a ceramic sector like the Castellón ceramic district has entailed a series of advantages that have enabled it to lead many aspects of ceramic activity.

Nevertheless, certain factors have not been fully exploited, precisely because a cluster characterised by business atomisation, a broad spectrum of services, and the lack of a win-win collaborative culture is involved.

One of those factors has been the client-supplier relationship as an added-value factor for enhancing competitiveness. Indeed, client-supplier relationships have, in most cases, merely involved commercial transactions or, at most, undifferentiated technology transfer that has entailed additional costs for all parties.

In an uncertain environment like the current one, with a very negative reality as far as business results are concerned and an unclear outlook, it is necessary to reflect on the convenience of defining new forms of client-supplier relationships that, based on a win-win approach, produce added value for companies in order to enhance their competitiveness.

At QUALICER 2010, with a view to addressing this subject, and given the intrinsic nature of these client-supplier relationships in a cluster like the Castellón ceramic district, though also useful for ceramic regions in other countries, it is intended to hold a participatory Workshop in which the actors are precisely the Client-Supplier stakeholders.

The Workshop is structured around two key issues in these client-supplier relationships: the resolution of technical-technological problems, and new product development.

The Workshop is designed for the **active participation** of a great number of session attendees and is based on different intermingled creative techniques (Forced relationships, keywords, Attribute listing, problem inversion, Failure analysis, cut communication, ideas and colours) in order to achieve the desired objective.