



Website address: [www.supplierdiversityeurope.eu](http://www.supplierdiversityeurope.eu)  
E-mail address: [supplierdiversity@migpolgroup.com](mailto:supplierdiversity@migpolgroup.com)

## EUROPEAN NEWS

### Equality and Diversity in France

Spurred by the first-ever election of a Black American as President of the United States, the diversity and equality debate resurfaced prominently in France during the last quarter of 2008.

This started with the launch, in early September, of the diversity label developed at the initiative of former Equality Minister Azouz Begag by the national association of HR directors (ANDRH) together with AFNOR, the French body responsible for norms and certification. Companies, before being labelled as Diverse, must undergo an assessment by which it is established whether companies have diversity policies in place in such areas as recruitment and promotion and procurement. A monitoring system will determine whether the label can be prolonged or withdrawn (every 18 months).

In December, President Sarkozy unveiled his plan for real changes for equal opportunity (*l'égalité réelle des chances*) which is based on a report by Simone Veil on modernising the 1958 Constitution. This includes several measures such as:

- Award of public tenders conditional to the implementation of diversity and equality measures by the selected private companies
- Extension of the territorially-based positive action system for entering prestigious universities, the so-called *Grandes Ecoles*

#### INSIDE THIS ISSUE

European News	1
Forthcoming Events	2
Recent Events	2
Supplier Diversity News	3/4/5
Spotlight on SMEs: Anthias Consulting Ltd	6
Spotlight on SMEs: Konnect9	7
Spotlight on SMEs: The Nachural Music Group	8
Focus: Food and Drink, Changing Markets Drive Supplier Diversity in the UK	9/10
Useful Links	11
About Supplier Diversity Europe	11

- Test of the anonymous CV by 100 large companies
- New powers for the French anti-discrimination Authority HALDE to undertake unexpected controls on work places for discrimination at work
- Creation of a commission for evaluating and promoting diversity in politics
- Diversity and equality-related objectives in the agreements between TV channels and France's audiovisual authority

President Sarkozy has named entrepreneur Yazid Sebag as Commissioner for diversity and equal opportunities, and has charged him with overseeing the implementation of the above measures.

While Sarkozy's plan falls short from recognising ethnicity and the existence of ethnic-cultural communities (something the Constitution currently prohibits), it nonetheless has several merits. It also puts and will keep diversity and equality issues relatively high on the agenda.

*Dr. Jan Niessen, Director of Supplier Diversity Europe and MPG*

## FORTHCOMING EVENTS

### Full Members UK Workshop

Supplier Diversity Europe is organising a Full Members Workshop, to take place on February 3<sup>rd</sup> and 4<sup>th</sup> 2009 in Birmingham, UK.

On the evening of February 3<sup>rd</sup>, Corporate Express, MEECOE (see news item on page 4), CRÈME and SDE will host a dinner at which Members will be joined by additional, locally based large purchasing organisations, strategic partners and colleagues to begin the West Midlands Hub of Supplier Diversity Europe.

On February 4<sup>th</sup>, representatives of the large purchasing organisations who are members of Supplier Diversity Europe will meet for a Full Members' Workshop. This will involve sharing experiences and best practice.

### French Workshop

A meeting of Supplier Diversity Europe (SDE) members considering or planning activity in France is being organised for mid February. Current members will be joined by additional, French-based corporations.

The meeting will take place in Paris, in the French language, and will include a specific, proposed plan of supplier diversity activity. Meetings with French entrepreneurs from under-represented groups will follow very quickly afterwards.

**Any large purchasing organisations who are not yet members of SDE but would like to attend either of these above events should contact Beth Ginsburg at Supplier Diversity Europe ([bginsburg@migpolgroup.com](mailto:bginsburg@migpolgroup.com)) for more information.**

## RECENT EVENTS

### Business Networking, Istanbul

Supplier Diversity Europe was delighted to take part in London Business Guide's Business Networking Event and Dinner Conference in Istanbul, Turkey on December 18<sup>th</sup> 2008.

The event brought together Turkish businesses, organisations working with Turkish businesses based in Europe, local and European politicians and other key stakeholders. Discussion centred around the pros and cons of Turkey entering the European Union and if and when this might happen.

The European market offers huge opportunities for Turkish businesses. The white goods firm Beko is an example of a Turkish company that has expanded very successfully internationally in recent years.

Many Turkish companies, particularly those in the manufacturing sector, are now seeking partnerships with European-based companies in order to capitalize on new market opportunities. There may well be particular opportunities for Turkish entrepreneurs based in Europe to expand and diversify their businesses through such partnerships.

For more information, and/or to be linked up with relevant support and contacts, please contact Mr. Abdullah Pehlivan at London Business Guide ([www.londonbusinessguide.org](http://www.londonbusinessguide.org)) or Liz Holford at Supplier Diversity Europe ([lholford@migpolgroup.com](mailto:lholford@migpolgroup.com))

## SUPPLIER DIVERSITY NEWS

### European Case Studies on Social Considerations in Public Procurement

The European Union has held a consultation on social responsibility and social considerations in public procurement.

The consultation period is now closed but a range of useful documents which accompanied the consultation are, however, still live and available at

<http://ec.europa.eu/social/main.jsp?langId=en&catId=89&newsId=417>

These include:

- Legal and policy review of Denmark
- Legal and policy overview of several other European countries
- Six case studies from UK, Spain, Austria, Italy and France



### SME access to UK Public Procurement Opportunities

The UK government has published a review into public sector procurement and accepted all of its recommendations.

In the UK Government's 2008 Budget, Anne Glover was asked to lead a committee to examine what the UK Government could do to make it easier for small and medium sized enterprises (SMEs) to supply to the public sector.

A period of consultation followed, during which Supplier Diversity Europe fed in views that had been expressed to us by small and medium enterprises. The resultant report "Accelerating the SME economic engine: through transparent, simple and strategic procurement" has now been published.

The report makes twelve recommendations, including around improving access to opportunities at a 1<sup>st</sup> and 2<sup>nd</sup> tier level and reducing the burden of bidding for contracts. The UK government has accepted all of these.

The full review can be downloaded from: [http://www.hm-treasury.gov.uk/glover\\_review\\_index.htm](http://www.hm-treasury.gov.uk/glover_review_index.htm)

### "Procurement and Supplier Diversity in the 2012 Olympics"

The UK's Equality and Human Rights Commission has published research that it commissioned, exploring whether the Olympic Delivery Authority's procurement policies and practices are benefiting businesses in the five host boroughs of the London 2012 Olympic Games (Greenwich, Hackney, Newham, Tower Hamlets, Waltham Forest), with a particular emphasis on businesses owned by ethnic minority groups, women, and disabled people.

The final report, by David Smallbone, John Kitching, Rosemary Athayde and Mirela Xheneti of Kingston University, can be downloaded from: <http://www.equalityhumanrights.com/en/publicationsandresources/Pages/Procurement2012Olympics.aspx>

## SUPPLIER DIVERSITY NEWS (continued)



### MEECOE

The Minority Ethnic Enterprise Centre of Expertise (MEECOE) is an exciting new, two year project that will promote a strategic and innovative approach to supporting ethnic minority businesses in the West Midlands of the UK.

MEECOE will deliver a coherent set of activities that relate to four core areas:

market intelligence, stakeholder engagement, policy/scrutiny and piloting.

Funded by Advantage West Midlands, MEECOE is a consortium led by the Centre for Research in Ethnic Minority Entrepreneurship (CRÈME) headed by Professor Monder Ram of CRÈME, De Montfort University. Professor Ram's core team comprises and is supported by a range of experts from, for example, the Universities of Lancaster, Warwick and Bradford. Partners include the Chartered Institute of Purchasing and Supply (CIPS), the Equality and Human Rights Commission (EHRC), the Economic and Social Research Council (ESRC) and Supplier Diversity Europe.



### Value of Local Authority Spend to Communities in North East England

Local authorities in the North East of England have calculated that each £1.00 they spend with a local business is worth, on average, £1.60 to their local economy because of the 'local multiplier effect'. Should local businesses capture just 10% of their local authority's spend, this would be worth £312m per annum to their local economies.

This figure was calculated across all 25 local authorities in the region using the LM3 tool, which was featured in the November/December 2008 edition of this newsletter.

By quantifying just how much money is at stake, the North East LM3 Project has created momentum in the region to join together procurement and economic regeneration activity, change spending behaviour and make the most of public sector budgets.

### European Union Funding Opportunities

The European Union has issued an Open Call for Proposals for three programmes relating to;

- (i) Public procurement networks and encouraging demand for innovative goods and services (ACTION ENT/CIP/09/C/N03S00)

- (ii) Development and testing of new practical innovation support services for SMEs (ACTION EuropeINNOVA-ENT-CIP-09-C-N01S00)

- (iii) The development of new and better innovation processes in Europe, to foster trans-national cooperation on support for innovation (ACTION PROINNOEurope-ENT-CIP-09-C-N02S00)

The closing dates for submissions vary but are all in February 2009. All relevant information can be found at: [http://ec.europa.eu/enterprise/funding/files/themes\\_2008/calls\\_prop.htm](http://ec.europa.eu/enterprise/funding/files/themes_2008/calls_prop.htm)

## SUPPLIER DIVERSITY NEWS (continued)

### Nominations invited for EMBF NW Awards

Nominations are invited for the EMBF NW Awards, which highlight, profile and celebrate the contribution of black and ethnic minority businesses in the North West of England.

Nominations can be made on-line at [www.embfawards.co.uk](http://www.embfawards.co.uk) by noon on 26<sup>th</sup> January 2009. Following shortlisting, winners will be decided through an interactive polling system during the award ceremony itself, which will take place at Manchester United Football Club on 12<sup>th</sup> March 2009.

### Czech lawyer seeking London-based interviewees

Czech lawyer Dr. Jiří Taišl is visiting London later this year on a research fellowship. Dr. Taišl is researching equal opportunities in public sector contracting and would particularly like to meet with:

- Small and medium enterprises that have won and/or are currently bidding for contracts from the public sector
- Public sector procurement professionals currently working on public contract tenders

Please could anyone interested in participating in this work contact Dr. Taišl via [taisl@aktaisl.cz](mailto:taisl@aktaisl.cz) or [www.aktaisl.cz](http://www.aktaisl.cz)

### “Get a Grip on Supplier

**Diversity”** PRM will be holding their next workshop for large purchasing organisations, in London, on 4<sup>th</sup> March 2009. Contact: [lisa@prorepman.co.uk](mailto:lisa@prorepman.co.uk)



### Compete For

CompeteFor, the portal created to provide access for small and medium enterprises to London 2012 procurement opportunities, is publishing an ever increasing number, range and geographical scope of procurement opportunities, particularly at 2<sup>nd</sup> tier supplier level.

At time of writing, the opportunities available included supply of office and electrical equipment, cycle training and maintenance, collection and recycling of toner cartridges, building maintenance and various types of exhibition and construction-related goods and services. These in London, Southern England and Scotland.

To register on the portal and access procurement information please visit [www.competefor.com](http://www.competefor.com)

### Supplier Diversity and CIPS

The UK's Chartered Institute of Purchasing and Supply (CIPS) Centre for Procurement Leadership addressed “Creating a vibrant market through intervention” at their strategic forum in December 2008.

Supplier diversity and local procurement featured prominently on the agenda, demonstrating the growing profile and importance of these issues to procurement professionals, particularly in the light of evolving UK equalities legislation. Supplier Diversity Europe was very pleased to participate in the forum.

## SPOTLIGHT ON SMALL AND MEDIUM ENTERPRISES:

### Anthias Consulting Ltd

Diane Turner is passionate about analytical chemistry. That passion has evolved into a successful business that is now supplying multinational corporations and trading across European countries including UK, Ireland, the Netherlands, Slovenia and Germany.

Early in her scientific career, Diane spotted a flaw in a chemical plant's analysis and recommended a simple change that led to an accurate determination of the yield from the believed 17% to the true value of 96%. Diane realised at this point that she had the ability to see 'the big picture' when others could only see a small slice of it. This ability led to the formation of Anthias Consulting Ltd in June 2005. Diane explains the benefits that her company offers:

"Anthias Consulting Ltd. trains end-users in how to achieve the best from their scientific equipment. This training is delivered both on behalf of specific manufacturers, such as Agilent Technologies and their channel partners; and in a generic form directly to the analyst.

By identifying and unblocking bottlenecks and workflow problems we can ensure streamlining and maximum efficiency for laboratories, increasing turnover and income generation

from scientific operations. We also advise on instrument purchase from an independent viewpoint and evaluating all associated techniques. I always look at the holistic problems facing the analyst, from sampling to getting the end data.

We undertake consultancy to a wide range of sectors, including the manufacturing, pharmaceutical and construction industries. I have worked on issues such as the eradication of noxious gases from new buildings and new cars, the latter with organisations like Warwick Manufacturing Group and Jaguar-LandRover. I really enjoy bridging knowledge gaps between research and analysts."

Diane's business has grown through word of mouth recommendations, via science and business groups and through effective web-based marketing. Diane explains her international success:

"There is a lack of people with my specialist knowledge, the ability to apply it and the willingness to travel. There is no language barrier for me, in science."

Contact: [www.anthias.co.uk](http://www.anthias.co.uk),  
[info@anthias.co.uk](mailto:info@anthias.co.uk), tel + 44 (0)1480 831 262



## SPOTLIGHT ON SMALL AND MEDIUM ENTERPRISES: Konnect9

The launch of [www.givingworldonline.com](http://www.givingworldonline.com)  
From left to right: Charles Fowler (Konnect9 patron), Councillor Manjula Sood (Lord Mayor of Leicester), Rama Bhalla (Director Giving World Online), Marthe Larson (Konnect9 patron) and Sujata Bhalla (Director Giving World Online)



Since 2001, Konnect9 has been helping businesses solve the problem of how to dispose of surplus goods, unwanted furniture and similar in an environmentally sustainable manner ... and supporting disadvantaged people in the East Midlands and further afield.

Director Sujata Bhalla explains: "Since Konnect9 was established as a registered charity in 2001, we have redistributed close to £1.5 million worth of business surplus goods. That's 200 tons avoiding landfill, equivalent to around 26 double-decker busloads.

Our current projects include an IT into homes project that we started with Leicester City Council in 2004. This gifts free refurbished computers directly to children and families living on disadvantaged estates.

Each month we distribute 600 free 'dignity' toiletry packs to local hospitals for distribution to lonely and isolated patients. We regularly dispatch containers of medical aid and equipment overseas. Konnect9 provides on-going support to homeless shelters, women's aid refuges, children's groups, playgroups, voluntary aided schools and others, helping these organisations to stretch their own limited budgets and enhance the lives of their service users with free, quality business surplus donations."

On December 2nd 2008, Konnect9 launched [www.givingworldonline.com](http://www.givingworldonline.com). This is a unique, online portal linking donors of goods directly with beneficiaries. Businesses, large and small, are able to register on the site and upload details of their surplus goods. Registered charities and other vetted organisations offering services to those in need then search the database and access this surplus. Access to the site is free.

Sujata stresses: "There are enormous business benefits to be obtained by registering with Giving World Online. Businesses of all sizes can reduce their storage and disposal costs and reduce the amount of waste they send to landfill. They can do this safe in the knowledge that they are achieving their environmental and corporate social responsibility targets and supporting disadvantaged communities. They can use their activity to generate positive publicity, boost workforce moral and just feel good about themselves!"

Contact: Sujata Bhalla, Director, Giving World Online, tel + 44 (0) 8458 333 783, [www.givingworldonline.com](http://www.givingworldonline.com), [sujata@givingworldonline.com](mailto:sujata@givingworldonline.com)

## SPOTLIGHT ON SMALL AND MEDIUM ENTERPRISES: The Nachural Music Group

The Nachural Music Group is based in the West Midlands and comprises a music label, Nachural Records, and Nachural Corporate Communications, which has specialist skills in live event production, consultancy and corporate video production.



Managing Director Ninder Johal (pictured above) explains:

“I set up Nachural Records in 1991. I’d graduated from Aston University Business School and had a safe career in consultancy, but I am a musician and so I gave it all up to follow my dream. It’s fantastic to be able to make an impact on the music world through Nachural Records whilst running a successful communications business alongside it.

Nachural is ideally located to work throughout the UK. With a city the size of Birmingham on our doorstep, there is no shortage of local companies and venues needing our services.”

2008 saw the company continue its long-standing relationship with the CBI, winning contracts to organize the CBI West Midlands Economic Dinner, where guest of honour was Conservative Leader David Cameron, and the CBI Summer Banquet.

Early in the year, Nachural’s Event Director,

Lisa Ibbotson, managed the launch event for human rights project Humanade, at Birmingham’s Town Hall. At this glitzy occasion, local business leaders joined host Joe Corre, founder of Agent Provocateur and celebrities including Dame Vivienne Westwood (both photographed at the Humanade launch, below), to support this fund raising event.



In the near future, Nachural will be providing expertise to ensure the smooth running of a series of one woman events featuring Sir Alan Sugar’s former Apprentice, Jo Cameron. Jo, who also runs a business in the West Midlands, will share her business experience and anecdotes about the famous BBC TV programme.

Nachural has clearly demonstrated its ability to deliver at corporate level by the wide range of clients it currently serves. These include Lloyds TSB, HSBC, the Bank of Ireland, Exxon Mobil and local authorities such as Birmingham City Council and Sandwell Council. Nachural is ISO 9002 accredited and a member of the Industry Association, Eventia.

Contact: [www.nachural.co.uk](http://www.nachural.co.uk),  
[info@soundlogistics.co.uk](mailto:info@soundlogistics.co.uk),  
tel: + 44 (0)870 609 4401

## FOCUS:

### Food & Drink: Changing Markets Drive Supplier Diversity in UK

One of the main drivers to supplier diversity within large purchasing organisations is the fact that the markets and communities that those organisations serve are becoming increasingly diverse.

Not only are people moving between countries in greater numbers than ever before, but this movement is resulting in changes to the attitudes and tastes of the communities into which they choose to live.

Because everybody needs to eat, it's logical that food and drink has been one of the first sectors that had to diversify its offering and its supply base in order to meet changing demand.

Supermarkets and wholesalers across the UK now stock the kinds of food products that, previously, could only have been bought abroad. Hospitals, schools and 'meals on wheels' services for older people have had to widen their range of menus. This diversification has delivered real opportunities for independent food manufacturers and distributors, particularly businesses owned and run by people from minority ethnic groups.

The challenges that face small and medium sized suppliers of food and drink seeking to sell into supermarkets are similar to those in other sectors aiming to sell into a larger organisation. Namely, visibility of opportunities, difficulties in accessing decision makers, overly challenging supply chain management practices.

Business support programmes have emerged to help small and medium enterprises link into new markets. Two successful examples, both operated in London and funded by the London Development Agency, are ABi's Speciality Foods Programme and Haringey City Growth's Food & Drink Action Cluster. Both worked with emerging and established companies, particularly minority ethnic businesses, serving broad and growing markets, including 'mainstream' consumers.



Ummah Foods ([www.ummahfoods.com](http://www.ummahfoods.com)), for example, produces luxury Halal chocolate (*pictured above*) and uses its profits to support a wide range of grass roots community initiatives. But the primary reason that consumers buy the product is simply because it's great chocolate! Raj Foods ([www.rajfoods.com](http://www.rajfoods.com)) and its sister brand Masala Corner are well-established providers of ethnic meals to hospitals, schools, hotels and universities. Anilia's Authentic Sauces (*pictured below*) ([www.anilassauces.com](http://www.anilassauces.com)) are found in stores including Harrods, Selfridges and Fortnum & Masons. These are just three of the companies involved in ABi's Speciality Foods Programme, many of whom were based in and around Park Royal in West London.



## FEATURE:

### Food & Drink: How Changing Markets Drive Supply Chain Diversification in the UK (continued)

In Haringey food and drink companies are also developing fast. Sweetworld Confectionery ([www.sweetworld.co.uk](http://www.sweetworld.co.uk)) has grown, in ten years, into one of the country's largest importers of sweets and biscuits. Selling initially to the Turkish market alone, their products are now sold in all Tesco stores across the UK.



One award-winning entrepreneur is working particularly hard to bridge the gap between diverse food suppliers and their growing, potential markets. Andrew Thornton (*pictured above*) has the franchise for Budgens supermarkets in two well-heeled areas of London, Belsize Park and Crouch End.

The latter is just up the road from Tottenham, the less prosperous and more industrial area of Haringey where most of the local food manufacturing sector is based.

Andrew has introduced locally made products into Thornton's Budgens, many from minority ethnic suppliers who he met through Haringey City Growth, including Paradise Patties, Jewell Isle Rum Punch, Mighty Veg Delight, Apollo Nuts & Snacks ([www.apollonuts.co.uk](http://www.apollonuts.co.uk)) and Winona Cakes. Consumers are responding enthusiastically. Local businesses are linked into markets and so helped to grow and prosper.

The snap-shot experiences of the food and drink sector described here show how the three drivers of diversifying markets, appropriate business support, and open-minded supply chain management can be brought together. By doing so, it is then possible to achieve better choice for customers, stronger businesses and wealth creation for less advantaged communities. It is surely only a matter of time before other sectors follow.

*Liz Holford, Programme Management,  
Supplier Diversity Europe*

### Opportunities for Small & Medium Enterprises

The Supplier Diversity Europe Database is used by buyers seeking a range of goods and services.

If you are a Small medium enterprise and have already submitted your full profile onto the Supplier Diversity Europe Database you are being considered for these opportunities.

If you haven't yet submitted a full profile please consider doing so, particularly if your company is majority owned and managed by women, disabled people, people from minority ethnic groups, people from the lesbian, gay, bisexual, transgender community - corporate buyers want to know about you and this service is entirely free of charge to you!

[www.supplierdiversityeurope.eu](http://www.supplierdiversityeurope.eu)

## USEFUL LINKS

ABi Associates [www.abi.co.uk](http://www.abi.co.uk)

Anthias Consulting Ltd [www.anthias.co.uk](http://www.anthias.co.uk)

Business Link [www.businesslink.gov.uk](http://www.businesslink.gov.uk)

Chartered Institute of Purchasing and Supplies (CIPS) [www.cips.org](http://www.cips.org)

Compete For [www.competefor.com](http://www.competefor.com)

Corporate Express [www.cexp.co.uk](http://www.cexp.co.uk)

Crème [www.creme-dmu.org.uk](http://www.creme-dmu.org.uk)

East Midlands Development Agency  
[www.emda.org.uk](http://www.emda.org.uk)

Economic and Social Research Council  
[www.esrc.ac.uk](http://www.esrc.ac.uk)

Equality and Human Rights Commission  
[www.equalityhumanrights.com](http://www.equalityhumanrights.com)

Haringey City Growth  
[www.haringeycitygrowth.com](http://www.haringeycitygrowth.com)

Konnect9 [www.givingworldonline.com](http://www.givingworldonline.com)

London Business Guide / Turkish Business Directory  
[www.londonbusinessguide.org](http://www.londonbusinessguide.org)

LM3 Online [www.lm3online.org](http://www.lm3online.org)

London 2012 [www.london2012.com](http://www.london2012.com)

MPG [www.migpolgroup.com](http://www.migpolgroup.com)

The Nachural Music Group  
[www.nachural.co.uk](http://www.nachural.co.uk)

Supplier Diversity Europe  
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### About Supplier Diversity Europe

Supplier Diversity Europe is a business-led supply chain development programme, currently operating in the UK, France and Germany.

**SDE Vision:** To create an environment that provides under-represented small and medium sized enterprises (SMEs) a free and fair opportunity to compete for private and public sector contracts.

**SDE Mission:** To enhance the capacity of large organisations and under-represented SMEs to engage in business relationships with each other.

**SDE Values:** Supplier Diversity Europe's activities are based on values of fair competition, equal opportunities and corporate citizenship.

Membership is available, for a fee, to large organisations that are committed to achieving supplier diversity within the context of European legislation and culture. Current members include Accenture, Bristol-Myers Squibb, Citi, Corporate Express, Credit Suisse, Deutsche Bank, East of England Development Agency, Johnson & Johnson, Morgan Stanley, Pitney Bowes, Shaw Trust, Weil Gotshal & Manges. SDE;

- Works with members to build their capacity to capture the business benefits within their supply chain.
- Links members up with 'fit to compete' small and medium enterprises (SMEs), directly and via trusted intermediaries. Participation in all activity is free of charge to the SMEs with whom the programme engages.
- Working to develop a climate of social and economic policy in Europe that is conducive to supplier diversity.

Further information can be found on our website [www.supplierdiversityeurope.eu](http://www.supplierdiversityeurope.eu)