



Reducing Reliance on Suppliers outside EU: How to diversify supplier portfolio – move your sourcing/production to Czech Republic

In the intricate web of global trade, reducing dependency on a single source for supplies is not only a smart business move but also a strategic imperative. RubiNord – a company designing moulded components in industrial rubber and silicone for the food, manufacturing, medical and robotics industry – has built, like many other companies, a significant portion of its supply chain around Asian suppliers. While this had provided cost-effective solutions, it also came with inherent risks. Geopolitical tensions, disruptions in supply chains during Covid crisis, and rising transportation costs were among the concerns that made the company re-evaluating their sourcing strategy. Faced with the challenge of identifying reliable suppliers that could manufacture the necessary rubber products, the company turned to The Trade Council for assistance.

The Trade Council in Prague offered the company a “Scope Your Supply Chain” program where the first 25 hours of research for a SME companies is free of charge.

The first step involved understanding the company's specific needs, preferences, and industry standards. By engaging in thorough discussions during the workshop mapping the company's stakeholders, we gained valuable insights and guidance to our continued search for new suppliers. Armed with this information, we created a comprehensive presentation of the rubber industry in Czech Republic and an overview of the suppliers in the given sector.

Czechia is a very competitive alternative sourcing from Asia also being a EU-country.

The potential to find a suitable supplier in Czech Republic was obvious after the initial research, so RubiNord decided to continue the cooperation. They were looking for a subcontractor – a company with 25-200 employees – able to communicate in English, live up to EU-standards and with injection and compression production capability. Leveraging our market research capabilities, we prepared a list of potential suppliers that aligned with the company's requirements.

“We have now established contact to three companies from the market study and we are holding two additional companies as reserve.”
- Søren Jansen, Chairman

The company is now able to explore options that they might not have discovered otherwise. Equipped with a diverse pool of potential suppliers, the company is in the process of diversifying their supply chain and lowering the risk among other due to the geopolitical situation.

If you want to know more contact:

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