

Consulting is expanding its presence in Brazil with the opening of an office in Rio Grande do Sul

With 25 years of a global experience, Staufen recognizes the importance of the southern region to the development of new business and is opening a permanent office in Porto Alegre.

It has been more than 25 years with plenty of successful stories. With a presence in more than ten countries worldwide, Staufen Transformation Leading Consulting, the basic methodology of which is Lean Management, was founded in Germany in the 1990s. In 2019, at a time of worldwide crisis, the company celebrated its 25th anniversary by announcing its huge growth and expansion plans.

Now in 2020, with these expansion plans in mind, the Brazilian subsidiary is officially opening its second office, located in the southern part of the country, home to manufacturing locations of hundreds of German companies offering huge market potential. The business office is located in the Brazil-Germany Commerce and Industry Chamber's building (AHK) in Porto Alegre, with whom for many years Staufen has been maintaining an important partnership.

From foundation to expansion

Staufen's history began in the early 1990s, when Martin Haas, a process engineer, and Ralf Stokar, from people development sector, became acquainted at Daimler, in Germany. Within a short time, it became clear that they had a lot in common: they quickly agreed that the sustainable process development only works if employees also have the same self-development opportunities. This is how the unique consultancy concept, which to this day is still the basis for all Staufen's business models, was established in 1994: the opportunity to see, learn, act and experience.

Eleven years later, in 2005, Staufen initiated its first steps towards global expansion, and a decision was made to establish a presence in what today is considered the sixth largest economy in the world: China. Later, several acquisition opportunities gave Staufen experience and portfolio: from Eastern Europe and Italy in 2007; from Brazil in 2013; and then Switzerland

and Mexico in 2017; the company now boasts a staff of more than 300 direct employees, which is a considerable amount in the consultancy market.

Staufen in Brazil

Staufen's presence in Brazil was the result of a merger with Taktica Consulting, which provided services to the manufacturing industry and by then had 12 years of experience and a large portfolio of clients throughout the country and a few others around the world. This union generated several large Lean Transformation projects, establishing a unique approach: process excellence requires people transformation, with the support of technology in order to bring about pragmatic and measurable results.

According to Dário Spinola, Staufen's managing director in Brazil, the major consulting unique selling proposition is reflected in the exchange of global experiences between companies, which reported meaningful results on their transformation journeys, focusing on leadership development in support of process improvement. "The daily leadership needs to be where everything happens and it ensures the sustainability and continuous improvement. We performed transformation projects and qualified executives and collaborators, developing an improvement culture with measurable and visible results, bringing about rapid success for projects and making a definite impact on the bottom line", Dário concluded.

The transformation process that Staufen introduces works in any industry, from automotive, to capital goods, energy and processes, aviation, banking, construction, retailing and consumer goods. The principles allow the company to achieve objectives such as the ability to deliver defect-free products while saving resources and eliminating waste at the same time and ensuring the dedication and involvement of employees.

Service:

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