

# **The Global Manufacturing Revolution**

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Globalization is here and it's unstoppable. But would you define globalization as a revolution? We know that goods have been traded internationally for the last 3,000 years...so what is new?

The new phenomenon is that now globalization is driven by international enterprises, which move across countries various resources: capital, goods, knowledge, and sometimes also people. As a result, globalization brings about basic changes to both the global economy and society – it is a socioeconomic revolution. Is globalization, however, a beneficial revolution? Why do so many people oppose globalization?

Globalization creates many difficult situations and dilemmas, not only to society and individuals, but even to the international enterprises that drive it. Many of them are facing significant challenges. We, therefore, should analyze the globalization movement, understand the enablers that make globalization work, and propose remedies to the difficulties that are sometimes created.

In this talk some possible business strategies that industry may implement to benefit from globalization are proposed. Among them, and an important one, is increasing the speed of responsiveness. Reconfigurable manufacturing is an important enabler of rapid responsiveness. In this talk we also propose R&D topics for academic research that may remedy the negative impact of globalization on industry.