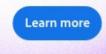




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### **Newsletter**



Issue 530 Friday, 6 October



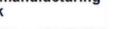
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Issue 531 Friday, 13 October

New orders drag down Australian manufacturing PMI in September, says Judo Bank





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Australia's manufacturing industry continu September amid a sharper decline in new

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The JP Morgan Glob Index (PMI) remainer

#### Big Build unveils \$40M Robotics and Advanced Manufacturing Centre at Eagle Farm TAFE



ed a substantial \$492,000 chnology for the region in a bid to dvanced manufacturing sector.





osatellite SpIRIT now on its way to

rne-led satellite mission has passed tests and capabilities to withstand the.

The Queensland Government is pioneering workforce training for the Fourth Industrial Revolution with the launch of the \$40 million Robotics and Advanced Manufacturing Centre at Eagle Farm TAFE, an initiative under the Big Build project.

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Australia's landmark National Skills Agreement to boost sovereign training capabilities

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## **Branded Content**

Beyond the factory floor: Rethinking ecommerce to revolutionise B2B dynamics

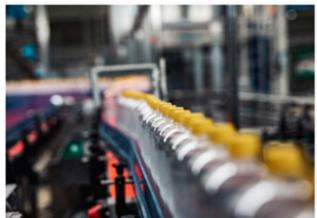
erce is a game-changer for the manufacturing industry and gone are the days when retailers are the only ones leveraging it to sell their products.











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The business-to-business (B2B) trading landscape in the magone through drastic changes in recent years, particularly in streamlined digital experiences became the new normal.

A study conducted by Forrester Research revealed that the gro upward, with an approximately 10.7 per cent annual rate from for offline B2B sales.

With drastic transformations taking over industries, manufacti their strategies and technology investments in order to stay at the B2B landscape are employing in response to new industry

### Beyond the factory floor: E-commerce at the pinnacle of digital priorities

In the era of digital connectivity, prioritising investments in e-commerce stands out as a











Beyond the factory floor: How to navigate post-pandemic B2B manufacturing landscape













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The manufacturing and distribution sectors have traditionally been slow to adopt business-to-business (B2B) e-commerce, but this drastically changed in the wake of the pandemic.

From being a crisis response of buyers and sellers during the pandemic lockdowns, B2B e-commerce in manufacturing has become the new normal and is now on its way towards further growth.

Adobe Commerce's 2023 B2B Commerce Growth Strategies Survey has found that most manufacturers and distributors have moved past their initial investments in B2B e-commerce. To these business players, it is no longer a question of whether to invest in digital, but rather how to invest and overcome the obstacles that arise when companies transition to a new way of connecting and catering to consumers.

on in the manufacturing industry, business and investing in digital solutions, such as e-

pal B2B e-commerce industry will see a 14.1 per reaching a value of \$18.8 billion.

merce in the United States will grow by 10.7 per cent of all B2B sales by 2027- a significant spike