



Global Trade in 2025: How to Win as a Non-US CPO 🏆

Discover how to leverage trade disruptions for competitive advantage!

Keep scrolling to unlock key strategies.

The Shifting Trade Reality: New Opportunities Await

1

US Tariffs Reshaping Supply Supply Chains

American tariffs are prompting global suppliers to diversify beyond the US market.

2

Suppliers Diversifying Beyond Beyond the US

Non-US buyers now have increased increased leverage and unique sourcing sourcing opportunities.

3

New Leverage for Non-US Buyers

Seize the moment! Volatility creates creates opportunities for strategic procurement.



Strategic Implications: Turn Disruption to Advantage



Cost Savings

Supply capacity shifts unlock significant cost-saving opportunities.



Competitive Edge

US firms face cost pressures, giving non-US companies a competitive advantage.



Trade Agreements

Leverage trade agreements for even lower costs and better terms.



0-6 Months: Short-Term Imperatives for Success

1

Assess Supplier Vulnerability

Evaluate how exposed your suppliers suppliers are to US market shifts.

2

Negotiate Preferential Terms Terms

Secure favorable deals with suppliers suppliers affected by trade changes. changes.

3

Secure Critical Capacity

Lock in vital supplier capacity early to to avoid future disruptions.



6-18 Months: Mid-Term Strategy for Resilience

1 Track US Reshoring

Identify new opportunities arising from US companies bringing production home.

2 Explore Alternative Sourcing

Consider sourcing from growing markets like Vietnam, Mexico, and India.

3 Re-evaluate Make-vs-Buy

Decide which activities to perform in-house and which to outsource for maximum efficiency.



18+ Months: Long-Term Imperatives for Success

1

Trade-Optimized Networks

Develop supply chains designed to thrive under evolving trade policies.

2

Multi-Region Partnerships

Collaborate with suppliers investing in diverse manufacturing locations.

3

Secure Critical Capacity

Build capabilities to anticipate and respond to policy changes quickly.



Decision Framework: How to Evaluate Choices

1 Supplier US Exposure

How dependent are your suppliers on American customers?

2 Competitive Dynamics

Are US competitors sourcing from the same impacted regions?

3 Trade Advantages

Can you leverage agreements unavailable to US firms?



The Evolving Role of the CPO in 2025



Secure Cost Advantages

Diversify suppliers for lasting cost benefits and resilience.



Ensure Supply Stability

Maintain reliable supply chains amid US market volatility.



Design Trade-Savvy Strategies

Align procurement strategies with emerging emerging trade policies.



Transform Disruption into Opportunity Today!

Trade realignment is both a challenge and a chance. Strategic CPOs can revolutionize procurement for enduring competitive advantage.

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