



## RELAUNCH ANNOUNCEMENT

### **GBN Relaunch April 2025 – Connect, Collaborate, and Lead Benchmarking in Your Country**

The Global Benchmarking Network (GBN) is excited to announce its highly anticipated relaunch, with details to be shared at two one-hour webinars to accommodate different time zones on [[Wednesday, 9 April 2025, 10:00 AM UTC](#), [Wednesday, 30 April 2025, 6:00 PM UTC](#)]. This milestone marks a new chapter in GBN's mission to advance and support benchmarking worldwide.

Since its founding in 1994, GBN has been a cornerstone for organizations dedicated to benchmarking. We are honored to have Dr. Robert Camp, the pioneer of modern benchmarking and author of *Benchmarking: The Search for Industry Best Practices That Lead to Superior Performance* (1989), as our Honorary Lifetime President.

This event signifies the revitalization of GBN, driven by our **vision to be recognized as the global hub for benchmarking**. We invite committed organizations to join our network and play an active role in shaping its future.

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### **Why This Event Matters**

As the modern business landscape evolves, GBN is stepping boldly into a new era. By embracing digital transformation, sustainability, and global collaboration, we are more committed than ever to driving innovation and excellence in organizations worldwide.

### **The 2025 Relaunch Event offers your organization the opportunity to:**

- **Serve as a Benchmarking Ambassador** – Become a leading organization championing benchmarking in your country and/or internationally, fostering a culture of performance excellence. GBN is actively seeking committed organizations to help shape the future of benchmarking globally.
- **Connect with Like-Minded Organizations Worldwide** – Join a network of institutions that provide benchmarking and best practice-sharing services, working collaboratively to advance benchmarking knowledge.
- **Strengthen Your Benchmarking Capabilities** – Gain access to the latest benchmarking methodologies, tools, and research to better support your clients or members.

- **Leverage Benchmarking Tools and Resources** – Benefit from benchmarking publications, databases (including free access to the Best Practice Improvement Resource), and reports to enhance your services.
  - **Enhance National and Global Recognition** – Position your organization as a key advocate for benchmarking excellence, elevating your influence nationally and internationally.
  - **Participate in Prestigious Benchmarking Initiatives** – Engage in GBN’s International Benchmarking Conference, Global Benchmarking Award, International Best Practice Competition, and benchmarking projects.
  - **Collaborate on Benchmarking Policy and Advocacy** – Play a role in shaping national and international benchmarking frameworks and strategies.
  - **Contribute to Benchmarking Capacity Building** – Lead training programs, workshops, and conferences to support organizations in your country in maximizing their potential.
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## **Be Part of the Movement**

If your organization is a membership organization, university, consultancy, or similar institution with the ability to promote and engage organizations in benchmarking—and ideally already offers benchmarking services—this is a unique opportunity to expand your impact and collaborate with a global network of like-minded organizations. Together, GBN representatives will strengthen and advance the benchmarking body of knowledge.

To encourage participation, new members will not be required to pay a membership fee for at least one year. Instead, they will pledge to promote and support GBN in their respective countries by advocating for benchmarking and sharing best practices.

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## **Register for the Relaunch!**

Don’t miss your chance to be part of this landmark event.

- **Session 1:** Wednesday, **9 April 2025**, 10:00 AM UTC
- **Session 2:** Wednesday, **30 April 2025**, 6:00 PM UTC

**Register here:** [[Global Benchmarking Network Relaunch Webinars](#)].

At the relaunch, we will discuss GBN’s services, its future direction, and gather your input on how GBN can help raise the profile of benchmarking in your country.

Meet our GBN Board

Together we strive to achieve GBN's vision: To be the global hub for benchmarking.



**Dr Robin Mann**  
Chairman  
COER / BPIR.com  
New Zealand



**Dale Weeks**  
Vice-Chairman  
GLBA  
USA



**Florian Kidschun**  
GBN Secretary  
Fraunhofer IPK  
Germany



**Teresa Bagaman**  
Director Education  
& Training  
PSQ  
Philippines



**Farshid Shokrehodaee**  
Director Member  
Engagement  
IPC



**Suresh Lulla**  
Observer  
Qimpro Consultants  
India



**Prof. Dr.-Ing. Holger Kohl**  
Observer  
Fraunhofer IPK  
Germany



**Tonnis van Dam**  
Observer  
Compare2Compete  
Netherlands

## Join the GBN

We invite interested organizations to formally join the GBN by **20 May 2025**. A membership form can be accessed here: [[Become a Member](#)]. New members will be required to agree to a set of membership commitments.

Our first meeting with all new members will take place in **June 2025**, where we will begin redefining the future of benchmarking—taking your organization and your country to new heights of excellence.

### **Dr. Robin Mann**

GBN Chairman

Director, Centre for Organisational Excellence Research

New Zealand



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