**DEMOGRAPHICS**

In 2001 there were attendees from 42 countries (including USA) at the global annual Supply Chain Management (SCM) conference. Official statistics have not been reported on the total attendee counts but judging from the observations made at the conference, there were over 3000 people on site.

CSCMP have provided some data concerning the demographics of the attendees at this conference. Interestingly, most of the attendees (29%) were from European countries such as Netherlands, UK, Germany, Spain, Italy, and so on. The Asian population increased in 2011 to 22% (up from 19% in the previous year). Next was North America which served as homeland to 19% of the attendees. South America represented 14%, Central America was 8%, and African countries made up 6% and finally Australia and Middle East countries tied at 1% each.

In terms of the breakdown of USA-based attendees, they covered 47 of the 50 continental states, with a heavier concentration of 46% from the north east (NY, PA, MA, CT, etc.), followed by 17% from the south east (FL, Carolinas, etc.). North central (ND, SD, etc.) was 15%, south central (TX, OK, etc.) was 10%, south west (CA, NV, etc.) was 9% and the north west (WA, etc.) was 5%.

The business profile of attendees was about evenly spread across the size of companies, with 58% of small businesses being represented by attendees (fortune 50), 50% in fortune 100, 43% in fortune 250, and 38% in fortune 500.

It was even more interesting to look at the role of the GSCM attendees. Over 70% of the attendees were at the director level or above. Of those, 11% were a CEO or president, with the 59% being distributed between executive and director level positions.

With respect to occupational roles, 55% were categorized as SCM practitioners. That
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