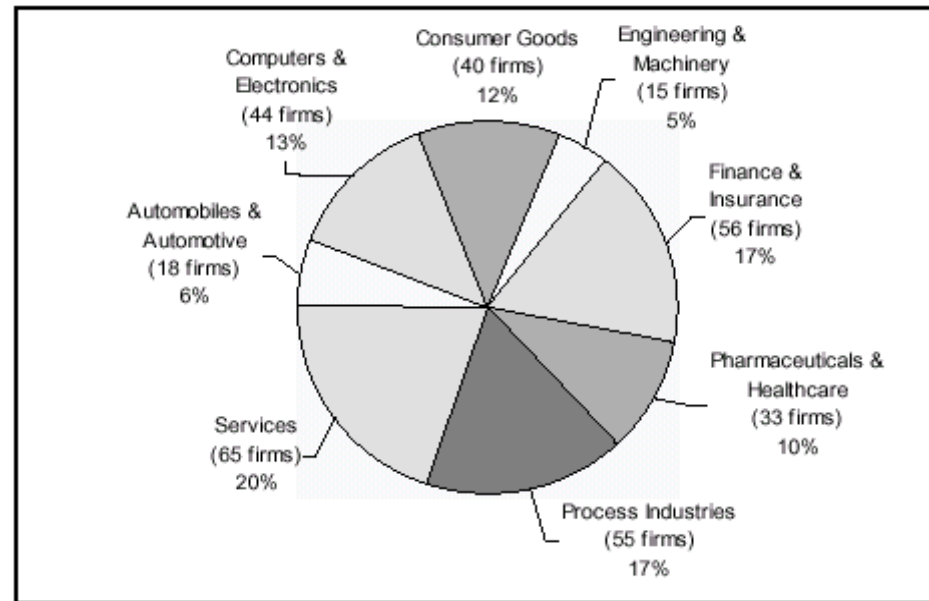
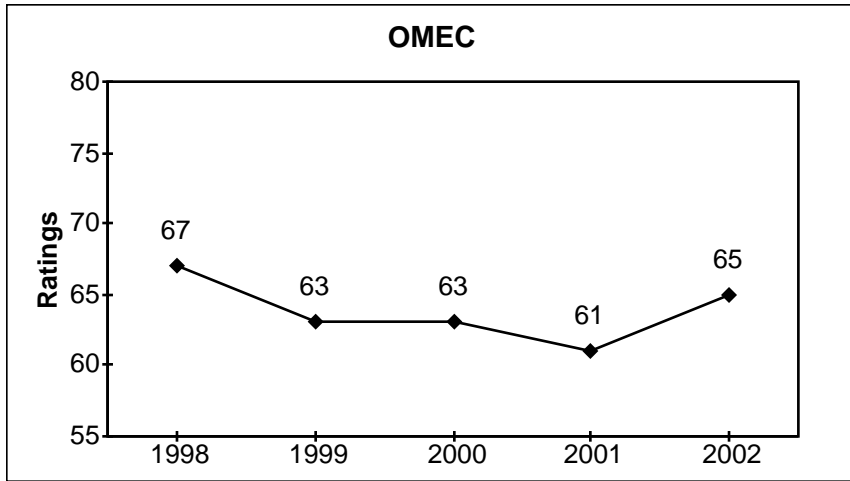


The Competitive Fitness of Global Firms Initiative  
Sector Summary Report

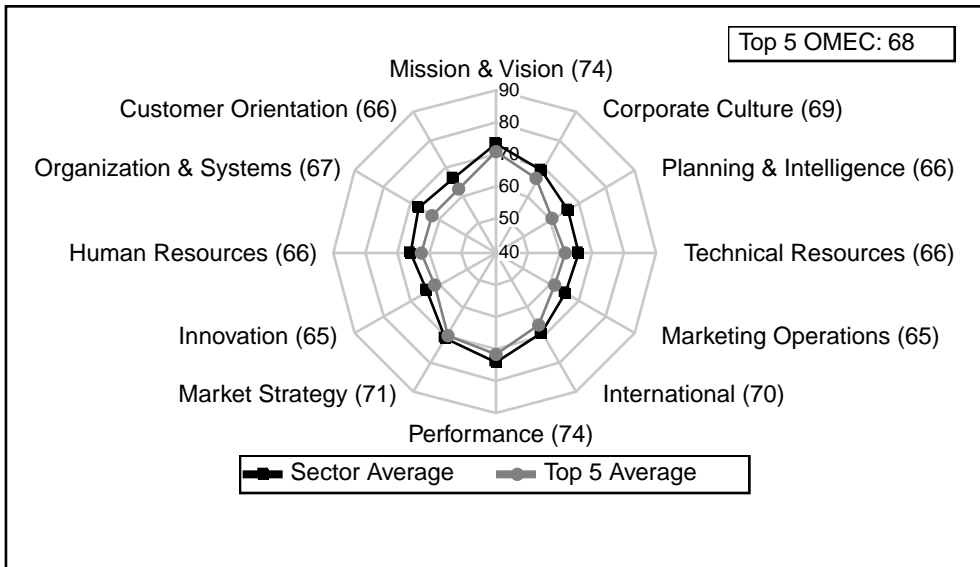
## REPRESENTATION OF SECTORS



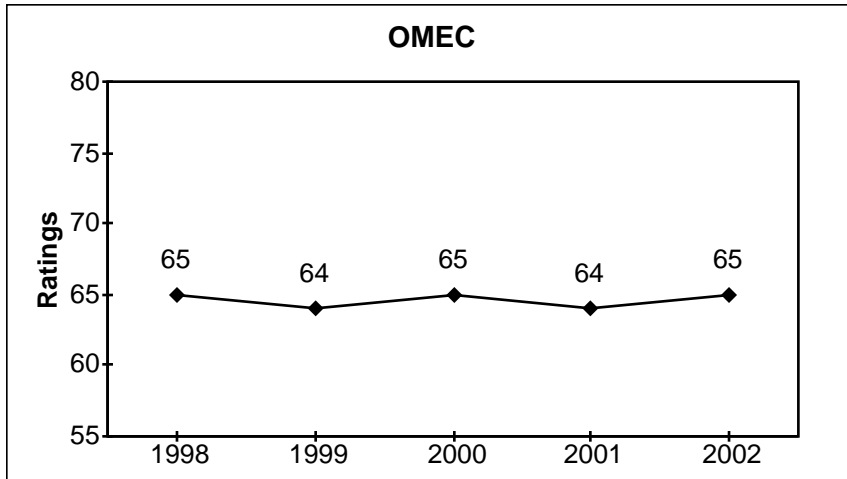
# SECTOR : ENGINEERING & MACHINERY



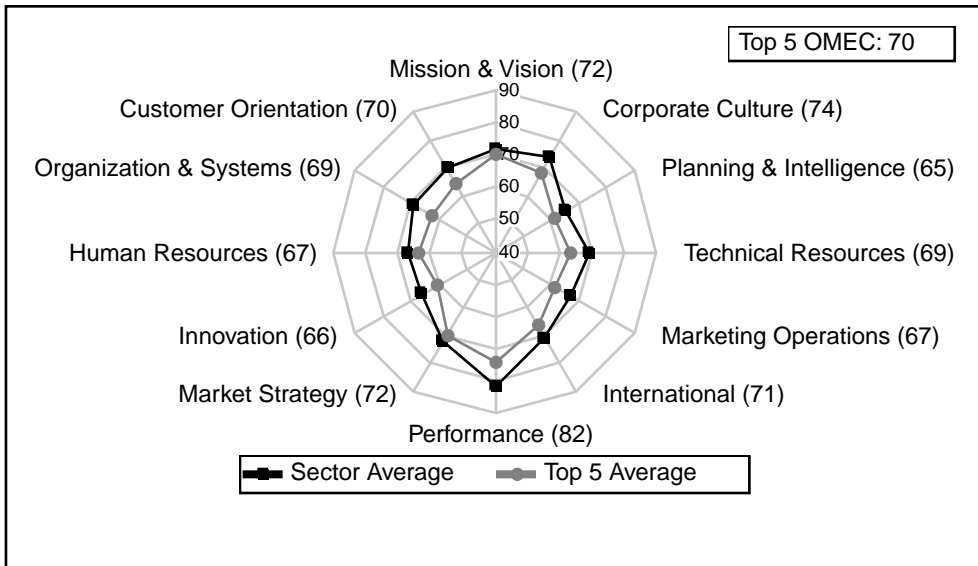
2002 OMEC Rating	Firm	2002 OMEC Ranking	2002 Sector Ranking
77	Atlas Copco	6	1
70	Bombardier	31	2
69	United Technologies	39	3



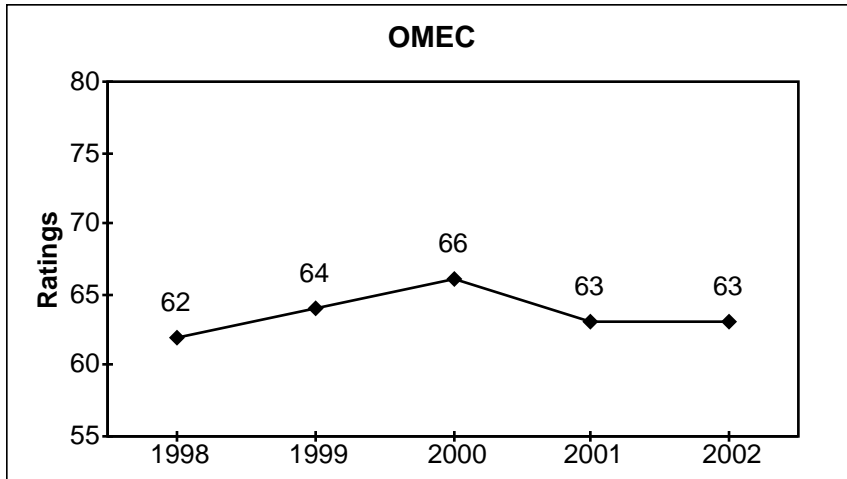
# SECTOR : SERVICES



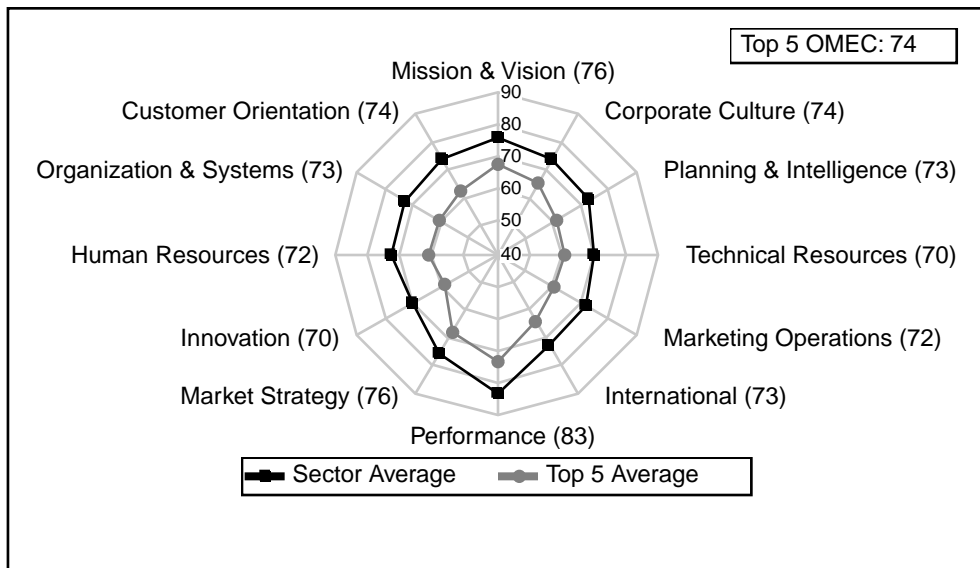
2002 OMEC Rating	Firm	2002 OMEC Ranking	2002 Sector Ranking
73	Telefonica	16	1
71	WPP Group	24	2
69	Colt Telecom Group	39	3
69	DHL Worldwide Express	39	3
69	Lufthansa	39	3
69	Moller (A.P.)	39	3
68	France Telecom	54	7
68	Pearson	54	7
67	Suez	66	9
67	TNT Post Groep	66	9



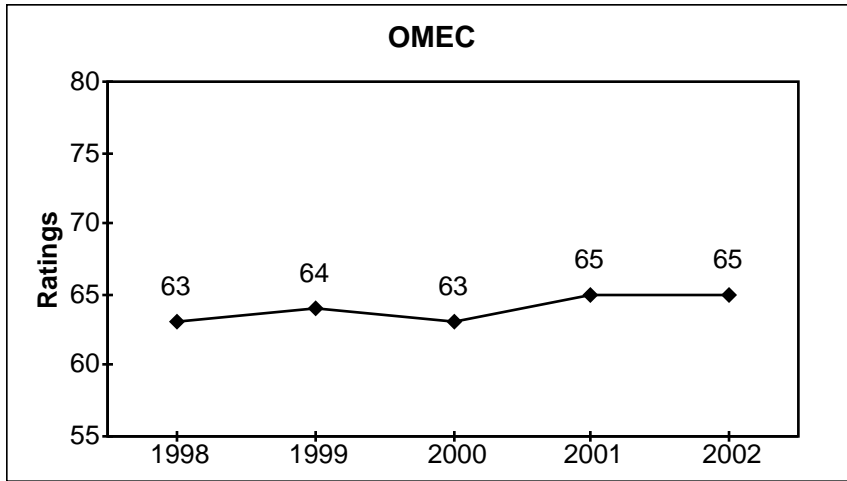
# SECTOR : FINANCE & INSURANCE



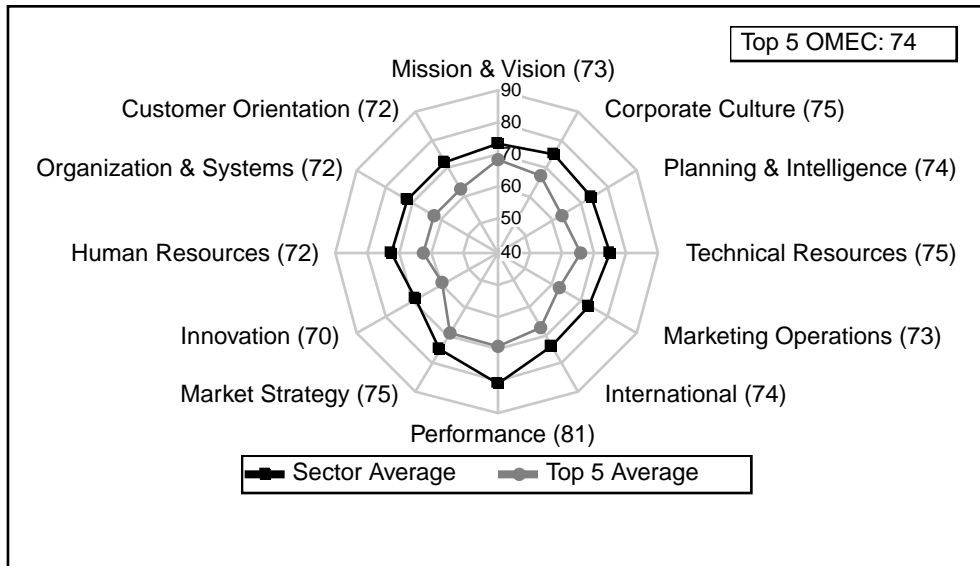
2002 OMEC Rating	Firm	2002 OMEC Ranking	2002 Sector Ranking
78	Swiss Re	4	1
77	Banco Comercial Portugues	6	2
72	J.P. Morgan Chase	20	3
71	Swiss Life	24	4
71	UBS	24	4
69	Citigroup	39	6
69	Dexia	39	6
69	Marsh & McLennan	39	6
69	Morgan Stanley Dean Witter	39	6
67	Barclays	66	10
67	Credit Suisse Group	66	10
67	HypoVereinsbank	66	10
66	AXA	78	13
66	Danske Bank	78	13
65	Royal Bank of Scotland	85	15



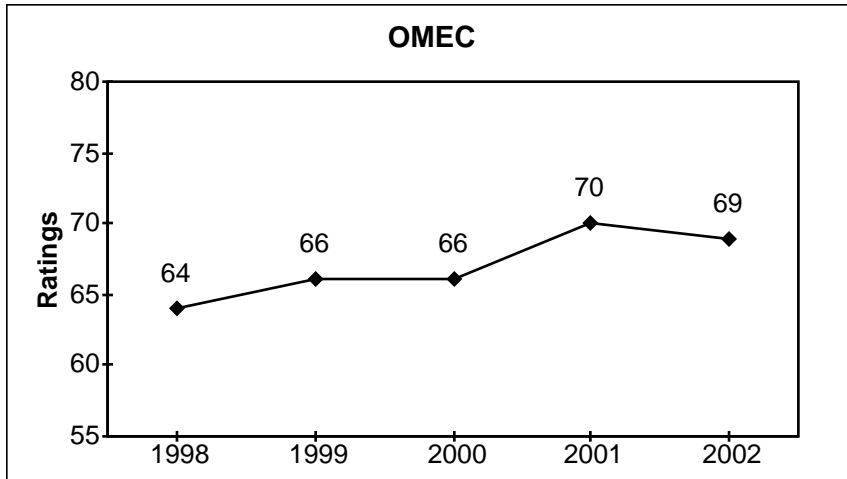
# SECTOR : PROCESS INDUSTRIES



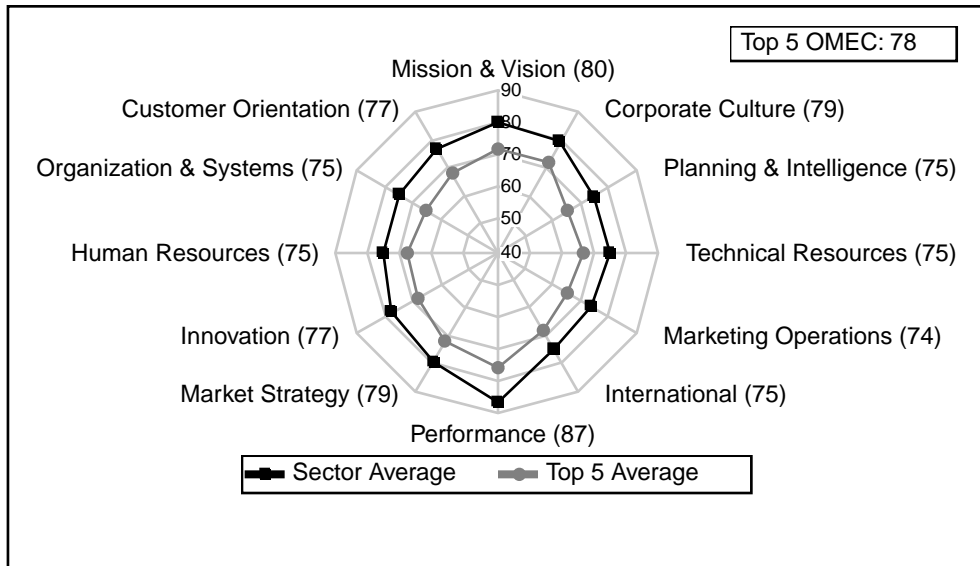
2002 OMEC Rating	Firm	2002 OMEC Ranking	2002 Sector Ranking
76	Rio Tinto	9	1
75	Saint-Gobain	11	2
74	Exxon Mobil	14	3
73	Royal Dutch/Shell	16	4
72	Air Liquide	20	5
71	Dow Chemical	24	6
70	Air Products & Chemicals	31	7
69	BASF	39	8
69	Lafarge	39	8
69	TotalFinaElf	39	8
68	Ciba Specialty Chemicals	54	11
68	DSM	54	11
67	BP	66	13
67	Rohm & Haas	66	13
66	Akzo Nobel	78	15



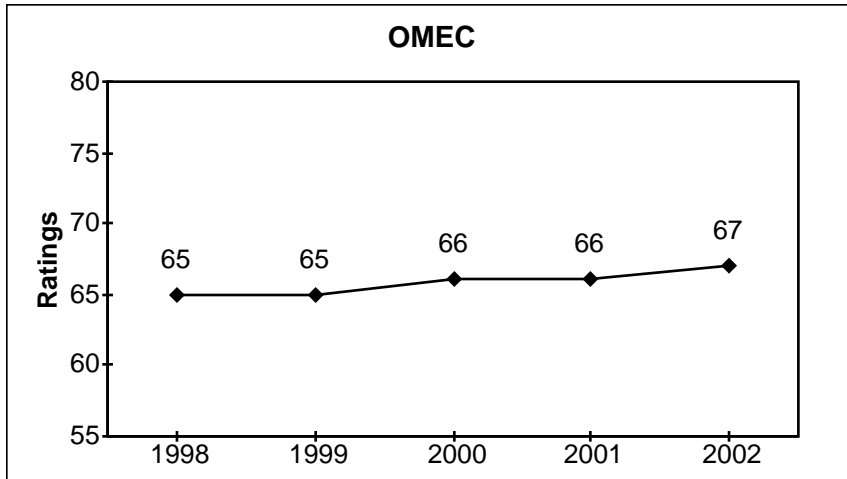
# SECTOR : COMPUTERS & ELECTRONICS



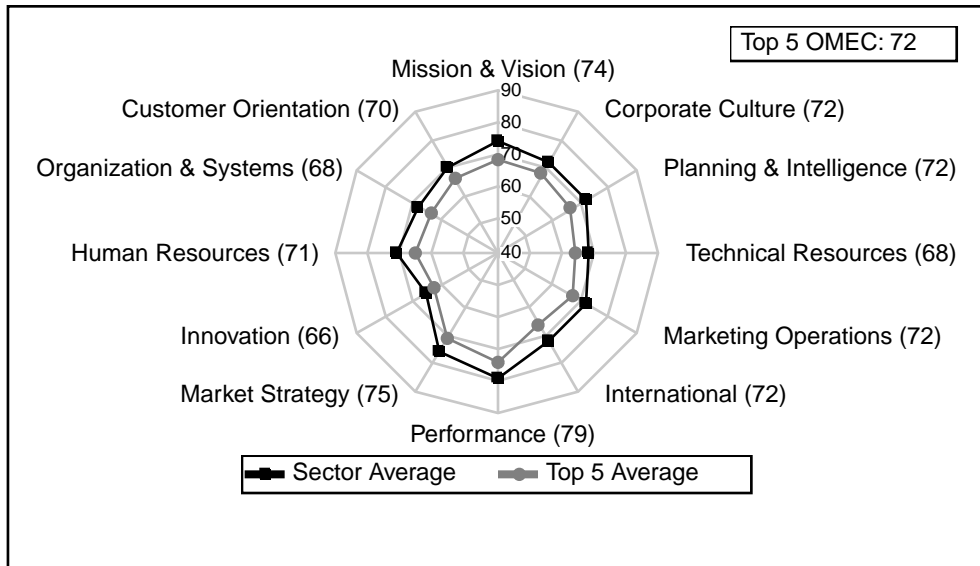
2002 OMECE Rating	Firm	2002 OMECE Ranking	2002 Sector Ranking
82	Nokia	1	1
78	IBM	4	2
77	Microsoft	6	3
76	SAP	9	4
75	ST Microelectronics	11	5
74	Compaq	14	6
70	Hewlett-Packard	31	7
70	Oracle	31	7
69	Olivetti	39	9
68	Agilent Technologies	54	10
68	Applied Materials	54	10
68	Danfoss	54	10
68	Schneider	54	10
66	ASML	78	14
66	Alcatel	78	14
65	Philips Electronics	85	16



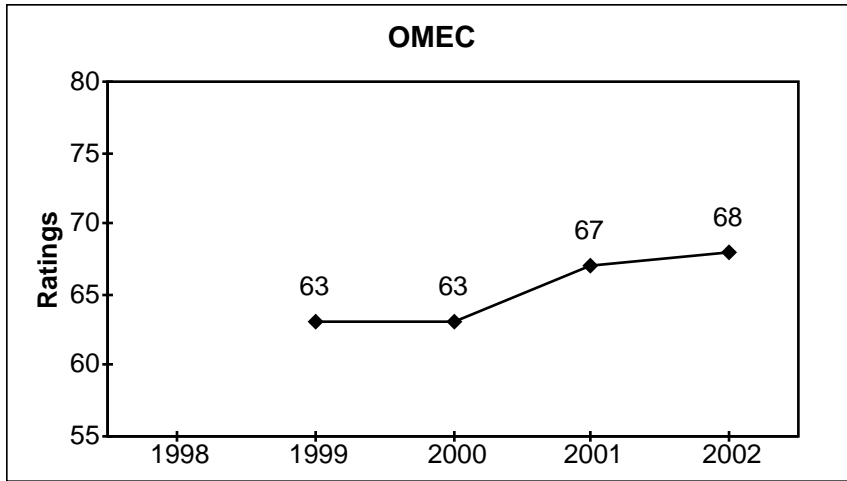
# SECTOR : CONSUMER GOODS



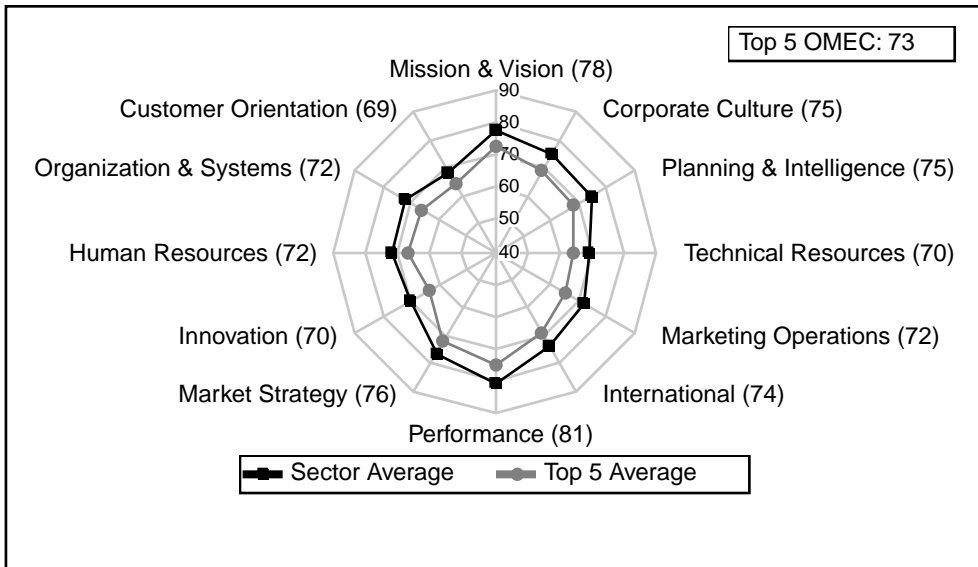
2002 OMECE Rating	Firm	2002 OMECE Ranking	2002 Sector Ranking
75	Diageo	11	1
73	Henkel	16	2
71	Heineken	24	3
71	Philip Morris	24	3
70	Nestle	31	5
69	Eastman Kodak	39	6
68	3M	54	7
68	Sara Lee	54	7
67	Groupe Danone	66	9
67	Japan Tobacco	66	9
67	PepsiCo	66	9
66	LVMH	78	12



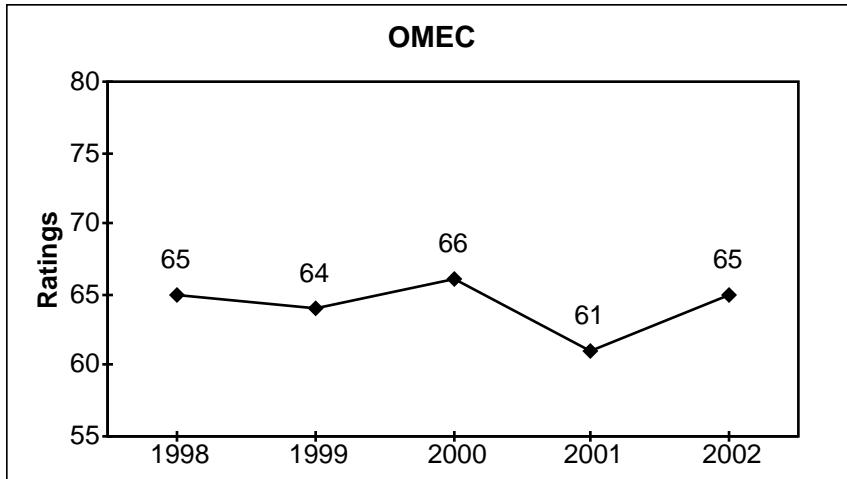
# SECTOR : PHARMACEUTICALS & HEALTHCARE



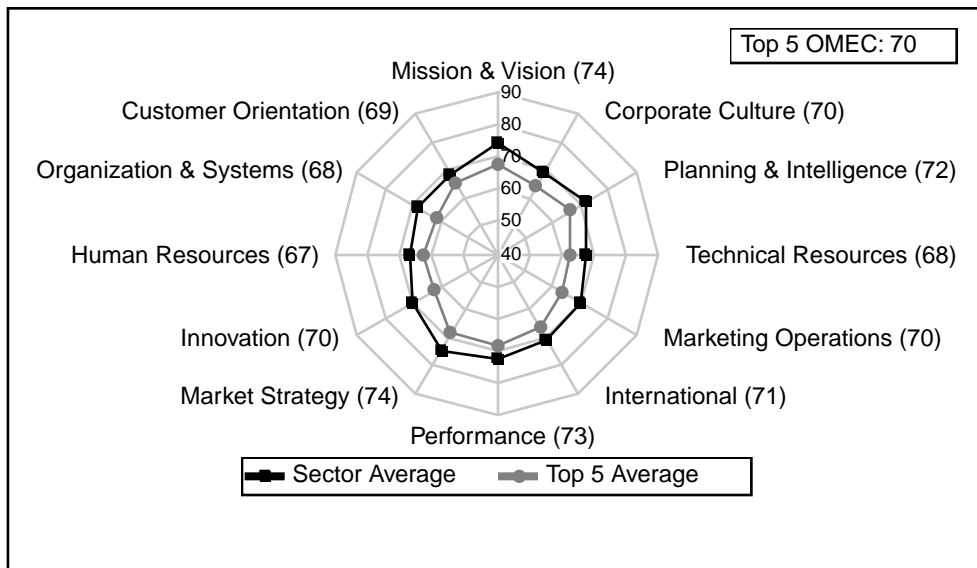
2002 OMEC Rating	Firm	2002 OMEC Ranking	2002 Sector Ranking
79	Pfizer	3	1
73	Schering AG	16	2
72	Pharmacia	20	3
72	Schering-Plough	20	3
71	Novo	24	5
70	AstraZeneca	31	6
70	Fresenius	31	6
69	Eli Lilly	39	8
68	Novartis	54	9
67	Boehringer Ingelheim	66	10
66	Lundbeck (H.)	78	11



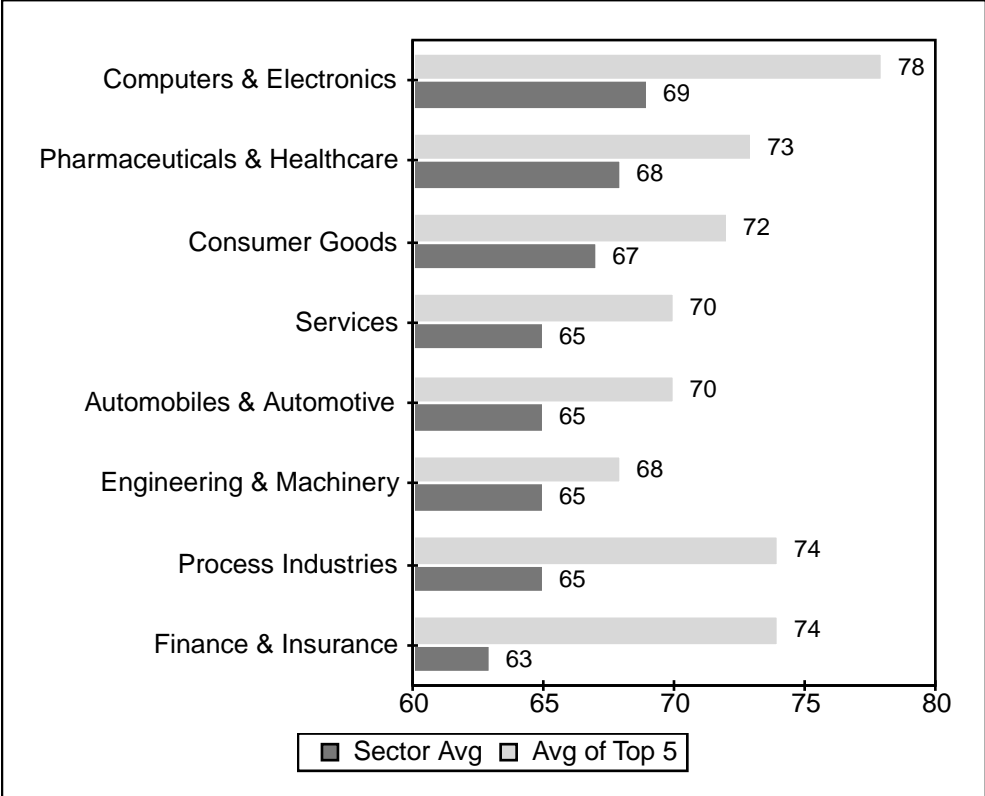
# SECTOR : AUTOMOBILES & AUTOMOTIVE



2002 OMEC Rating	Firm	2002 OMEC Ranking	2002 Sector Ranking
82	BMW	1	1
70	DaimlerChrysler	31	2
68	Renault	54	3
67	Pirelli	66	4



# SECTOR AVERAGE VS AVERAGE OF TOP 5 FIRMS BY SECTOR



## INTER-SECTOR COMPARISONS

<b>Capabilities</b>	<b>Automobiles &amp; Automotive</b>	<b>Computers &amp; Electronics</b>	<b>Consumer Goods</b>	<b>Engineering &amp; Machinery</b>	<b>Finance &amp; Insurance</b>	<b>Pharmaceuticals &amp; Healthcare</b>	<b>Process Industries</b>	<b>Services</b>	<b>Overall Average</b>
Mission & Vision	68	72	69	71	68	73	68	70	70
Customer Orientation	65	68	66	63	62	64	62	64	64
Corporate Culture	65	72	68	66	65	69	67	68	68
Organization & Systems	62	65	63	62	60	66	62	62	63
Planning & Intelligence	67	66	67	61	61	69	63	61	64
Human Resources	63	68	65	63	61	67	63	64	64
Technical Resources	63	67	64	62	62	65	66	63	64
Innovation	63	69	63	61	59	64	59	61	62
Market Strategy	68	72	71	70	68	72	69	70	70
Marketing Operations	64	65	67	61	61	66	62	62	63
International	67	68	66	67	64	69	68	66	67
Performance	68	76	75	72	73	75	69	74	73
OMEC	65	69	67	65	63	68	65	65	66
E-Business	61	67	46	47	59	53	50	60	56