

# NEWGEN SURGICAL: SUSTAINABLE SOURCING CHALLENGES DURING THE POST-PANDEMIC ERA

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## ABSTRACT

Businesses around the world face increasing supply chain challenges, due to post-pandemic supply and demand distress, restrictions imposed on global trade, and the US-China trade war. This study investigates how these challenges affect NewGen Surgical, a small US-based medical equipment manufacturer dedicated to sourcing sustainable materials. This case study reviews the risk and vulnerabilities of NewGen, with most of its operations outsourced to Chinese suppliers. It examines alternative solutions such as insourcing, re-shoring, diversifying supplier base, changing safety stock amount, and implementing new technologies. This study uses both in-depth interviews with executives and secondary data from the manufacturer.

**Keywords:** sustainability, supply chain, sourcing, global trade, medical device manufacturing