

Integrated Supply Chain Management in Manufacturing 2009

19th & 20th February 2009, Shanghai, China



Attending this uniquely designed event to gain crucial insights into:

- Building and managing effective internal communication channel through systematic approach
- Revealing how effective customer response practices deliver a winning formula that exceeds customers' expectations
- Responding quickly to sudden changes in supply or demand – attacking uncertainty at the root
- Maximizing supply chain visibility through the application of next-generation technologies
- Keeping up with the latest use of SCOR model
- Establishing incentives for supply chain partners to improve performance of the entire chain
- Balancing supply and demand – Integrating your sales and operation planning

Half-day Workshop on: Achieving Effective Warehouse Operations And Inventory Management

Business Development Opportunities:

Does your company have solutions or technologies that the conference delegates would benefit from knowing? If so, you can find out more about the exhibiting, networking and branding opportunities available by contacting:

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Your Distinguished Speaker Panel:

Mei Bai Manufacturing Director Asia Pacific
Lenovo

Weihong Tong National Logistics Director
Mars China

Frank Lee Senior Logistics Manager
Tyco Electronics (Shenzhen) Co., Ltd

Alex Cheng General Supply Manager
PPG Industrial, PPG Coatings (Kunshan)

Shane Shen Supply Chain Manager
Evergreen Packaging

Luc Kremers Senior Supply Chain Consultant
iCognitive International

Wang Yong Shanghai Manager
Barkawi Management Consultants

Organized by



Endorser



Thursday 19th February 2009

0830 Registration and morning coffee

0900 Opening address from the Chairman

0915 **Session One**

Building and managing effective internal communication channel through systematic approach

- Understanding the importance of internal communications and the consequences of failure to communicate
- Establishing a system that empowers faster and more efficient channel for everyone involved in the activities - Get all relevant departments
- Designing and deciding what needs to be shared and between who?
- Creating the company culture to share win - win strategy

1000 **Session Two – Case Study**

Lean Supply Chain Management in Lenovo

Lean supply chain management is not exclusively for those companies who manufacture products, but by businesses who want to streamline their processes by eliminating waste and non-value added activities. Companies have a number of areas in their supply chain where waste can be identified as time, costs or inventory. To create a leaner supply chain companies must examine each area of the supply chain. This session will show you how Lenovo implements lean supply chain management.

Mei Bai Manufacturing Director Asia Pacific **Lenovo**

1045 Morning refreshment and networking break

1115 **Session Three – Demand Uncertainty**

Responding quickly to sudden changes in supply or demand – attacking uncertainty at the root

- Focusing on uncertainty of demand, supply and cost
- Creating a toolset to mitigate supply chain uncertainty
- Realizing the culture and the workforce mindset holds a significant part to the puzzle

1200 **Networking Luncheon**

1330 **Session Four**

Maximize supply chain visibility through the application of next-generation technologies

Companies are increasingly aware of competitive advantages through gaining visibility over events in their supply chain can bring significant impact to their business. Supply chain visibility is the ability to “see” every move of goods flow, transaction, or event that takes place - from sourcing of raw materials from suppliers to delivery of the finished product to the final customer. It becomes an irreversible trend for businesses to seek for real dividends in supply chain performance should depend on continued investment in service improvement and technology upgrade. As such, this session provides unique insights in helping you to achieve this goal.

1415 **Session Five – Case Study**

Tyco Electronics’s RFID adoption in logistics & inventory management

Among various RFID application areas, logistics & inventory management are the areas where people expect to get most valuable and visible benefits. Tyco Electronics implemented several RFID projects in order to enhance their current business processes or to improve their current supply chain visibility capability. In this session, we will discuss an implemented these projects, what were the benefits expected, and how we will prepare for next RFID adoption stage

- Integrating RFID in manufacturing, warehousing and delivery processes
- Analyzing value proposition of using RFID in logistics & inventory management
- Sharing lessons learned for preparing more effective RFID adoption

Frank Lee Senior Logistics Manager

Tyco Electronics (Shenzhen) Co., Ltd

1500 Afternoon refreshment and networking break

1530 **Session Six**

SCOR – Achieving supply Chain Excellence

The Supply Chain Operations Reference (SCOR) model is key to best-in-class supply chain performance. Although the SCOR has been developed by Supply-Chain Council (SCC) and widely adopted by Fortune 500 Companies since 1996, it has only recently reached the China market and local enterprises in China are just at the learning stage. Learning why over 700 international companies use SCOR model.

Luc Kremers Co-founder **iCognitive International**

iCognitive is a consulting company specialized in Supply Chain Management. They are the authority in Asia on the Supply Chain Operations Reference-model (SCOR) and its application to improve a company's supply chain. Luc has ten years of project management and process improvement experience in supply chain management consulting within various industries in Asia. Luc has worked with a wide range of clients such as Fonterra, British American Tobacco, Bayer MaterialScience, Nuplex, Mindef Singapore and Sembcorp Logistics in the area of supply chain reconfiguration, operational improvement, SCOR implementation and technology deployment. In addition to consulting, he is responsible for the annual Supply Chain Benchmark Study service within iCognitive, which covers the annual Studies for Southeast Asia, China and Europe.

1700 **Closing remarks from Chair and end of the conference day one**

Friday 20th February 2009

0830 Registration and morning coffee

0900 Opening address from the Chairman

0915 **Session One – Case Study**

Establish incentives for supply chain partners to improve performance of the entire chain

- Provide all partners with equal access to forecasts, sales data and plans
- Clarify partners' roles and responsibilities to avoid conflict
- Redefine partnership terms to share risk, cost and rewards for improving supply chain performance
- Align incentives so that players maximize overall chain performance while also maximizing their returns from the partnership

Weihong Tong National Logistics Director **Mars China**

1000 **Session Two – Case Study**

Balancing supply and demand – Sales & operations planning can conquer challenges related to effectively manage supply chains

S&OP is the set of business processes and technologies that enable an enterprise to respond effectively to demand and supply variability with insight into the optimal market deployment and most profitable supply chain mix. For companies looking to create a sound strategy to mitigate and manage risks while increasing profitability—S&OP is the answer. This presentation will show delegates how to use S&OP to consolidate diverse sources of demand information to drive consensus forecasts and better decision-making.

Alex Cheng General Supply Manager – PMC Asia North
PPG Industrial, PPG Coatings (Kunshan)

Alex has more than 15 years working experiences on supply chain, from buyer to logistics manager, from customer service manager to supply chain manager in Asia North. He used to work for different companies (Taiwan/ Hong Kong/Europe/ USA) and lead ERP project (SAP) into new factories. In his current position, he built supply/distribute network in north Asia and contributed business growth from Zero to 1 billion RMB with 10 years. His expertise covers crisis management in supply after big fire and integration project of supply after M&A.

1045 Morning refreshments and networking break

1115 **Session Three – Case Study**

Building and manage a supply chain – Case study from Evergreen Packaging

- How we build up the supply chain team
- How to set up index for the team
- Internal communications

Shane Shen Supply Chain Management Manager

Evergreen Packaging (Shanghai) Co., Ltd

Mr. Shane Shen was appointed to the current position from January 2006. He is responsible for Procurement, Warehousing, Scheduling, Logistics and Customer Service of Evergreen Packaging Shanghai. He is also responsible for Spout Supply Chain Management for Evergreen Packaging, Asia. Mr. Shen joined International Paper Shanghai in 2000 as a Purchasing Manager and he was appointed Business Development and Operation Manager of International Paper Shanghai Trading in 2002. He started his career as business manager in several renowned companies.

1200 **Networking Luncheon**

1330 – 1700

Session Four – Workshop

Achieving effective warehouse operations and inventory management

Warehouse Operations & Inventory Management is a hot topic being discussed recently across industries. More and more companies become aware to find ways to improve customer services, reduce inventories, enhance productivity and increase stock-keeping units under limited space operation. This workshop provides intensive and practical guidance to you to let you in-touch of the new concepts in the warehousing field, transform your inventory into pro-active forces and allow you to respond to the ever-changing operational demands with the help of an effective inventory management system, achieving the reduction of carrying costs and inventory investment, and at the same time, boost confidence in services level and bring users satisfaction.

Barkawi Management Consultants

Barkawi is an international consulting company with locations in Munich, Shanghai and New Delhi and ranked one of "Europe's 500" for being one of the most successful companies in Europe employees operate worldwide. With their clear focus on supply chain management, logistics and after-sales services, they operate in a trillion-euro market and tap our customer new potentials. In the process, they access the entire portfolio of traditional management consulting. Together with their customers, they develop trendsetting strategies that produce measureable benefits: more efficiency in industries like-machinery, medical equipments, telecommunications, IT and transportation systems. Barkawi first introduced Spare Parts Logistics (SPL) topic to Chinese Market. In 2007, Barkawi ranked as No.1 consultancy in SCM & logistics by Time Financial Germany.

Who Should Attend

GM, VGM, Plant Manager, Directors, head/Managers of:

- Supply Chain Management
- Operations
- Inventory Planning and warehouse management
- Sourcing and Procurement
- Logistics and transportation
- Demand Forecasting and material planning

Why You Must Attend

In today's global economy, supply chain integration is essential to ensure "speed-to-market" as it helps link buyers and suppliers across all sectors. To succeed in this competitive international environment, companies must excel and innovate in global supply chain management and integration. The **Integrated Supply Chain Management in Manufacturing 2009** will bring together local and international leading supply chain experts, senior executives, decision-makers and seasoned practitioners on board. The conference will examine different issues and challenges that organizations face with supply chain management in current business environment. It will deal with the increasingly crucial requirements industries have to face in connection to supply chain integration and will provide insights and strategies that will help business to plan supply chain more efficiently.

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DATE(s): 19th & 20th February, 2009

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Contact: Sales Department

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Business Opportunities

An exhibition space is available at the conference. Sponsorship opportunities covering lunch, evening receptions and advertising in documentation packs are also available. Please contact Ms. Whitney Shen at +86 28 6653 7055.

Payment Method

Our payment terms are 5 working days on receipt of invoice and full payments can be made by bank transfer.

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