

7th Annual



MANUFACTURING SUPPLY CHAIN OFFICER SUMMIT: SINGAPORE

📍 June 8 & 9, 2017



200+ Senior-level executives and decision makers to attend
100+ World-class organizations to gather
40+ Keynote Presentations; Case Study Presentations; Executive Panel Discussions
10+ Hour for dedicated peer-to-peer networking opportunities

Join the most important gathering of senior supply chain and procurement professionals in Asia

Past Attending Companies



FROM INNOVATION, COLLABORATION TO AUTOMATION, DIGITIZATION,

here is what to hear @MSCO2017: Singapore

The supply chain is rapidly evolving.

3-D printing, implantable technology, connected homes, automated workers, wearable devices, driverless cars and smart cities will likely reach critical mass in the mid-2020s. Macro-economic changes and shifts in trade patterns around the world. They provide opportunities as well as challenges.

How does your supply chain adapt to changing market conditions? For now, supply chain leaders face more practical, down-to-earth issues: a slow-growth economy, intense competition and relentless pressure to control costs.

In its 7th year, MSCO continues to offer a platform for insights, learning, debate and contribution to the rising influence of supply chain practices. This year, we will sharp focus on some cutting-edge issue such as Digitization, Automation, Big Data, Traceability, Sustainability, etc. As always, we are also excited to share the latest lessons from leaders with the supply chain community and to foster a discussion with you all.

TESTIMONIALS

" Excellent job on the summit organization and content. It was a very interesting conference both from the perspective of the people and companies attending, and also the content of the presentations. Arrangements and organization were excellent. Many thanks once again. "

[NAVICO, Jim Brailey,](#)
EVP Supply Chain Management & Operations

" Very good mix of speakers and industries represented. Good commonality on the topics. "

[Applied Materials, Pat Narvaez, Senior Director,](#)
Strategy Supply Chain Development

" Excellent summit with good and interesting topic. Speakers are very professional. "

[STRATEC Biomedical, Gan Yee Han,](#)
Vice General Manager

▲ KEY SESSIONS FOR 2017 EVENT

- ◆ Supply Chain Innovation in a Disruptive World
- ◆ Harnessing the Power of Digitization
- ◆ Big Data, Better Decision **NEW**
- ◆ Supply Chain Mapping & Traceability **NEW**
- ◆ Industry 4.0: Enter a World of Automation **NEW**
- ◆ New Model for Enhanced Supply Chain Collaboration
- ◆ Upgrade to a Demand-driven Supply Chain 2.0 **NEW**
- ◆ Ethical and Sustainable Supply Chain **NEW**
- ◆ Next Step in Logistics and Transport Innovation **NEW**
- ◆ E-Commerce Logistics: The Evolution of Logistics and Supply Chains **NEW**

Meet the Speakers

“ Very good mix of speakers and industries represented. Good commonality on the topics. ”



John Gattorna
Author and "Thought Leader"
Executive Chairman
Gattorna Alignment P/L

John Gattorna has spent a lifetime working in and around enterprise supply chains, in many different capacities – line executive, researcher, consultant/adviser, teacher, mentor and author. He is passionate about the subject – some might say obsessive. In the late 1980s, John became disenchanted with the lack of conceptual depth in the 'logistics' field; and as it turned out this did not improve much as logistics thinking morphed into 'supply chains' in the 1990s. So he started to search for a new model/framework that would better inform the design and operation of enterprise supply chains, seeking to satisfy customers and consumers, at the appropriate cost-to-serve. And he found it in dynamic alignment.



Pierre Claverie
Vice President Global Supply Chain
Bloom energy

Develops Supply Chain strategy to support company objective to develop clean and renewable energy. Responsible for Operations Planning, Procurement & Sourcing company. Lead strategic procurement and sourcing initiatives for direct materials spend across company and commodities. Define, implement and conduct robust sourcing analyses; develop commodity strategies; manage cross functional projects and partner with sites on implementation plans in support of the business.



Jan Nestler
Vice President Global Procurement
Perkin Elmer

20 years of global experience in global supply chain management within the Medical Devices, Healthcare and Consumer products industries. Have held leadership positions in strategic procurement, logistics, supply chain, and Supplier Performance Management. Has designed and executed several organizational transformation models with skill and experience assessment models that accelerate the transformation. Substantial work in stakeholder engagement and collaboration models for Fortune 100 as well as entrepreneurial start-up organizations.



Kaustubh Wadekar
Chief Procurement Officer
SingTel

Over 20 years of experience in fields of Procurement/Supply Chain, Commodities Trading and Strategy Consulting ranging from operational to executive leadership roles at regional and global levels. Leader who has built, motivated teams and nurtured/developed talent in pan-regional organizations and diverse cultures. Managed and led organizational transformation and change across functions and regions. Consistently delivered results and enabled sustainable competitive advantage in cost, innovation and continuous improvement.



Aitor Magrach
Head of Supply Chain Procurement
Johnson & Johnson

Aitor Magrach is Head of Supply Chain Procurement at Johnson & Johnson in Asia Pacific. He is based in Singapore and is tasked with shaping the supplier base of the Consumer and Pharmaceutical sectors in Johnson & Johnson APAC driving strong partnerships that support J&J's growth in the region. Prior to his current role, Aitor worked in various Supply Chain and Procurement roles in Johnson & Johnson including being Head of Global External Manufacturing for J&J Consumer. Before that he gained a broad and deep Supply Chain Management and Manufacturing experience at ABB spanning Operations, Planning, Procurement and Logistics in its Power Products Division.



Cesare Battaglia
Co-General Manager Operations worldwide & EVP Supply Chain Management
Danieli

Covering Manufacturing, Procurement, Logistics, Warehouses and Quality, with more than 3.000 resources under direct responsibility.

- Draft the Vision, strategy and objectives of Operations for the entire Group
- Operate as change's agent within the organization
- Shape the future management taking advantage of a different perspective coming from other sector and companies
- Managing the entire Department
- Operations management and - Quality
- Strategies for entire Supply Chain
- Rationalization of Plants' footprint and Suppliers' base

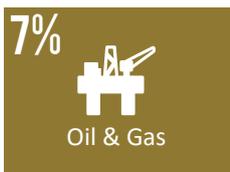
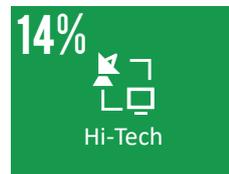
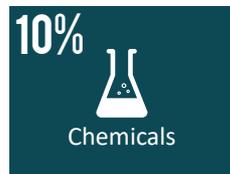
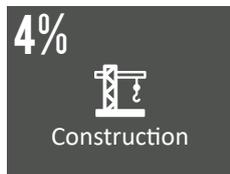
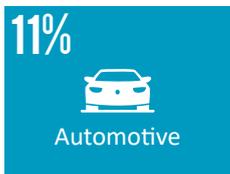
Interested in Speaking?

If you or a colleague of yours is interested in this speaking opportunity, please contact
Sophie Tong T: +86 21 3639 7572 - 805 E: sophie.tong@globalscm.net

WHO SHOULD ATTEND

If your work involves in below

- Supply Chain
- Supply Management
- Logistics
- Distribution
- Operations
- Manufacturing
- Planning, Forecasting & Replenishment
- Fulfillment
- Inventory
- Purchasing
- Sourcing
- Transport
- Procurement
- Materials
- Stock Control
- Sales & Operations Planning (S&OP)

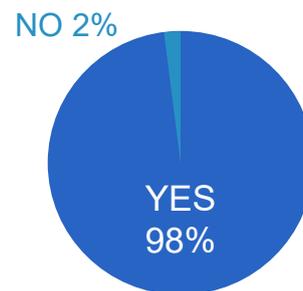


RATE THE SUMMIT OVERALL

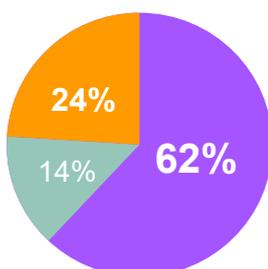
Did you benefit from attending this conference?



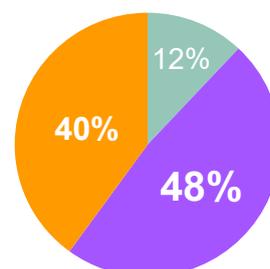
Do you plan to next year?



How would you rate this conference overall?



How would you rate GlobalSCM's customer service?



■ Excellent
 ■ Satisfactory
 ■ Very Good
 ■ Poor
 ■ Good

Your Complete Learning and Networking Experience

Experience two full days of powerful structured program and informal networking opportunities with 200 senior supply chain executive peers, visionary industry leaders and solution providers.



Key sessions

These sessions represent areas of high interest for supply chain management professionals.

1. Supply Chain Transformation in a Disruptive World
2. Harnessing the Power of Digitization
3. Big Data, Better Decision
4. Supply Chain Mapping & Traceability
5. Industry 4.0: Enter a World of Automation
6. New Model for Enhanced Supply Chain Collaboration
7. Upgrade to a Demand-driven Supply Chain 2.0
8. Ethical and Sustainable Supply Chain
9. Next Step in Logistics and Transport Innovation
10. E-Commerce Logistics: The Evolution of Logistics and Supply Chains



Pre-Conference workshops

If this is the only professional development event that you attend this year, why not select a valuable pre-Conference workshop and extend your stay? As an added bonus, \$ave on your Conference registration fee when you attend a pre-Conference seminar.

Keynote Sessions

Our lineup includes inspirational leaders, world-class experts and industry innovators. Speakers are committed to sharing and motivating you through their unique experiences.



HOT!

Roundtable discussions

We arrange delegates to seat different tables to know about peers from different industries and companies. Roundtables serve as ideal forums for exchanging ideas and best practices with your peers around a particular issue.



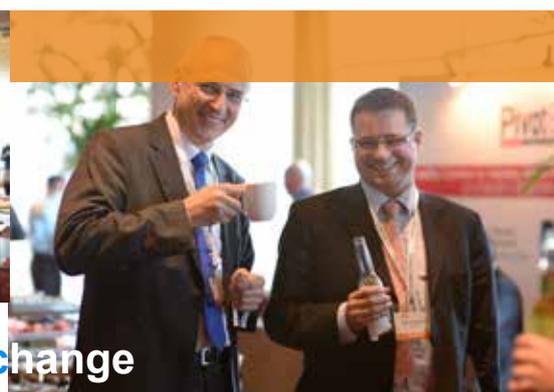
HOT!

Business Card Exchange

Designed to accelerate business contacts, share professional background, discuss your business issues briefly and find out who you want to catch up with during the conference or afterwards.

Solution Showcase

Interact with leading solution providers to get answers to your questions and validate a shortlist of top vendors that best suit your organization's needs across a variety of formats, including private face-to-face solution provider meetings that you can book in advance, evening drink receptions on the show floor and solution provider sessions with case studies.



MAIN CONFERENCE TIME-TABLE AND KEY SESSIONS

DAY 1 JUNE 8

8:00	REGISTRATION
9:00	SUMMIT BEGIN
12:00	LUNCHEON
13:00	RE-COMMENCE
18:00	SUMMIT END

DAY 2 JUNE 9

9:00	SUMMIT BEGI
12:30	LUNCHEON
13:30	RE-COMMENCE
16:00	SUMMIT END

KEYNOTE

Champion Supply Chain Transformation in a Disruptive World

As the condition is always changing, transformations must be taken to ensure competitiveness. Digital transformation is one of the most important business trends of our time. It enables existing hybrid supply chain structures to be automatic, flexible and agile ones.

Harnessing the Power of Digitization

In today's global and connected economy, digital supply chains are the on-ramp to innovation and success. And if you want to be among the winners, you need to get on the highway and go fast. Develop digital strategies that allow you to proactively evolve ahead of the competition.

Big Data, Better Decision

Traceability is often directly linked to supply chain risk. There's a real focus on the customer experience, whether it's an internal or external customer. Consumers want to know where a product is from the time it leaves the factory until it reaches the destination.

Supply Chain Mapping & Traceability

Many enterprises state Traceability and mapping as their main concern. By integrating different analytical techniques, traceability can be greatly improved. All stakeholders can visualize the impact of potential changes and rapid iterations can thus be carried out.

Industry 4.0: Enter a World of Automation

As Industry 4.0 is to be realized, we'll enter automated times. Most enterprise process will become a completely integrated ecosystem instead of discrete steps. Depending on a number of key technologies, collaboration can be reality and then transparency and agility will be reached with ease.

New Model for Enhanced Supply Chain Collaboration

The "next level" in business collaboration ties to the evolving sharing economy. Businesses are likely to use collaborative distribution, reverse logistics and cooperative sourcing to reduce costs, improve efficiency and optimize their supply chains.

Upgrade to a Demand-driven Supply Chain 2.0

There is growing evidence that companies using demand-driven supply chains could reduce cost, improve operation efficiency and thus, yield more profit. Customer expectations now have become a critical standard when setting up supply chain network. It's worth discussing how to get essential advantages in the era of Supply Chain 2.0.

Ethical and Sustainable Supply Chain

Running an ethical and sustainable supply chain is a key aspect of leadership. Supply chain sustainability is now such a big challenge to improve performance. It needs collaboration of the whole organization.

Next Step in Logistics and Transport Innovation

Like most other industries, transportation and logistics (T&L) is currently confronting immense change; and like all change, this brings both risk and opportunity. New technology, new market entrants, new customer expectations, and new business models. There are many ways the sector could develop to meet these challenges, some evolutionary, others more revolutionary.

E-Commerce Logistics: The Evolution of Logistics and Supply Chains

E-commerce is forcing both retailers and transportation/logistics companies to make significant changes to their respective supply chains — the way goods are moved from manufacturers to retailers and consumers. This session will discuss E-commerce logistics in supply chain management from a view of practice perspective. Worldwide implementations and corresponding models together with supporting techniques are reviewed.

CASE STUDY

1. **Innovation:** Examples of where and how innovation has been applied along your supply chain
2. **Transformation:** Examples of supply chain transformation journeys
3. **Digitization:** What area of digitization is your company pursuing and in which stages of the journey of capturing, analyzing, sharing, and acting on information digitally; what are/were the obstacles
4. **Master Data:** Hands up who have fixed their Master Data File! Describe how you are going about this major task, and lessons learned along the way.
5. **Traceability:** Hands up who is taking practical steps towards ensuring that the palm oil it buys is not linked to deforestation, and how open about your palm oil suppliers
6. **Automation:** How to apply the requisite degree of sophistication to supply chain operations
7. **Collaboration:** How to supply chain entities work together in a smarter way
8. **Demand-driven:** Hands up who is on the journey towards a demand-driven supply chain and which stage (cross-business supply chain, end-to-end supply chain processes and organization, outside-in view, optimized collaborative network) you are.
9. **Sustainability:** To which extent sustainability is currently embedded throughout your supply chain and sourcing department. And how your efforts to increase transparency and performance in running socially responsible supply chains



PANEL AND ROUNDTABLE DISCUSSION

1. **The economic and market dynamics of Asia:** trends and challenges shaping the business and innovation opportunities in supply chain
2. **Intelligent Logistics:** 3PL Trends and how can technology help the profitable growth?
3. **Cross-border, customs & compliance:** Unlocking new value
4. **Supplier Innovation:** Balancing collaboration and risk
5. **E-commerce Logistics:** last-mile delivery options and warehousing decisions
6. **TECHNOLOGY The age of disruption:** a technological revolution

JUNE 7

JUNE 6-7

MASTER CLASS

WORKSHOP

8:30 Registration

9:00 Workshop Begin

12:30 Luncheon

17:30 Workshop End

CHOOSE A PRE-CONFERENCE WORKSHOP, ADD VALUE TO YOUR STAY

Well planned workshops are for you as added bonus that you can save USD 300 at least on your.... on your Conference registration fee if you attend one as well. Below two workshops take place synchronously. So you can choose to attend **only one topic**.

Please register early if you would like to join these sessions, as they always sell out well in advance of the rest of the event.

WORKSHOP
JUNE 07, 2017

A Trainer: Dr. John Gattorna

1day MasterClass

DESIGNING YOUR ENTERPRISE SUPPLY CHAINS, FROM 'OUTSIDE-IN

In times of growth, many companies were able to get away with this flawed approach, but in the current turbulent operating environment, there is no such luxury- you must now consciously design your supply chains to 'align' with the array of customer buying behaviors identifiable in your served market. If you get it right, cost-to-serve will reduce customer satisfaction (and therefore revenue) will increase, and consequently so will the margins across your entire product range. It can be done. It is being done by the best global organizations who in turn are following Dr. John Gattorna's prescriptive design approach. You too can benefit in the same way by spending a day with John in Singapore in order to learn how to implement his methodology and in the process, transform your business.

Learning Objectives

Attendees will be introduced to the Gattorna proprietary Dynamic Alignment™ framework, which provides the over-arching logic for all interactions between an enterprise and its customers at the front-end, and suppliers at the back-end. This empirical-based framework is an invaluable tool for understanding and responding to customers with more precision than was hitherto thought possible.

At the next level, attendees will be shown how to research their customer base, and how to interpret the results into workable operational strategies that reflect reality.

The teaching method will be very interactive, and attendees own companies will provide the case studies for learning the new techniques mentioned above.

Who Should Attend

This program is designed for executives at two levels in the organization:

1. SVPs/EVPs/CSCOs should ideally attend to better understand how customers in their served markets can be interrogated for the purpose of adjusting operational strategies, and ultimately undertaking a complete transformation informed by the market;
2. VPs/GMs/SCMs should attend to learn the precise mechanics of how behavioral segmentation is undertaken, and how the results of this primary in-market research can be converted into supply chain designs that precisely link the company to its customers.

If you would like to join both MasterClass and conference, please opt 3-day Package on the next page of registration Form.

WORKSHOP
JUNE 06-07, 2017

B Trainer: Luc Kremers

2-Day Course

SUPPLY CHAIN OPTIMIZATION

This course will dive deep into what Supply Chain Optimization is all about. It covers all the required knowledge to be able to understand the fundamentals of Supply Chain Optimization, provides practical examples to make the concept clearer and pragmatic pointers to be able to implement this latest concept in your organization.

Learning Objectives

- ◆ Learn why leading companies have already adopted Optimization (and are keeping mum about it) and why adopting it now in the Asia market will give you a competitive edge over your competitors
- ◆ Comprehensive overview of what the concept of Supply Chain Optimization is about
- ◆ Pragmatic examples of what kind of Supply Chain Optimization initiatives companies can do, which includes network design and planning & scheduling
- ◆ Get an overview of the software applications that support the Optimization process, such as programming, mathematical modeling and packaged solutions Course Introduction

Program Agenda

- ◆ **SESSION 1** Supply Chain Management fundamentals
- ◆ **SESSION 2** Importance of a framework to manage the supply chain
- ◆ **SESSION 3** Introduction to Supply Chain Optimization
- ◆ **SESSION 4** Supply Chain Network design
- ◆ **SESSION 5** The dominant current paradigm for supply chain planning: S&OP
- ◆ **SESSION 6** (Manufacturing related) Supply chain planning & scheduling optimization
- ◆ **SESSION 7** Other supply chain resource planning optimization
- ◆ **SESSION 8** Building an in-house capability for optimization

If you would like to join both MasterClass and conference, please opt 4-day Package on the next page of registration Form.