



Shanghai, China

Manufacturing Supply Chain Officer Summit 2013

World Supply Chain Summit Focus on Manufacturing Industry

Main Conference: March 21-22, 2013

Pre-conference Workshop: March 19-20, 2013

Summit Website: <http://manufacturing.sco-summit.com>

➤ Shaping MSCO'13 by the Numbers

350+ Supply Chain Executives Attending

87% VP/Director-level Attendance

40+ Visionary Speakers

16 Hours of Dedicated Networking

15 Top-level Exhibitors

Theme This Year:

Crossroads 2013: Turning Risk into Advantage

 **Conference Organiser**

GLOBALSCM
Wiki your supply chain management

 **Official Supporter**


supply chain council


WAREHOUSING EDUCATION AND RESEARCH COUNCIL
THE ASSOCIATION FOR LOGISTICS PROFESSIONALS

 **Confirmed Attending Companies - the most prestigious names in the manufacturing industry**



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 **MONSTER**

 **Infineon**

 **CISCO**

SIEMENS

lenovo

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Microelectronics

 **Cargill**

JABIL

FLEXTRONICS

 **DANA**

 **JOHN DEERE**

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For A Growing World

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Hot Topics

- Resiliency and Risk Management
- Demand-driven Planning
- Supply Chain Dynamic Alignment
- Inventory Optimization
- Manufacturing Excellence
- Supply Chain Finance
- IT in Supply Chain

MSCO'13 Summit

Welcome Note from Conference Chairman

Dr. John Gattorna

Global trade is at a 'tipping point', with the on-going financial crisis in Europe, a sluggish recovery in the US economy, hesitation by government policy makers and regulators on both sides of the Atlantic, and increased volatility in many industries, all of which is causing unexpected shocks in global, regional, and local supply chains.

In addition, the term 'Country of Origin' is now meaningless in today's multi-dimensional supply chain world, as are existing ways of measuring trade deficits and surpluses. The 'real' economy has moved on!

Moreover, the 'services' attached to products in the 'real' economy that move around the world are growing exponentially, yet little understood, and the Service sector itself (banking, tourism, etc) have not even begun to appreciate that they are after all supply chain networks, and should be treated as such.

'Disruptive technology' is emerging all around us, and will have a major impact on what our supply chains carry in the future. One only has to look at the newsprint industry. And it won't be long before 3D printing and production becomes a reality- on demand.

The world is indeed a crazy place in 2013, and it is critical we find fundamentally new business models to embrace when designing our enterprise supply chains. And just as critical is the need to maintain an open mind at all times, inject ourselves with change, and seek to learn from whatever sources we can access- the Manufacturing Supply Chain Officer Summit being one of the best sources- which will again be held in Shanghai, 21-22 March, 2013. Here you will meet peers occupying positions along the length and breadth of enterprise supply chains, all grappling with pivotal problems, and keen to learn from each other.

I admire this conference's contribution to the progress of global supply chain management in the past two years. Now I look forward to welcoming you to this increasingly important forum in March 2013.



Dr. John Gattorna,
Author and Global SC
'Thought Leader'

Dr. John Gattorna established and led Accenture's supply chain practice in ANZ/Southern Asia for several years, and was one of the Firm's most respected 'thought leaders'. John has authored/co-authored several books and numerous articles on marketing, marketing planning, pricing, customer service, channels strategy, logistics, and supply chain management. John's latest book, *Dynamic Supply Chain Alignment*, was published by Gower Publishing, Farnham, in 2009.



Key Benefits. All In One Place

Strategize and plan — Review trends and predictions that will impact supply chain strategy and operations within your industry.

Execute — Learn from Case Studies and examples that illustrate how leaders operating supply chains across industries to achieve superior business performance.

Measure and improve — Review profiles of the best supply chains, and benefit from practical advice and Toolkits that support the journey to improved orchestration.

“

Excellent cross function of manufacturing, 3PL/Logistics, consulting academic, solutions providers, etc. Interesting perspectives on supply chain best practices.

**Director
Supply Chain Strategy
Dell**

Very interesting, educative and well organized. Very important source of networkings

General Manager, Emak

”

Who Should Attend

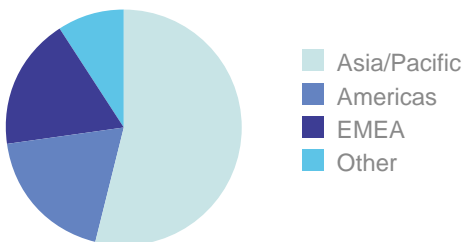
The world's most important gathering of supply chain leaders, including:

Chief Supply Chain Officers and other Senior Operations Executives
Supply Chain and Demand Planning Executives
Sourcing and Procurement Executives
Logistics and Distribution Executives

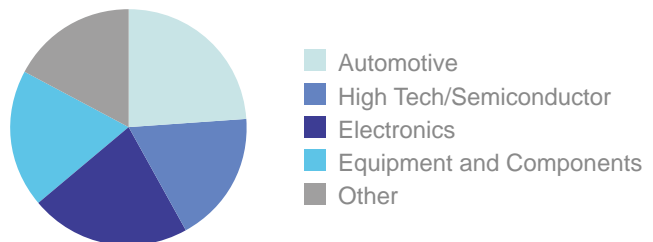
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Attendee Composition

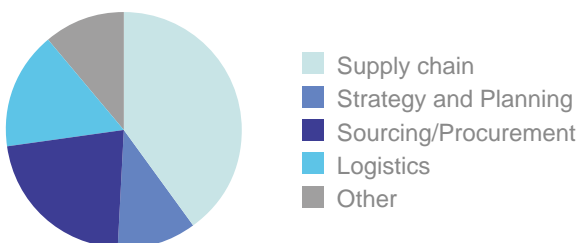
Region



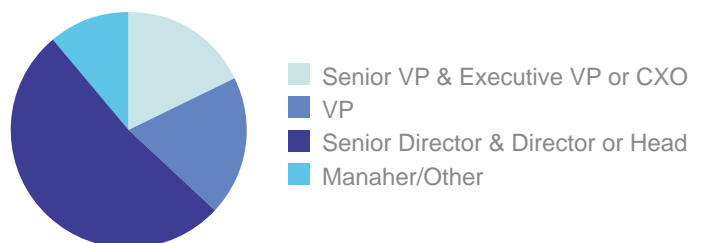
Region



Function



Function



These senior supply chain executives of leading organizations will help you chart your way



Joseph Francis
Executive Director
Supply Chain Council



Joseph Francis is Executive Director for the Supply Chain Council (SCC). He is an acknowledged expert on Supply Chain and business management with a particular focus on the Supply Chain Operations Reference (SCOR) framework and other related frameworks with organizations including the Supply Chain Council, Brainstorm, DCI, IQPC, Delphi, and Open Group. He has advised companies as diverse as Air Products, IBM, PRTM, Cendant, Hewlett-Packard, SASOL, Home Depot and Ericsson on methodologies for SCOR and framework-based process management within their company's enterprises.



Ian Chang
Vice President
Boeing Commercial Airplanes



Ian Chang is vice president of Boeing Commercial Airplanes (BCA), in charge of China operations, and he leads supplier chain management, business development and support customer service activities. Ian joined Boeing in 1984 as a Test Engineer and worked on the CF6-80C2 and Pratt & Whitney 4000 engine test program. Ian was nominee for the 1987 Boeing EXPO (Executive Potential) program and he has been a Loaned Executive for the United Way and held many key management positions in Boeing.



Annette Clayton
EVP, Global Supply Chain
Schneider Electric



Annette Clayton joined Schneider Electric in 2011. She is Executive Vice President, Global Supply Chain, and Member of the Executive Committee. From 1994 to 2006, Annette worked for General Motors in senior management roles including President of Saturn Corporation, Vice President of Quality for North America and Member of the North American Strategy Board. In 2006, she joined Dell as Vice President, Dell Americas Operations, and oversaw Dell's manufacturing and fulfillment operations in the company's Americas region. In addition, Annette led the commercial order management and customer care operations for the region's 20 locations in 16 countries around the world. Since 2008, she took the role of Vice President, Global Operations, being responsible for architecting and implementing the evolution of Dell's global supply chain and fulfillment model aimed at providing the lowest cost and best value of products for customers.



Laurent Leschi
Group Supply-Chain Vice President
Lafarge



Laurent has worked in various leading multinational companies and sectors, such as Automobiles Peugeot in the automotive sector, Siemens in the electronics, Case Corp. in the industrial equipments sector and Lafarge in the construction materials sector. With more than 20 years of experience at operational and strategic levels he has acquired strong competencies in Supply-Chain Management, Logistics, Procurement, Strategic Sourcing and Customer Orientation. His various missions have also allowed him to develop recognized competencies in Supply-Chain and Procurement Process and Organization Design and Streamline, Change Management, Team Development and Influencing large multi-country Organizations. Laurent has worked in more than 50 countries spanning five continents



John Roden
Vice President of Global
Supply Chain Management
Dana



John Roden is the Global Vice President of Supply Chain Management for the Dana Light Vehicle Driveline Technologies business and Vice President of the Dana Commercial Vehicle Technologies business.

John joined Dana in 2011 as Vice President of Purchasing, Global On-Highway Driveline Technologies and North American Region Purchasing. In early 2012 he took on the additional role as Chairman of the Dana Sr. Purchasing Council



Emmanuel Deligans
VP and CPO China,
Head of SCM North East Asia
Siemens



French, with a master degree in Electronics, 10 years spent in Asia, currently with Siemens China as Vice president and CPO 17 years comprehensive experience in global Purchasing and supply management, and more than 10 years in Manufacturing/ Engineering, including serving lately as VP & GM China Competence Centre for Philips Healthcare, and earlier as Global Outsourcing Manager and Regional Purchasing Director Asia Pacific for Philips Consumer Electronics. Emmanuel is a seasoned supply chain executive in highly competitive industrial sectors with extensive track record in a.o. LCC strategic (out)sourcing, supplier development and integration, total quality management and business excellence.



Mahender Singh
Research Director,
Supply Chain 2020 Project
MIT



Mahender Singh is Rector at the Malaysia Institute for Supply Chain Innovation and Executive Director of the MIT Global SCALE Network in Asia. For six years he served as Director of the MIT Supply Chain 2020 Project, a multi-year research effort looking into the future of logistics and supply chain management.



Shauna Gamble
VP, Global Supply Chain Operations
Ciena



Shauna Gamble is currently Vice President, Global Supply Chain Operations for Ciena Corporation with responsibility for the procurement, manufacturing, distribution and product support and services of Ciena products to customers. This role requires often interaction with Sr. Executives of both Ciena's customer and supplier base. Ciena has an annual revenue of 2 Billion.

These senior supply chain executives of leading organizations will help you chart your way



John Egan
Vice President Manufacturing and GSC ENG
Lenovo

John Egan joined Lenovo in the role of Vice President, Global Supply Chain in 2007. In 2011, Lenovo started to rank top3 and keeps fantastic growing in worldwide PC industry and John secured the operational excellence of more than 30 worldwide manufacturing facilities to support the dramatic growth. John enabled continuous improvements in manufacturing costs by implementing Bold Work-Out, Lean culture, deploying best practices and practicing standardization, enhanced serviceability across the sites with no sacrifice of the top-notch quality in the industry and established an effective BMS with a strong execution team.



Cyril Gueche
Upstream Supply Chain Project
Director – Edison Senior Group Expert
Schneider Electric

Cyril is Upstream Supply Chain Project Director at Schneider-Electric, in charge, within the Purchasing function, of designing and supporting implementation of worldwide disruptive Supply Chain initiatives. Previously he has been involved in implementing Lean & Six Sigma at suppliers and setting up a supplier development global community.



Steven Hsieh
Director, Supply Management, Asia
John Deere

Steven Hsieh (Pronounced: Shay) is Regional Director, Supply Management, Logistics, and Global Sourcing for John Deere Asia operations. In this position, Steven oversees all Asia Strategic and Tactical Sourcing for both Direct Material and Indirect Material & Services, Supplier Quality Engineering, Supplier Development Engineering, and Factories' Material Planning and Logistics activities, and Global Sourcing activities from China, India, and Korea.



John Caltabiano
Vice President of Global Sourcing
Jabil Circuit

John Caltabiano is Vice President of Global Sourcing for EMS Provider Jabil Circuit. He is responsible for World Wide Commodity Management, Sourcing, Centralized Procurement and Supplier Development covering a spend of over \$12 Billion. Mr. Caltabiano has over 30 years of Supply Chain Experience. Prior to Jabil, Mr. Caltabiano spent 10 years with EMS provider Solecron and 16 years with NCR Corporation. At Solecron, Mr. Caltabiano served in various leadership positions including Vice President – Global Sourcing, Sr. Director Global Procurement, and Director, Materials.



Philippe Pellegrin
Group Vice President Global Procurement and Outsourcing
STMicroelectronics

Philippe Pellegrin is Group vice President of STMicroelectronics and deputy director of the Global Procurement and Outsourcing organization, based in Singapore. Pellegrin was recently appointed Head of materials and equipment sourcing for the all Back-End assembly and test operations of STMicroelectronics in Asia and in Europe. He is also in charge of all purchasing activities in Asia including the Front-End operations in Singapore.



YANG Jian
Director of Product Ops and North
Asia Global Manufacturing Operations
Cisco

As director of product ops, he is the supply chain operations leader for Cisco's global Settop box business, based out of Shanghai. In addition, he is the leader of Global Manufacturing operations teams in North Asia, responsible for the management and development of partner operations in the area which includes EMS partners' development and management, as well as cross-functional groups for ODM/JDM partner operations.



Jonathan Chang
Senior Director, BE Factory Integration
Infineon

Jonathan Yung-Cheng Chang has worked in semiconductor manufacturing for more than 19 years, including IT manager and Manufacturing manager in TSMC 200mm FAB (Singapore), 300mm GIGAFAB (Taiwan) and TSMC 450mm program; Manufacturing director in Qimonda 300mm FAB (Richmond, Virginia); Global IE/PC (Industrial engineering / production control) director in MEMC for 9 factories in 6 countries. He is presently Senior Director of Factory Integration in Infineon where he is responsible for Infineon backend Operation System & Method setup.



Joerg Biesemann
Director Logistic Automotive Asia/Pacific
Continental

2002-until today Siemens VDO Automotive AG, Now Continental AG; 2010 Director Logistic Automotive Asia/Pacific in Shanghai; 2007 CFO of Siemens VDO infotainment & Connectivity, now Continental AG, in Singapore with the responsibility for finance /controlling, manufacturing and logistics; 2002 Vice President Logistics for procurement, production logistics, customer logistics, asset management, production planning and material systems, production transfers.

Visionaries employ enhanced supply chain visibility, collaboration and analytics to manage increased variability in demand.

Check back frequently for additional guest keynote announcements at <http://manufacturing.sco-summit.com>

Experience two full days of powerful structured and informal networking opportunities with 350 senior supply chain executive peers, visionary industry leaders and solution providers, including:

Peer-to-Peer <

Hot topic/industry networking meals and coffee break time [March 21-22 <<](#)

To help you identify your peers who may be facing similar opportunities and challenges, we offer breakfast tables seated by industry and hot topics, attendee lunch and solution showcase dessert receptions, and evening receptions.

Roundtable discussions [March 21-22 <<](#)

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.

End-user case studies and panels from successful experience [March 21-22 <<](#)

Case studies bring practitioners' valuable experiences to the audience and highlight best practices and lessons learned, as well as provide a description of strategy and approach, mistakes to avoid and how to measure success. Our 2013 agenda features more than a dozen case studies and panels.

Special Event: An Evening Under the Stars

[March 21 <<](#)

On March 21 at 7:00 p.m., all attendees are invited to a special evening, brainstorm results releasing with fabulous dinner and live entertainment.

Solution Provider <

Solution Showcase [March 21-22 <<](#)

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.

SPONSORSHIP OPPORTUNITY <

Whether you're looking to get tangible business leads, maintain relationships with existing clients and business partners, or raise awareness of your company's solutions - then this is the event for you.

For further information on the opportunities available please contact **Forrest Song**
+86 21 3639 7572 - 801
forrest.song@globalscm.net



Schedule

| Pre-conference Workshops (2 Days) | Main Conference Day 1 | Main Conference Day 2 |
|---|---|---|
| Tuesday & Wednesday 19-20 March 2013 | Thursday, 21 March 2013 | Friday, 22 March 2013 |
| 0830 Registration Opens 0900 Morning Session 1 1030 Tea Break 1100 Morning Session 2 1230 Luncheon 1330 Afternoon Session 1 1530 Tea Break 1600 Afternoon Session 2 1730 End of Day | 0800 Registration Opens 0900 Morning Session 1 1030 Tea Break 1100 Morning Session 2 1220 Luncheon 1330 Afternoon Session 1 1530 Tea Break 1610 Afternoon Session 2 1745 End of Day One 1800 Dinner Party 2000 End of Day 1 | 0900 Morning Session 1 1040 Tea Break 1120 Morning Session 2 1220 Luncheon 1340 Afternoon Session 1540 End of Conference |

► **Interested in Speaking?** Speaking opportunities at the MSCO2013 are available for CEO, CFO and VP/Director of Supply Chain and Procurement Function. If you or a colleague of yours is interested in this speaking opportunity, please send bio and speech topic to sophie.tong@globalscm.net

2-Day Main Conference Agenda at a Glance

| | | |
|---|---|-----------------------------------|
| Day 1 Morning (March 21, 2013) | Session 1: Understanding the Complexities of the New Global Supply Chain | |
| Day 1 Afternoon (March 21, 2013) | Session 2: Mitigating Risk and Building Resilience - Learn from Best Practice and Case Studies | |
| | Track A: Supply Chain Strategy | Track B: Demand Driven Planning |
| | Track C: Sourcing and Procurement | Track D: Manufacturing Excellence |
| Day 2 Morning (March 22, 2013) | Session 3: Managing the Supply Chain Risk through People, Processes & Partnerships | |
| Day 2 Afternoon (March 22, 2013) | Session 4: Using Tools and Processes from Professional Bodies to Support Risk Management | |

0800 Morning Tea & Registration

0830 VIP Meeting VIP

0900 Opening Remarks

Session 1 Understanding the Complexities of the New Global Supply Chain

Session Synopsis

Increasingly globalized operating models and the growing interconnectivity of supply chain are leading to evolving risk profiles and new systemic risk management priorities. In this kick-off session will help improve understanding of global supply chain risks and proactively move towards a new 21st century model for collaborative risk management.

0910 Decision Making under Uncertainty

- How will the unpredictable nature of current trading continue to impact the supply chain?
- Strategies to deliver an agile, responsive and profitably viable supply chain in the current economic turmoil.

Mahender Singh

Research Director, Supply Chain 2020 Project

MIT

0950 Panel: Crossroads 2013 - Emerging Supply Chain Risks

The moderator will highlight the need for methods to identify and assess trends that may result in new or 'emerging' supply chain risks. The panelists will reflect on the key drivers and factors that are reshaping supply chains as described during the conference, and share their insights into the new risk management challenges that companies face over the next five years.

Moderator:

John Gattorna, Supply Chain Thought Leader, *Author*

Panelists:

John Caltabiano, Vice President of Global Sourcing, *Jabil Circuit*

Ian Chang, Vice President, *Boeing Commercial Airplanes*

Ricardo Pineda, VP Supply Chain, *Monster Cable*

1030 Coffee Break Served in the Exhibition Showcase Area

1100 Moving Forward – how should we change our focus over the next 12 months to prepare for opportunities?

- Emerging from the downturn as a “visionary”, not just a “survivor”
- Identifying how and when your priorities need to change to ensure your supply chain and business is ready to benefit from the upturn

Annette Clayton

EVP, Global Supply Chain

Schneider Electric

1140 Panel: The CFO's Supply Chain Advantage - Improved Predictability, Reduced Risk & Better Cash Flow Management

A CFO's job is not what it used to be. It's more. The supply chain, one of the first and very best tools for identifying, measuring and influencing operational activity, has rapidly become an essential component of the successful CFO's toolkit. Not just another data set for CFO analysis and monitoring, a well managed supply chain and the rich business insights it offers give CFOs three major management advantages:

- The ability and insight to more accurately predict profitability
- A tool for better understanding and reducing risk
- A way to improve cash flow management
- Ideas for Integrating the CFO into Supply Chain Management
- Give the CFO a SCM Leadership Role
- Build a Partnership Among Teams

1220 Luncheon

Session 2 Mitigating Risk and Building Resilience - Learn from Best Practice and Case Studies

Comprehensive Tracks: Session 2 will be broken down into a number of sessions; each session has up to five interactive or case-study focused workshops for you to choose from. The format of this half-day allows for complete flexibility, giving you a unique opportunity to build a personalised itinerary around those topics most relevant to you.

1330 Track A: Supply Chain Strategy in a Changing World

Supply chain strategists need to deliver a new level of agility and resilience over longer planning horizons to cope with increasingly volatile and unpredictable global supply chains. This session discusses supply chain drivers for agility and design strategy to achieve it.

Track B: Effective Sourcing and Procurement Strategy to Manage Risk

The right global sourcing strategies will deliver competitive advantage, on-time product launches, and a pathway to your sustainability goals. We'll look at best practices in supplier relationship management, cost-effective strategy to capture business, and managing risk and exploit opportunities in emerging economies.

1530 Coffee Break Served in the Exhibition Showcase Area

1610 Track C: Demand Driven Process with Collaborative Planning

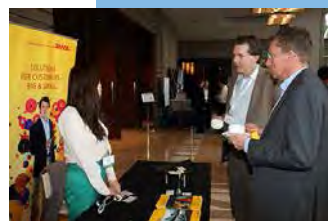
Driven by an economic downturn, and expanded customer requirements and demand volatility, companies have made major strides in improving tactical supply planning capabilities. Here, we discuss the challenges of long term supply chain planning, as well as the drivers, best practices and technology enablement for the same.

Track D: Aligning Manufacturing Excellence and Supply Chain Performance

The goal of manufacturing operations is shifting from efficiency to increasing capacity without eroding margin. In this session, we tackle best practices for aligning, managing and IT-enabling a global manufacturing network in harmony with supply chain and business performance goals.

1745 End of Day 1

1800 Dinner Party



1330 **Track A: Supply Chain Strategy in a Changing World**

A1 Supply Chain as a differentiator in the telecommunications market. (Complexity modeling)

- Build and execute a three year strat post an acquisition integration. (Integration/Optimization/Differentiation)
- Then move to develop "effect rates" on a complex portfolio offering.
- Security of Supply

Shauna Gamble
VP, Global Supply Chain Operations
Ciena

A2 Developing a global supply chain strategy road map

John Roden
Sr. Vice President of Global Supply Chain Management
Dana

A3 Vision in the New Economy: A Business Relevant Supply Chain to Drive Growth and Success

Jian will share his insights on how supply chain builds an integrated strategy with the business to enable Cisco's vision and transformation. Cisco's supply chain is evolving from being a function that set its performance metrics on operational excellence, to an organization with a strong vision and strategy to enable business growth and success. Specifically, Jian will share how Cisco's supply chain has evolved its operating model with a strong alignment and relevance to the objectives of Cisco's business entities. He will also preview how the new model increases agility and the ability to scale the supply chain operations globally to enable continual operational excellence.

YANG Jian
Director of Product Ops and North Asia Global Manufacturing Operations
Cisco

A4 Top 5 Supply Chain Trends impacting the Electronics Ecosystem

As we look out at 2013 and beyond, there are some key trends that will heavily influence the electronics ecosystem and its players: from component manufacturers up through to the OEM brand owner. Mr. Fay predicts the top 5 of these trends, examining how these predictions will be realized, who will be impacted and how this might change the game from the products being designed to the products being delivered

Gerry Fay
Chief Global Logistics and Operations Officer
Avnet

1330 **Track B: Demand-driven Sourcing and Procurement to Manage Risk**

B1 Supply Chain/Supplier Productivity @ Siemens

Emmanuel Deligans
CPO
Siemens

B2 How to transform your procurement operations to constantly reduce procurement costs while maximising value from supplier relationships

- Rapidly evolving technologies and the emergence of new business models have contributed to the sudden expansion in cost-reduction and growth opportunities associated with sourcing and procurement.
- Delegates can expect to learn the following: Cost Reduction Methods, Enhancing Shareholder Value, Achieving High Performance
- By cutting Operating Expenses, Improving Capital Allocations, Generating New Revenue Streams

Joerg Bieseemann
Director Logistic Automotive Asia/Pacific
Continental

B3 Supply Chain Risk Management Through the Right Global Sourcing Strategies

Steven Hsieh
Director, Supply Management, Asia
John Deere

B4 Global Sourcing Roundtable Discussion: Squeezing margins to accommodate the spiralling cost of raw materials

- Strategies to reduce costs whilst maintaining an exceptional customer service
- Investigating the benefits and risks of cheaper alternative sourcing locations
- Working alongside suppliers and partners to ensure the best possible price and implement cost saving initiatives
- Coping with the rising cost in labour to ensure products are produced at a profitable rate



1600 **Track C: Demand Driven Process with Collaborative Planning**

C1 Demand driven processes with upstream supply chain through Collaborative Planning

Shaping an upstream supply chain that is ready to better perform facing drastic demand changes can be an asset in stormy economic conditions. Schneider Electric is enhancing sourcing intelligence, supply chain collaboration, risk management & technology to drive business value. We will share our views on how, from bottom to top, Schneider Electric is evolving to operationally implement demand driven processes with tier-n electronic critical suppliers, setting-up a Control Tower to early engage into collaborative planning with suppliers, detect supply disruptions risks, align internal & external partners to mitigate business impacts.

Cyril Gueche
Upstream Supply Chain Project Director – Edison Senior Group Expert
Schneider Electric

C2 Case Study: How to increase visibility in downstream demand

This presentation will explain what types of demand visibility you need, depending on the types of customers you serve. It provides some examples how such the demand visibility of different types of customers can be increased, and more importantly, how shared downstream demand information from the different types of customers could be used effectively to improve your planning, execution and responses to the markets.

Anil Kumar Singh
Vice President - Supply Chain
Valvoline Cummins

C3 Sales & Operational Planning Panel: Strategies for Managing complexities within the supply chain

- Uncertainty in the market demand represents a big challenge for sales and operational planning, this holds especially true for industries with long production cycle times and thus, long reaction times to changing customer demand. In this session, delegates will learn how S&OP strategies can help in improving: Forecasting, Capacity Planning, Cost, Flexibility

Panelists:
Anders Berg, Vice President, Head of Operations
SSAB

Armin Fuhr, Head of Supply Chain Management Asia Pacific
ZF

1745 **End of Day One Conference**

1600 **Track D: Aligning Manufacturing Excellence and Supply Chain Performance**

D1 Case Study: Agility and Segmentation for the Manufacturing Network

Demand volatility, varying customer requirements, global complexity and increased risk exposure challenge the "one size fits all" approach to manufacturing operations. Successful supply chain leaders are using customer value as a guide for end-to-end segmentation of the supply chain. Here, we discuss how segmenting processes will lead to differentiated output as part of a global manufacturing strategy.

Jonathan Chang
Senior Director, BE Factory Integration
Infineon

D2 Case Study: Designing and Managing the Optimal Global Manufacturing Network

Global customer demand is evolving unevenly and unpredictably. Organizations must balance their support for fast-growing developing markets, mature established markets and rapid new product introductions with reliable supply and an acceptable asset utilization rate. Leading companies take a network design approach to align manufacturing and extended supply networks to best support different customer needs and internal objectives. We share best practices for creating and managing an optimal global manufacturing network.

Thomas Callarman
Professor of Operations Management
China Europe International Business School

D3 Roundtable Discussion: Technology in Manufacturing

The panel will discuss how technology can be leveraged in manufacturing to increase competitiveness, supply chain performance and sustainability. Key discussion points:

- Technology in manufacturing
- Advanced manufacturing technologies
- The Materials Genome
- Supply chain performance
- Clean Energy and sustainability in supply chains
- Big Data in manufacturing

Panelists:
Frederic Bourgon, Vice President, Global Procurement
Barco

John Egan, Vice President Manufacturing and GSC ENG
Lenovo

1745 **End of Day One Conference**



Session 3 Managing the Supply Chain through People, Processes & Partnerships

- Dynamic Alignment Internally and Externally, Upstream and Downstream

Session Synopsis

Many companies believe that managing supply chain through processes and partnerships could lead to a lot of benefits. Very few could truly master it. This session will reveal some of the latest thinking and best practice in managing the supply chain through people, processes and partnerships.

0900 Dynamic alignment: a new business model for designing and operating enterprise supply chains in the New Millennium

Existing business models used in enterprise supply chains have far outlived their usefulness, especially with the onslaught of more demanding customers and an increasingly volatile marketplace in these uncertain times. There is no 'silver' bullet, but there is a new model which is increasingly being applied by major global corporations, with great success – dynamic alignment. This model was developed by John Gattorna and co-workers in 1989, and has been under market testing around the world for the last two decades – with startling results. Essentially it starts with the premise that supply chains are propelled by humans and human behavior inside and outside the firm, and everything else are just enablers.

John Gattorna
Supply Chain Thought Leader
Author

0940 Case Study: Managing the Supply Chain through Processes & Partnerships

Laurent Leschi
Group Supply-Chain Vice President
Lafarge

1010 Supply chain in the Boardroom Panel: Optimising your leadership strategy

- Reviewing the prominent role of supply chain within an organisation
- How should national, regional and global opportunities best be captured?
- Ensuring supply chain thinking is linked to board developments
- Efficiently structuring your team for global success
- Aligning people and processes to drive flexibility and agility

1040 Coffee Break Served in the Exhibition Showcase Area

1120 Getting the Right Technology for Your Supply Chain Strategy

1150 Risk Management above Tier 2 Suppliers

Most purchasing organization are not equipped with the skill-set, seniority or network to penetrate above Tier 2. There are queries, investigation done but it remains 'light' on paper with no significant influence along the chain, unless it is a commodity product. It re-defines the traditional skill-set of the Purchasing people with the image

- of the Purchasing Organization as an external risk-management.
- of a competent team by the up-Tier suppliers.
- gives a more precise estimation of the cost structure along the supply chain.

Philippe Pellegrin
Group Vice President Global Procurement and Outsourcing
STMicroelectronics

1220 Luncheon

Session 4 Using Tools and Processes from Professional Bodies to Support Risk Management

Session Synopsis

There are existing tools and processes to support supply chain risk management, although predominately focused at the operational level. An awareness of the importance of circumscribing, measuring and managing risk is growing. In response, a number of tools, processes and governmental and professional initiatives have been developed that aim to reduce the impact of disruptions on supply chain and transport networks.

1340 Segmenting for Success: From Value Chain Theory to Operational Excellence using the SCOR Model

This session will discuss the evolution of Supply Chain segmentation as a strategic business tool to address this challenge, and why the 'one size fits all' approach is non-optimal. The session will also show how the Supply Chain Council's SCOR model and Supply Chain Excellence approach can be used to segment the business into value chain teams that have been designed 'from the customer back', with cross-process metrics designed to support an integrated 'Control Tower' model.

Joseph Francis
Executive Director
Supply Chain Council

1420 WERC and DC Velocity's "Annual Warehouse Benchmarking Study."

The study captures 50 key operational metrics that are close to the heart of most distribution center professionals. The measures have been grouped into 5 balanced sets - customer, operational, financial, capacity/quality and employee - plus the additional sets related to perfect order and cash-to-cash measurement.

Michael J. Mikitka
CEO
WERC

1500 Panel Discussion: What are the benchmark analytics needed for an organization to become more agile?

- How have companies readjusted their business priorities with new analytics?
- What is the future of supply chain analytics?
- How has the growing amount of data changed the way organizations operate?

Panelists:
Frederic Bourgon, Vice President, Global Procurement
Barco

1540 End of Conference



Executive Workshop 2 Days – March 19-20, 2013

The MSCO Summit Executive Workshops are consistently rated one of the top attendee experiences. Due to their interactive, hands-on nature, they provide an accelerated opportunity for learning, benchmarking, and networking.

To foster interactivity, and ensure you walk away with answers to your personal business challenges, we keep workshop numbers low. 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 1 >>

Master Class: Dynamic Supply Chains

Benefits of Attending

This workshop will change your whole outlook on the design and operation of enterprise supply chains. The 'dynamic alignment' model is unique in the world, and is a powerful integrating force for improved operational and financial performance.

By attending, you will find out exactly what steps to take to re-align your business (and its supply chains) with customers and suppliers, including the invaluable 3PL external resource.

The 2-day event is solely conducted by Dr John Gattorna, using a mix of short lectures, video demonstrations, and diagnostics that each attendee completes on his/her own business. So the result for each attendee is uniquely theirs.

As indicated above, best results have historically been achieved when small multi-disciplinary teams of executives attend from the one company; indeed, the results will amaze you!

Some of the themes that Dr John Gattorna will pursue in his 2013 MasterClass

- > The best way to create value is to achieve a finer 'alignment' with customers and suppliers. Currently, many companies are 'over' and 'under' servicing, thereby losing out both ways! In other words most are guessing, and wasting a lot of resource. One-size-fits-all static supply chain designs are dead!
- > Adopt the 'Dynamic alignment' model, ie, which links customer, strategy, internal culture, and leadership style. But by definition this means you can't do the entire task alone- all the functions/disciplines inside the company have to work in a co-ordinated way to deliver what the customer wants.
- > The best organisations in the world have realised that you can design and operate supply chains from the 'inside-out'! It has to be 180 degree different, ie., from the current 'outside-in' way.
- > Start by re-segmenting your customer base. The way you do it now, using 'institutional' definitions is of no use in designing your supply chain.
- > Based on these 3 different buying behaviours you will realise there are 3 correspondingly different supply chain configurations that can be hard-wired into the business. Only the 'Collaborative' segment truly warrants a collaborative approach, using a supply chain type called 'Continuous Replenishment'.
- > This requires revisiting the way you structure your organization (preferably in 'clusters'), and creating internal sub-cultures to underpin each of the 3 SC types.

WHO SHOULD ATTEND

All C-Level Executives (CEO, COO, CPO, etc.), Managing Directors, General Managers, Senior Executives in ALL functions in value chains.

Register both conference and pre-conference executive workshop to save USD 580!

Don't Miss Out On These Crucial Workshops – Book Your 4 Day Summit Pass Now and contact sophie.tong@globalscm.net

WORKSHOP 2 >>

SCOR Walk- Through The Journey to Supply Chain Excellence

Program Introduction

The Supply Chain Operations Reference (SCOR) methodology is a key enabler to achieve best-in-class supply chain performance. Developed and endorsed by the non-profit organization the Supply Chain Council, it is a proven methodology that has been successfully applied and implemented all over the world by companies of all sizes, ranging from Fortune 500 to SME (small and medium enterprises).

SCOR helps to manage and improve the supply chain through a standardized language, standardized metrics, and common business practices which accelerate business change and improves performance.

The SCOR Walkthrough course is designed to provide a comprehensive overview of the SCOR methodology and give practical knowledge on how to implement SCOR in your organization to optimize your companies' operational performance.

How SCOR can help your company

Applying SCOR streamlines communication and dramatically improves the overall effectiveness of daily management and targeted improvement initiatives. Organizations that use SCOR have:

- achieved consistent annual bottom-line improvements of 1-3%
- reaped significant cost savings and economic returns on SCOR-related investments
- grown in aggregate share value two to three times faster than the Dow Jones and S&P 500 indexes

The model is based on 3 major pillars:

- Process Modeling
- Performance Measurements
- Best Practices

Learning Objectives

- ✓ Learn why over 800 international companies have already adopted the methodology and why adopting it now in the China market will give you a competitive edge over your competitors.
- ✓ Apply SCOR model for a detailed process mapping and configuration of your supply chain
- ✓ Manage your daily work effectively and efficiently based on process management of the SCOR model and the methodology to optimize companies' operational performance
- ✓ Use a common language to enhance collaboration with external partners
- ✓ Measure your supply chain performance and compare it with your competitors
- ✓ Identify inefficiency gaps and supply chain improvement opportunities
- ✓ How to implement SCOR best practices
- ✓ Define a sustainable supply chain strategy
- ✓ Manage risk in your supply chain network
- ✓ Manage supply chain competencies, build required capabilities and recruit skilled staff

Who Should Attend

Managing Directors, General Managers, VPs, Directors and Senior Managers of:

- ✓ Supply Chain
- ✓ Manufacturing/ Operations
- ✓ Sourcing (Purchasing and Procurement)
- ✓ Logistics
- ✓ Inventory Management
- ✓ Customer Service/ Order Management