

1st INTERNATIONAL SYMPOSIUM

SUPPLY CHAINS MANAGEMENT & LOGISTICS



Colombia Roundtable
Council of Supply Chain
Management Professionals

The World's Leading Source for the Supply Chain Profession.™

www.cscmpcolombia.org

Save the date

July 31st and August 1st, 2014

El Cubo de Colsubsidio, Centro Empresarial, Cra. 30 No. 52-77
Bogotá - Colombia



Innovation & Excellence in Supply Chain Management & Logistics

Eleven internationally recognized Speakers coming from Australia, Europe and the Americas, together during two days to present Innovative Strategies and business practices applicable to companies in Colombia and in Latin America

CSCMP (Council of Supply Chain Management Professionals) is the preeminent worldwide association of professionals in SCM and Logistics. Founded in 1963. More than 9,000 members. Three objectives:

- Promote communication, networking and logistics knowledge
- Identify and conduct research to improve SCM practice
- Promote the application of SCM in business and country economics

Day 1**Thursday, July 31st**

Agenda

7:30 – 8:30	Welcome Reception
8:30 – 8:45	Opening – Pam Scheibenreif: Director Roundtables CSCMP, USA
8:45 – 9:45	The Dynamic Supply Chains (Interactive Video Conference) John Gattorna, Author and Supply Chain “thought leader” – Australia Actually, it is dynamic supply chains plural, because we have discovered that a one-size-fits-all supply chain configuration no longer suits the turbulent operating environment post the GFC. Gattorna will explain how he discovered and developed his multiple supply chain format, and explain the corresponding operational strategy recipes for each individual supply chain in the portfolio
9:45 – 10:15	Q&A Session
10:15 – 11:15	Problems with your Supply Chain Strategy? Hernán David Pérez, Creator of the Supply Chain Roadmap® - Colombia How to define your Supply Chain Strategy in an easy to understand way, without sacrificing technical rigor? Pragmatic tools to describe, evaluate and re-think your Supply Chain Strategy, aligning it with the business and the competitive environment.
11:15 – 11:45	Coffee Break & Visit to Supply Chain Management Booths Exhibition
11:45 – 12:45	Supply Chains Management & Logistics ¿Where is Colombia? Feres Sahid, President CSCMP Bogota Roundtable – Colombia How companies in Colombia are “dynamically aligned” and how current integration levels of the local and global Supply Chains impact the competitiveness of Colombian companies.
12:45 – 14:00	Lunch & Visit to Supply Chain Management Booths Exhibition
14:00 – 15:15	Supply Chain Management, Collaboration and You Zach Zacharia, Professor, Consultant, Author and Expert in SCM – USA What role does supply chain management play in the economy? Does being in a supply chain across multiple firms provide benefits for all the members? What are the factors that enable successful collaboration between buyers and suppliers and between individuals? Find the answers to these questions and more in this presentation.
15:15 – 16:15	Supply Chain Management Excellence, Integrated Logistics Services Demostenes Perez, President CSCMP Panama Roundtable – Panama Today, clients are looking for higher quality standards, better service and lower costs for each and every product/service they demand. This generates the need for partnerships to look for Supply Chain excellence to optimize transportation, warehousing and logistics with flexibility and efficiency.
16:15 – 16:45	Coffee Break & Visit to Supply Chain Management Booths Exhibition
16:45 – 17:45	Supply Chain Disruptions – How to be prepared and how to face them John Macdonald, Consultant, Professor, Researcher, Author – USA Natural, geopolitical, or operational disasters can impact your business and cause losses at any time. How can those risks be mitigated and managed should they be realized? Cases on supply chain resilience, security, and relationships will be presented.
17:45 – 18:00	Presentation of the book: “Global Macrotrends and the Impact on Supply Chain Management” by one of its authors Thomas Goldsby, US Alternative Cocktail

Day 2**Friday, August 1st****Agenda**

7:30 – 8:30	Welcome reception
8:30 – 9:30	Supply Chains Alignment (Interactive Video Conference) John Gattorna, Author and Supply Chain “thought leader” – Australia Gattorna will explain his general ‘alignment’ model, which applies to all B2B and B2 interactions, and how the internal culture and leadership style of the enterprise must be shaped in order to propel the various supply chain configurations in his multiple portfolio.
9:30 – 10:00	Q&A Session
10:00 – 11:00	Strategy, Alignment and Coherence in Supply Chain Management Ed Weenk, SCM Consultant, Professor, Researcher and Author – Holanda A wake up call for managers who in the midst of everyday hectic craziness want to see the Big Picture again. Some easy to understand reflections that anyone in an organization can apply in a reasonably short timeframe. Excellent tools to think in a structured and ambitious way when taking business decisions.
11:00 – 11:30	Coffee Break & Visit to Supply Chain Management Booths Exhibition
11:30 – 12:30	Supply Chain Value Assessment. Identify savings and implement them Eduardo Vargas, Managing Director UTi Worldwide – Peru All companies are looking for real, recurring and implementable savings. This methodology shows how to identify these savings within your Supply Chain and how to define the most appropriate path to implement them. Real cases on companies in Colombia and in Latin America that have applied this methodology.
12:30 – 14:00	Lunch & Visit to Supply Chain Management Booths Exhibition
14:00 – 15:00	Global Macrotrends and The Impact on Supply Chain Management Thomas Goldsby, Professor, Consultant, Author, Expert in SCM – USA Macrotrends represent major economic forces taking shape in our global community. How these forces affect your supply chains? How can we turn these challenges into business opportunities? A framework to guide executives on mitigating risks created by macrotrends.
15:00 – 15:30	Q&A Session
15:30 – 16:30	Markets: Risks and Successful Execution Oscar Bazan, VP Commercial Development Panama Canal – Panama Volumes and traffic forecasts, economic research and market intelligence on the Panama Canal. Collaboration between private and public sectors to develop strategies and initiatives for infrastructure improvement and integration.
16:30 – 17:00	Coffee Break & Visit to Supply Chain Management Booths Exhibition
17:00 – 18:15	Supply Chain Management Optimization in the Retail Industry James Stock, Internationally recognized expert in SCM – USA Product quality control, inventory levels, response time and costs as pillars of SCM within the retail business. An integrated approach to planning, replenishment, transportation, operations and service is crucial to the Supply Chain Performance in Retail.
18:15 – 20:00	Presentation of the book: “The Perfect Pass”, what managers can learn from the football trainer” by its author Ed Weenk, The Netherlands Presentation of the book: “Supply Chain Roadmap” by its author Hernán Pérez

Exclusive Supply Chain Simulation Workshop

Day 3 – Saturday, August 2nd – 8am to 5pm – Professor: Ed Weenk

What is the best way to learn on how to be a manager? The job itself. What are the problems of “on the job” training? Takes too long, mistakes are expensive, there are no mentors. What is the solution to all this?

The Fresh Connection TFC (www.thefreshconnection.biz) is a Supply Chain Management Simulator created to accelerate the understanding of business concepts within Purchasing, Operations, Sales, Inventory Management and the integration with Finance to finally set the strategy of the company and get positive return over investment (ROI).

Methodology: Teams of four people each, each person has a management role. **What to do?** Get back to profitability. The highest ROI wins. **How to do it?** Define the strategy, apply the tolos and align functions across the company.



TFC was created in The Netherlands in 2008 and has been used by more than 10000 professionals, 500 companies (Apple, DHL, Deloitte, Abbott, Shell), 5000 students, 40 universities (MIT, Georgia Tech, EADA) in more than 25 countries.

More information on Simulation Workshop

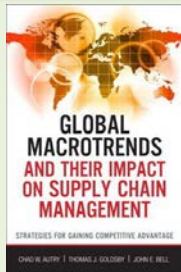
- All simulation sessions to be held in Spanish
- Contact eventos@cscmpcolombia.org

More information on TFC and Ed Weenk

- www.thefreshconnection.biz
- www.linkedin.com/in/edweenk

Supply Chain Management Books Presentation

Three of the best SCM related books launched in 2013 and presented live by its own authors. **Program includes:** Presentation, Q&A session, books autographing



“Global Macrotrends and Their Impact on Supply Chain Management”

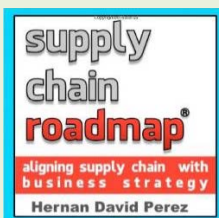
Chad Autry, Thomas Goldsby, John Bell. Financial Times Press 2013

Managers and executives are about to face new challenges. Global demand growth, higher scarcity, transport congestion, infrastructure crisis and Supply Chain imbalances. Authors provide strategies to mitigate new risks and create long term competitive advantage based on Supply Chain Management & Logistics Leadership.

“The Perfect Pass: what the manger can learn from the football trainer”

Ed Weenk. 2013

A trainer has to win games. A manager has to meet corporate objectives. Neither of them can do it alone, they need their teams. Simple and easy to understand reflections applicable directly to your company on how to review the strategy alignment amongst different departments and finally implement coherence at all levels.



“Supply Chain Roadmap: Aligning supply chain with business strategy”

Hernan David Perez, 2013

¿What is the best Supply Chain Strategy for your business? An analysis of the most widely recognized theories, best practices and case studies. His analysis identified a set of common configurations that reveals key drivers of supply chain strategy and explains how these can be aligned in a coherent strategy.

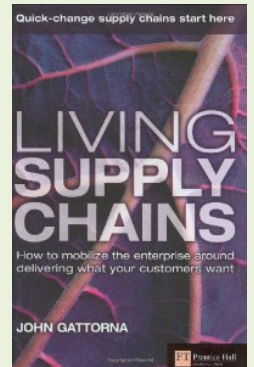
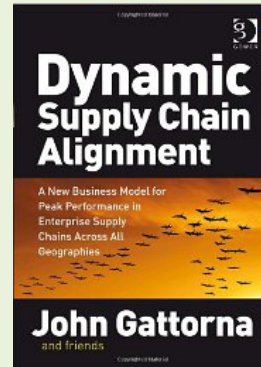
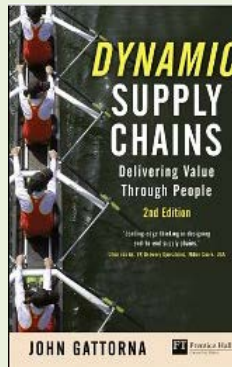
John Gattorna Keynote Speaker



www.johngattorna.com

Listening to John Gattorna will change your business mindset. His innovative message about Supply Chain alignment is immediately applicable to the departments of Purchasing, International commerce, Manufacturing, Sales and Distribution.

Gattorna's books have **challenged the understanding of Logistics and Supply Chain Management** and have been applied in public, private companies and business schools throughout the world



John Gattorna (Australia), is one of the most respected thought leaders in the world. He has spent a lifetime working in and around supply chains, in many different capacities – line executive, researcher, consultant/adviser, teacher 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. So he started a search for a new Supply Chain framework that would better satisfy customers and consumers, at the appropriate cost to serve. And he found the Dynamic Alignment. John has applied this model in Dell, Unilever, Schneider Electric, with multi-disciplinary efforts and throughout different leadership styles, customer behavior and company cultures.

John's hope is that his work and writings will inspire others who follow in his footsteps. Indeed now is the time to innovate in the Enterprise to ensure sustainable operational and financial performance in the future.

John is Executive Chairman of a Sydney-based specialist advisory business, Gattorna Alignment Pty Ltd, and he collaborates with a large community of supply chain enthusiasts, worldwide.



Thomas Goldsby

Professor of Logistics at The Ohio State University

Dr. Goldsby is a recognized thought leader and authority on the topic of Logistics and Supply Chain Management. He has published more than 50 articles in academic and professional journals. He is co-author of multiple books and has received the Accenture Award for best research. Thomas is co-Editor-in-Chief of the Transportation Journal, one of the most renowned logistics magazines in the US.

His experience is focused on logistics strategy, integration and lean supply chain. Thomas is member of the board of the American Society of Transportation & Logistics and serves as a reviewer for the Gartner's Top 25 Supply Chains, CSCMP Supply Chain Innovation Award. He has supervised more than 100 projects on Lean and Six Sigma for public and private organizations with grant proceeds in excess of US\$1M

Demostenes Perez

President of CSCMP Panamá Roundtable

He is General Manager of Logistics Services (Panama) S.A. since 2005 and has been serving that company since 1998.

Demostenes is member of CSCMP and is also the current president of the Panama Round Table. He is also president of APECA (Asociación Panameña de Ejecutivos de la cadena de abastecimiento) and an active member of WERC (Warehousing Educational Research Council), of the Cámara Marítima de Panamá where he presides the organizing committee for the Panamá Logistics Summit 2014. Demostenes is also Director of GS1 Panama.



Ed Weenk

SCM Consultant and Professor in EADA Barcelona

Ed is graduated in Business Administration with focus on Logistics and Technology & Innovation with the Rotterdam School of Management at Erasmus University (The Netherlands). He has also a Master in Supply Chain Management with Eindhoven University of Technology. Ed has extensive experience in Logistics and Distribution related Projects and has worked for several years and in different positions with the logistics service provider DHL / Danzas Solutions. Since 2004, Ed works as independent consultant and is Senior Associate Professor with EADA for the topics of Operations, Supply Chain Management, Project Management and Entrepreneurship. He is author of the book "The Perfect Pass, what the manager can learn from the soccer coach" which has been published in Dutch, Spanish and English.

Speakers



James Stock

Supply Chain Management Expert. Professor at University of South Florida

An internationally-recognized expert in supply chain management, logistics, and reverse logistics/product returns, Stock has authored 150+ publications and is co-author of multiple books. Stock has received the 2011 CSCMP Distinguished Service Award, and the 2003 Eccles Medal from SOLE - the International Society of Logistics. He is on the review board of several international journals, including the International Journal of Physical Distribution and Logistics Management, Logistics Research, European Business Review.

James earned BS and MBA degrees from University of Miami (Florida) and a PhD from The Ohio State University.

Feres Sahid

President CSCMP Bogota Roundtable Colombia, Director of CIATI-JFK (Research Center)

Feres is the Managing Director of the CIATI-JFK (research center) and Vice President for Latin America with the European Center of Logistics and Ecology Projects (CELALE). He is also Executive Director of the Master in Supply Chain Management & Logistics from the Universidad Piloto de Colombia.

He has more than 30 years of experience in Supply Chains and Logistics both as a professional and as a researcher. He is Economist from Universidad Jorge Tadeo Lozano, Maritime Administration from the Escuela Naval de Cadetes Almirante Padilla and Master in Science in Logistics Management from the Florida Institute of Technology (FIT).



Eduardo Vargas

Managing Director UTi Worldwide in Colombia

Eduardo has 15+ years of experience in Global Supply Chains and Logistics Operations. He worked for 4 years in the US designing and implementing solutions on freight forwarding and warehousing for Procter & Gamble, General Electric amongst others. He was Latin America Regional SCM Consulting Manager with UTi Worldwide, top 10 global logistics service provider, where he identified logistics savings for Abbott in Brazil, Johnson Controls in Mexico and Boart Longyear in Chile. He is a certified consultant and trainer on SAP SCM and has taught and consulted in Peru, Ecuador, Colombia, Chile and the US. Currently in Colombia, Eduardo is Managing Director with UTi Worldwide.

Eduardo is Industrial Engineer from Pontificia Universidad Católica del Perú and MBA of University of Maryland.

Speakers



Zach Zacharia

Supply Chain Management Professor, Lehigh University

Dr. Zacharia is Associate Professor of Supply Chain Management in the College of Business and Economics, Lehigh University where he teaches courses in Operations Management and Logistics & Transportation. He has a B.S. in Mechanical Engineering, an MBA in Marketing and a PhD in Logistics. Before joining the Academia, Zach worked as Associate Director at the Center for Transportation Research in University of Tennessee and as Equipment Engineer at the Department of Transportation in Alberta, Canada.

Zach has published in the Journal of Operations Management, Journal of Business Logistics, International Journal of Logistics Management, Supply Chain Management Review, Wall Street Journal amongst others.

Oscar Bazan

Executive Vice President Planning and Business Development
Panama Canal

Mr. Bazan is a profesional with over 20 years of experience in marketing and sales in the maritime transportation industry, he has held various managerial positions in leading companies worldwide. He has been with the Panama Canal since 2002 when he was appointed Marketing and Forecast Manager. Oscar has served as an oficial spokesman in the Communications program for the Panama Canal Expansion Project.

He is a Business Administrator at the University of Panama and Master in Maritime Business and Marketing from the Latin America University of Science and Technology in Panama.



John Macdonald

SCM Global Consultant. Professor at Michigan State University

Dr. Macdonald is an expert in Supply Chain Strategy and Transportation. His primary research interests include Disruptions in the Supply Chain, Behavioral Operations and Strategies for third-party logistics providers. Prior to earning his doctorate, John worked for UTi Worldwide as a consultant in strategic supply chain network design in Singapore. He has also held positions at Nagai Nitto in Singapore, as well as Union Pacific Railroad, Ruan Transportation, and J.M. Swank (ConAgra) in the US in a variety of capacities Manager, Transportation Analyst, Dispatcher, etc. John is Ph.D. in Logistics and Transportation from the University of Maryland. He has Bachelor of Science degrees in Transportation and Logistics as well as Management Information Systems; both from Iowa State University.



Hernan David Perez

Creator of the *Supply Chain Roadmap*®

Mechanical Engineer from the Universidad Pontificia Bolivariana. Executive Education Program from Inalde Business School, Master in Operations Management from Universidad de la Sabana and Certificate in Supply Chain Management from MIT (USA), with more than 20 years of experience in Supply Chain across industries like automotive, B2B, consumer packaged goods and retail. Hernan David currently leads all Supply Chain Management processes of Sodimac in Colombia.

In 2013 he published one of the highest read articles of CSCMP's Supply Chain Quarterly titled "Supply Chain Strategies: which one hits the mark?". Recently he published his book "Supply Chain Roadmap®: aligning supply chain with business strategy", where he presents a new point of view about Supply Chain and its alignment with the business strategy.

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- Government entities. Ports, free trade zones
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Investment ⁽¹⁾

Up to	CSCMP members ⁽²⁾	Non related to CSCMP
May 31st, 2014	US\$ 300	US\$ 450
June 30th, 2014	US\$ 350	US\$ 525
Day of the event	US\$ 500	US\$ 750

Group discounts ⁽¹⁾

- 5% discount for 3 to 5 participants
- 10% discount for 6 to 10 participants
- 50% discount for CSCMP members

Payment options

- Transfer to Banco de Bogotá (Colombia)
Account N° 492411970
- Pay online through CSCMP website

(1) Prices do not include VAT. Discounts are not cumulative

(2) **¡Join CSCMP now! ¡For only US\$100 and apply to member rates!** Create user <http://cscmp.org/user/register>, log in, add to cart Member Type **"Web Membership"** <https://cscmp.org/membership/membership-types>, Checkout and use coupon code **SYMPOSIUM**. Call us to register or pay online for the event

Information and Registration



www.corpoal.org

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