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5th Annual Manufacturing SCO 2015 Supply Chain Officer Summit

Theme – Managing Now for Tomorrow's Risks in the Supply Chain
The World's Annual Gathering of MFG Supply Chain Leaders

April 22 & 23, 2015 - Shanghai Marriott Hotel Luwan, China

Conference Website: <http://manufacturing.sco-summit.com/2015/>

Featuring MSCO'15 by the numbers



Senior-level executives
and decision makers to
attend



World-class manufacturing
organizations to gather



Keynote Presentations;
Case Study Presentations;
Executive Panel Discussions;
and Focused Breakout Sessions



Hour for dedicated
peer-to-peer
networking opportunities

MSCO Previous Attending Companies Include:



NOKIA

JABIL



xylem
Let's Solve Water

Rockwell
Collins

Schlumberger



TERADYNE



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Alcatel-Lucent

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CORPORATION

riverbed
Think Fast

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ABB



laurecia

Missed previous MSCO summit?

Recap: Summit MSCO 2010-2014

- ▲ **Over 1200** senior supply chain and logistics professionals from **600+ diversified companies** and **more than 30 countries** were present at MSCO summits in the past 4 years,
- ▲ making MSCO **the largest gathering** of senior manufacturing supply chain professionals worldwide.
- ▲ **91%** previous attendees rated the event **very good and excellent**
- ▲ and 60% delegate and sponsor companies **attend the summit every year.**



- “The event was very good and the quality of the attendees is always what makes this conference so worthwhile.” ----- **Jabil Circuit, Vice President Supply Chain, Mr. John C**
- “Very good and important topics of our SCM challenges. It was very fruitful and a great experience.” ----- **Nokia Solutions and Networks, Head of Logistics, Mr. Paulo C**

The “who’s who” attends MSCO (Part of previous attendees)

Apple	Boeing	Bomag	AB SKF	Culligan	Embraco	Giti Tire	Infineon	Kuehne & Nagel
Apollo-Fire U.S.	Bobst	Bosch Power Tools	Chart Industry	Cummins	Emerson	Goodrich	Ingersoll Rand	Kulicke & Soffa
Anlei, inc.	BlueScope Steel	Boston Scientific	Chep	Cytec	Emptoris	Goodyear	Ingram Micro	L.E.K Consulting
Analogix	Bitzer	Boston-Power	China Mobile	Damco	Ericsson	Gulf Oil Marine	Intel Corporation	Lafarge
Amphenol	BISAZZA	Boyd Corporation	Ching Luh Group	Dana	Excelitas	Haier	International Paper	Lear
AML	BI-LINK	Brocade	Chint Electric	Danieli	EXEDY	HaiVision	Ipsen	LEM
AMEC	Best Buy	BRP Asia	Church & Dwight	DeLaval	Faurecia	HAWE	J.P. Morgan	Lenovo
Amber Road	Benteler	Brueckner	Ciena	Dell	Federal Mogul	Haworth	Jabil	LG Electronic
Almatis	Behr	Buhler	Cintas	Delphi	Finisar	HCL	Jamjoom	LGS
Aleris	Baxter Healthcare	C.H. Robinson	Cisco	Dematic	Firmenich	HeidelbergCement	JDSU	LiFung Logistics
Alcatel-Lucent	BASF	Cambridge Uni	Clariant	Dexion	Flextronics	Heidrick & Struggles	Jebesen	Linatex
Alaska Milk	Barrick Gold	Camstar Systems	Clorox	DHL	Flowserve	Heraeus	John Deere	Linde
Airbus	Barco	Canadian Solar	Coca Cola	Diebold	Fluor	Herbalife	Johnson Controls	Littelfuse
Air Liquide	Baker Hughes	Capacent	Codelco	Dimerco	FMC	Hercules Logistics	Johnson Electric	LLamasoft
AIF	Avire	Carestream	Columbia	DISA Machinery	Ford	Honeywell	Juniper Networks	Logitech
Agilent	Averna	Cargill	COMAC	DSM	Freescall	HP	Kerry EAS Logistics	Loscam
AGCO	Atlas Copco	Carlisle	Componenta	DSV	Fuji Xerox	HUARUN Paints	Key Safety Systems	Lyondell
AEROLIA	Ashley Furniture	Casey Kelly	ConMed	Dumex	GE	Huawei	KHS Machinery	MacDon Industries
Advanced Energy	Arkema	Caterpillar	Continental	EADS	GEFCO	Husky	Kinaxis	MacLean-Fogg
ADI	ARC Glassware	CCI	CornerStone	Eastman	Gefco	Hypertherm	Kinross	Maersk
ADF	Applied Materials	CEIBS	Corning	Eaton	Gemalto	IBM	Kitron	Magna
Alstom Power	Crem International	Celestica	Cree	Edwards	Genband	ICP Group	Knorr-Bremse	Manitowoc
Abbott	CSI Solar Power	C'estbon	CTS Freight	Elcoteq	General Motors	IHS, Inc.	Kone	McKinsey
ABB	CTCI Corporation	Ceva Logistics	Metso	Emak	Geodis	IKEA	Kordsa Global	MeadWestvaco
Prologis	SanDisk	Shell	Spheros					
PTC	Sandvik	Shenzhen Jiuli	Spin Master					
Qualcomm	Sanmina	Sidel	ST Onge					
Quanta	Sanofi	Siemens	Standard Chartered					
Quintiq	SAP	Siliconix	Starbucks					
RadiSys	SCA	Smart Sourcing	Stealth Components					
Renault	Schaeffler	SMIC	STMicroelectronics					
ResMed	Schenker	Smith & Nephew	Stryker					
Rickard Stanhope	Schlumberger	SMTC Corporation	SupplyOn					
Rio Tinto	Schneider Electric	SNC-Lavalin	syncreon					
Rittal	SCS International	SolveIT	Synthes					
Rockwell Collins	Seeburger	Solvoyo	Takata					
Rosti	Sercom Solutions	Sony	TE Connectivity					
Ryerson	SFO Technologies	Sony Ericsson	Tectubi					
SABIC	Shanghai Electric	Sony Mobile	Tembec					
Samsung	Moen	Spectris	NMHG					

Click "PLAY" button to review MSCO2014.
Now it's your opportunity to get involved!



MSCO'15 Theme

Managing Now for Tomorrow's Risks in the Supply Chain

Today's supply chains have to be more nimble than ever before – **More global. New products. Greater risk of disruptions. Faster-paced.** And more.

All while meeting new demands for lower costs and increased productivity in a ferociously competitive global environment - able to respond quickly to the slightest changes in direction.

MSCO'15 is to provide a collaborative platform for manufacturing companies striving to predict and prepare for the future to consider as they look forward to 2015 and beyond.

Conference Highlight

- Tomorrow's model
- Turbulence & Uncertainty
- Information Based
- Customer Value Oriented

Who Should Attend

This summit is essential for all those involved in supply chain, logistics and related disciplines in the manufacturing industry. Attending will give you the chance to hear the latest industry case studies, participate in keynote sessions and interactive master classes, helping to aid your strategy building to establish new and smarter growth within your organization.

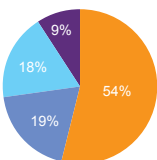
MSCO 2015 will be relevant for:

VP's, Directors, Heads of:

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

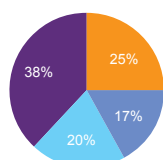
Attendee Composition

Region



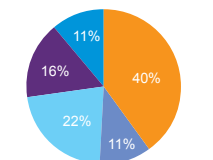
- Asia/Pacific
- Americas
- EMEA
- Other

Company Revenue



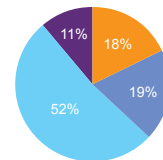
- Less Than \$1B
- \$5B to \$9.9B
- \$1B to \$4.9B
- More Than \$10B

Function



- Supply Chain
- Strategy and Planning
- Sourcing/Procurement
- Logistics
- Others

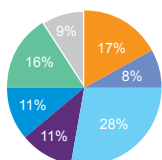
Role



- Senior VP & Executive VP or CXO
- VP
- Senior Director, Director or Head Manager / Others

(Supply chain experience - average 21 years)

Industry



- Automotive
- Chemicals and Process
- Industrial Products
- Pharmaceuticals and Life Sciences
- FMCG and Consumer Goods
- Technology and Telecom
- Others

The truly GLOBAL summit where supply chain leaders meet
-20 countries and regions



" It's a fabulous event with great speakers, great content, and tremendous delegates. All in all it's a very very good learning on the topic of supply chains. "
-- John Gattorna, Author and "Thought Leader"

Extraordinary Speakers

The most prestigious names in the industry



Dr. John Gattorna
Author and Global SC "Thought Leader", Executive Chairman
Gattorna Alignment P/L

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.



Scott Preston
Chief Supply Chain Officer & Chief Procurement Officer
Tronox

Scott Preston serves as chief supply chain officer and chief procurement officer, overseeing all supply chain activities including direct & indirect procurement, inventory management, supply chain planning, warehousing, and logistics.



Shahid Javed
Chief Procurement Officer
BP

Shahid Javed is currently the Chief Procurement Officer of BP – North America Gas. In this capacity, he is responsible for managing \$3 billion dollars in 3rd party spend, pursuing rigorous category management including creation of robust sector strategies, leading negotiations with strategic suppliers, and proactively addressing business demand and market conditions to reduce risk, improve safety performance and deliver significant bottom line savings. He is also accountable for overseeing operational procurement including purchase-to-pay processes, warehousing operations and day-to-day transactional procurement activities.



Cesare Battaglia
Senior Vice President Procurement & Supply Chain
Alenia Aermacchi

Mr. Cesare Battaglia started his career in 2002 with a 6-month internship at Airbus Deutschland GmbH in the team of Vertical Tail Plane of A400M for preliminary design and optimization activities, in an Engineering /Defence & Aerospace multinational experience: Airbus Hamburg. Initially as Stress Composite Expert, then as Team Leader of Stress and Optimization Main Composite Components.



Li Chen
VP Supply Chain Planning
Schneider Electric

CHEN Li, VP of Schneider Electric China Supply Planning, joined Schneider in 2000 with MBA degree. Chen Li has got abundant experience in Supply Chain Management, Project Management and lean six sigma.



Tobie Gordon
VP Supply Chain Operations – China
Starbucks

Tobie Gordon, Starbucks VP, Supply Chain Operations, China. She is responsible for leading all facets of supply chain operations and driving common integrated solutions. Tobie was previously with Nestlé China Ltd. since 1994 most recently as the Vice President – Food & Beverage, Greater China Supply Chain where she led the Supply Chain teams in Mainland China, Hong Kong, and Taiwan covering demand and supply planning, customer service, physical distribution operations and the customer-facing supply chain functions, and formed Nestlé China's integrated supply chain.



Hendrik Seliger
Vice President Supply Chain Management
Carl Zeiss SMT

Dr. Hendrik G. Seliger is Vice President Supply Chain Management for the Semiconductor Manufacturing Technology Business Group at ZEISS, covering lithography optics, optics systems, and photomask systems globally. Before joining ZEISS, he spent many years in management positions, amongst others, at A.T. Kearney and at Philips Semiconductors (now NXP).



Peter Dressler
Senior Director Corporate Supply Chain Logistics Operations
Infineon

With more than 20 years of production and distribution logistics experience Peter Dressler currently heads Infineon's Global Logistics Operations within Supply Chain. His international team manages the internal and external logistics network worldwide and drives the development of Infineon's logistics strategies.



Lou Zhou
Director of Client Service Procurement
IBM Asia Pacific

Mr. Lou Zhou joined IBM in 1997. His 16 years tenure at IBM experienced a variety of leadership roles, including IBM US Finance and Procurement Department, Deputy Director in IBM China Research Lab, Program Director for Technical Sales in IBM Software, Director of Global Procurement Center, and the current role of Director of Asia Pacific Client Service Procurement.



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

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.



" It is a great event for the supply chain expertise to leverage their knowledge from different industries and views "

-- Asia Sourcing Director Appliance
General Electric Company

Key sessions

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

Session A: Competing in Turbulent Markets, Future Challenges for Managing Global Supply Chains

Session B: Industry-specific Supply Chain Strategy Case Studies: How can Industry Leaders Secure Supply Chain for Unlock Growth in Turbulent Markets

Session C: Supply Chain Innovation Sharing

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! 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.

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.

Main Conference Agenda, April 22 & 23, 2015

Day 1 morning session, April 22, 2015

Competing in Turbulent Markets, Future Challenges for Managing Global Supply Chains

Turbulent and volatile markets are the new normal. This session will talk about future challenges for managing global supply chains and the key to survival in these changed conditions.

09:00-09:45

KEYNOTE 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.

📍 **Global Supply Chain Thought Leader:** John Gattorna, Author

09:45-10:20

KEYNOTE Comprehensive & Integrated Risk Management – Good for Business Success

📍 **Shahid Javed**, Chief Procurement Officer, BP

10:20-10:50 Tea Break

10:50-11:30

PANEL Managing Global Supply Chains Now for Tomorrow's Risk

1. What are the drivers of supply chain complexity for a company with global operations and how have they evolved over the recent past?
2. What are the sources of supply chain risk?
3. How can vulnerability and exposure to high impact supply chain disruptions be properly assessed and managed?
4. How can supply chain resilience be improved?
5. What supply chain operations and risk principles will guide the improvement of the company's bottom line: the operations and financial performance?

📍 **Moderator:** Global Supply Chain Thought Leader: John Gattorna, Author

📍 **Panelists:** Shahid Javed, Chief Procurement Officer, BP
Glenda Abadines, Regional Trade Director, Baker Hughes
Hendrik Seliger, Vice President Supply Chain Management, Carl Zeiss SMT
Peter Dressler, Senior Director Corporate Supply Chain Logistics Operations, Infineon

11:30-12:05

KEYNOTE Closing the Gap between the Supply Chain and Production in Real Time

12:05-13:05 Luncheon

Day 1 afternoon session, April 22, 2015

Industry-specific Supply Chain Strategy Case Studies:

How can Industry Leaders Secure Supply Chain to Unlock Growth in Turbulent Markets

This Case Study session provides industry practitioners' views from specific industry sectors.

13:05-13:40

ROUNDTABLE DISCUSSION Do we fully understand the vulnerability of our supply chains?

1. List the 'weakest links' in your supply chain.
2. List the major sources of complexity in your supply chain and how you would propose to change this?
3. How prepared is your organisation to manage a 'black swan' event?

13:40-14:15

Semiconductors Industry

KEYNOTE From Supply Chain to Supply Network – Securing Supply in the Volatile World of Semiconductors

Over a period of fifty years, Moore's law has provided a stable guideline for development of the semiconductor industry. On shorter timeframes, however, our business has proven to be extremely volatile. Periods of enormous growth can end in sudden stagnation, just to turn back to even stronger growth. To enable this growth to continue, we are preparing the move to the next generation technology – Extreme Ultra-Violet a.k.a. EUV – with even tighter specifications and larger complexity, in itself a challenge for all partners engaged in this development.

The enormous technological requirements lead to a slower than wished for introduction of EUV to high-volume manufacturing. Everybody is poised to commence manufacturing, yet orders come in slower while technology is constantly advancing. Bullwhip effects challenge the supply chain, obsolescence risks mandate small buffers, demands for a quick start on the other side big buffers for quick starts. Only a new way of working, moving away from a linear supply chain to an interconnected supply network will allow swift responses at limited risk, and open doors to stabilize the business of all partners involved. Then will we all be in a position to capture the growth opportunities ahead.

📍 **Hendrik Seliger**, Vice President Supply Chain Management, Carl Zeiss SMT

14:15-14:50

Electrical/Electronic Manufacturing Industry

KEYNOTE The Journey of Tailored Supply Chain Transformation at Schneider Electric

📍 **Chen Li**, VP Supply Chain Planning, Schneider Electric

14:50-15:25

Technology and Telecom Industry

KEYNOTE Social Supply Chain - Connecting the Consumer's Voice within Your Business to Optimize Tools, Products and Service

1. Leveraging trends in social and digital media to enhance your relationship with the customer base
2. Driving innovation within the supply chain function by using consumer insight
3. How crowd-sourced sustainability solutions allowed Dell to create greener plants

15:25-16:00 Tea Break

16:00-16:35

Retail and Consumer Goods Industry

KEYNOTE Starbucks' Journey on Managing Risk in Supply Chain

📍 **Tobie Gordon**, VP Supply Chain Operations – China, Starbucks

16:35-17:10 Aerospace Industry

KEYNOTE From supplier to strategic partner: a way forward to improve and de-risk supply chain performances

For all largest aircraft manufacturers in the world the role of Supply Chain has significantly increased in the last 10 years. In fact, while these have devoted their capabilities to develop new manufacturing technologies (an example is represented by the role of composite in aerostructures), suppliers had an increasing role in carrying out activities in machining, metal sheet working or sub-assembly. Therefore is of the hugest strategic importance for large aircraft manufacturers to govern supply chain, with an adequate level of interfaces.

Cesare Battaglia, Senior Vice President Procurement & Supply Chain, **Alenia Aermacchi**

17:10-17:45 Chemicals and Process Industry

KEYNOTE Achieving Supply Chain Excellence to Unlock Growth in Turbulent Markets

Scott Preston, Chief Supply Chain Officer & Chief Procurement Officer, **Tronox**

Day 2 Session, April 23, 2015

Supply Chain Innovation Sharing

Introducing new ways of competing in your industry or changing your basis of competition – typically part of a broader operational transformation

- From supplier-centric to customer centric - the design of customer driven supply chains
- From stand alone competition to network rivalry - more collaborative working with supply chain partners
- From inventory to information - Capturing and sharing information on real demand
- From functions to processes – Create cross-functional teams focused on value creation

09:00-09:35

KEYNOTE End to end supply chain visibility: Myth or is there a way to achieve in an ODM world

ODM: Original Device Manufacturer

Peter Dressler, Senior Director Corporate Supply Chain Logistics Operations, **Infineon**

09:35-10:15

PANEL From Product-Centric to Solution-Centric Supply Chains — the Way Forwarda

Panelists will share their thoughts on what a solution-centric supply chain looks like, the challenges they faced en-route to one, and the capabilities required in solution-centric world.

10:15-10:45 Tea Break

10:45-11:20

KEYNOTE Utilizing Spend Analytics to Drive Global Sourcing Benefits in an Acquisitive Environment

Steve Wittig, Senior Vice President - CBS and Supply Chain, **Colfax**

11:20-12:00

PANEL How to Further Develop Your Relationships with Your Suppliers to Extract Innovation from Your Supply Base

1. What have you done to enhance Risk Management aspects and associated processes within each phase of the supply chain end-to-end?
2. Where have you changed processes or behaviors within your area of responsibility to break down the silos with C-level partners and other groups?
3. How have you utilized the resources of your supplier partners to improve collaboration and value?
4. How deeply and how early in the development process can you have your suppliers involved?
5. How have you your processes and partnerships changed to improve customer-centric collaboration and value?
6. How do you manage your supplier engagements in practice: how do you receive supplier ideas, how are other functions engaged, how do you staff the project team? How do you liaise between the supplier and the internal departments?

Panelists **Cesare Battaglia**, Senior Vice President Procurement & Supply Chain, **Alenia Aermacchi**
Jay Seaton, Global Head of Customer Engineering, **GlobalFoundries**
Hendrik Seliger, Vice President Supply Chain Management, **Carl Zeiss SMT**
Herlinde Wauteraerts, Vice President, Supply Chain Europe, **Omya**

12:00-13:00 Luncheon

13:00-13:35

KEYNOTE E-2-E supply chain design & integration as key enabler for long term business growth

Through an integrated master data planning model including a diversified portfolio management structure ADVA has achieved significant improvements around its service and cost related KPI's. Based on this framework a service offering from the Operations department has been established to fortify the roll-out of a diversified portfolio from the customer to the supplier and back.

Philipp Lutzny, Senior Director Global Order Fulfillment & Supply Chain Management, **ADVA Optical Networking**

13:35-14:10

KEYNOTE Application of Analytics in Supply Chain/Procurement

In the era of big data, a lot of companies are seeking their way to build a smarter Supply Chain. It is the trend to take use of Cloud, Analytics, Mobile and Social to attain Supply Chain Transparency, leverage Big Data and extend end to end Supply Chain Transformation. Through telling IBM supply Chain Transformation story, Lou will introduce the innovative ISC solutions nowadays which could make companies Predictive, Prescriptive and Cognitive

Lou Zhou, Procurement Director, **IBM**

14:10-15:00

INNOVATION SHOWCASE

The innovation showcase is designed to highlight innovative solutions or strategies that have been introduced into the Supply Chain & Logistics market. Each speaker will have 5 minutes to showcase their innovation in this quick fire session.

Executive Pre-conference Workshop

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 A

2-DAY Workshop - April 20 & 21, 2015

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

WORKSHOP B

1-DAY Master Class - April 21, 2015

Designing and operating customer-focused 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 1-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!

Program Introduction

⇒ 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.

⇒ What you will find is that there are up to 16 different buying behaviours, but the 3 most dominant buying behaviours that we see in industry and commerce are: Collaborative; Transactional; and Dynamic. These 3 will give you an 80% fit to your customers/market.

⇒ 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.

Join this program and receive a FREE autographed copy of Dr John Gattorna's popular new book, **Dynamic Supply Chains; delivering value through people.**



Register both conference and pre-conference executive workshop to save **USD 600!**

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

Manufacturing Supply Chain Officer Summit 2015

REGISTRATION FORM

Yes I would like to register the delegate(s) below for Manufacturing Supply Chain Officer Summit 2015.

Delegate 1	Name _____	Company _____
	Position _____	Tel _____
	Mobile _____	Fax _____
	Email _____	
Delegate 2	Name _____	Company _____
	Position _____	Tel _____
	Mobile _____	Fax _____
	Email _____	
Delegate 3	Name _____	Company _____
	Position _____	Tel _____
	Mobile _____	Fax _____
	Email _____	
Delegate 4	Name _____	Company _____
	Position _____	Tel _____
	Mobile _____	Fax _____
	Email _____	

Full Company Address

Zip Code _____

Signature _____ Date _____

DELEGATES RATES - We have group discounts so you can involve your whole organization or teams. Call +86 21 3639 7572

Delegate Pass Includes

- Full conference access
- Full access to exhibition & meetings zone
- Access to networking coffee breaks & drinks reception
- Morning tea & luncheons
- At the event: Show guide including brief synopsis of delegate companies
- Delegate pack including presentation materials
- Conference notes for future reference and knowledge sharing

>> Choose one of the Packages

	Group Package * BUY 3 & GET 1 FREE *	Book and pay by Feb 10, 2015	Full Price	Attendee Number
A	Main Conference + SCOR workshop	<input type="checkbox"/> USD2,299/person	<input type="checkbox"/> USD2,599/person	_____
	4 days: April 20-23, 2015			
B	Main Conference + Master Class [Dynamic Supply Chain]	<input type="checkbox"/> USD1,999/person	<input type="checkbox"/> USD2,299/person	_____
	3 days: April 21-23, 2015			
C	Main Conference Only	<input type="checkbox"/> USD1,199/person	<input type="checkbox"/> USD1,499/person	_____
	2 days: April 22-23, 2015			

* Group Package is not available for pre-conference workshops.

>> PAYMENT

Payment must be received in full prior to the event. Exchange Rate in RMB is 6.2

By TT (You will receive a payment notification after we get your confirmation of participation)

TERMS & CONDITIONS

Fees are inclusive of program materials, luncheons, and refreshments.

1. Payment Terms:

Following completion and return of the registration form, full payment is required within 7 working days from receipt of registration form.

PLEASE NOTE: Payment must be received prior to the event date. Due to limited event seats, we advise early registration. We reserve the right to refuse admission if payment is not received on time.

2. Cancellation/ Substitution:

Should you be unable to attend, a substitute is always welcome at no extra charge. Alternatively, we will offer you a refund less service charge of 10% of the fee for cancellations before January 30, 2015. Any cancellation that is received between the January 30, 2015 and the April 8, 2015 will bear 50% of the full liability. Cancellations received after April 8, 2015 will bear the full liability of the total conference fee. According to our financial policies, all the refunds will be made after the conference.

3. Copyright:

All intellectual property rights in all materials produced or distributed by GlobalSCM in connection with this event is expressly reserved and any unauthorized duplication, publication or distribution is prohibited.

HOW TO REGISTER

By Phone:

+86 21 3639 7572 Ext. 805

By Fax:

+86 21 3639 7572 Ext. 813

By Email:

sophie.tong@globalscm.net

VENUE INFORMATION

Shanghai Marriott Hotel Luwan
99 Jianbin Road, Huangpu District
Shanghai 200023 China
Tel: 86-21-53188888



Sponsorship and Exhibition A limited number of sponsorship and exhibition opportunities are available at this event. For further information please call **+86 21 3639 7572**

Team Discounts Available.



+86 21 3639 7572