

Supply Chain **Asia** Forum 2008

8-10 July 2008 | Grand Copthorne Waterfront Hotel | Singapore

Collaborating for Success!



Participation Fees :
SGD795.00 (early bird/past delegates)
SGD995.00 (normal)



Contact Details :

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CONNECT COMMUNICATE COLLABORATE

The Forum

Supply Chain Asia Forum 2008

Collaborating for Success

Singapore | 8-10 July, 2008

Grand Copthorne Waterfront Hotel

Connect. Communicate. Collaborate.



SUPPLY CHAIN ASIA FORUM

This is the fourth instalment of our highly engaging event that seeks to bridge the gap between professionals from various parts of the industry and region. Supply Chain Asia Forum is a neutral platform created to provide a conducive environment for industry professionals in the community to Connect, Communicate and Collaborate with each other.

Supply Chain Asia Forum 2008 aims to bring the Forum to the next higher level of networking and sharing - essentially turning the platform into one that supports business and corporate developments in Asia today!

PROGRAM @ A GLANCE

8th July 2008 (Tuesday)

07.00 – 14.00	Golf
13.00 – 18.30	Site Visits (local logistics and manufacturing sites)
16.30 – 18.30	Executive Committee & Council Meeting
17.45 – 21.00	Registration Opens
18.30 – 20.30	Speakers & Committee Networking Dinner

9th July 2008 (Wednesday)

09.00 – 10.30	Session 1 – Supply Chain in Asia: Beyond India & China
11.00 – 12.30	Session 2 – Consolidation and Growth: Niche versus Size
12.30 – 14.00	NETWORKING LUNCHEON (Hosted by - ?)
14.00 – 15.30	Session 3 – Meeting Customers Needs: Beyond Infrastructure & IT
16.00 – 17.30	Session 4 – Next Generation Supply Chain Leaders: Poach or Groom
18.30 – 21.00	SUPPLY CHAIN ASIA INDUSTRY COCKTAIL NIGHT (Hosted by - ?)

10th July 2008 (Thursday)

09.00 – 15.30	YOUNG PROFESSIONALS FORUM (Venue – Galleria Hall)
	Networking Pavilions (Venue – Main Convention Hall)
	Break Out Tracks (Venue - Various function rooms)
12.00 – 13.30	NETWORKING LUNCHEON (Hosted by - ?)
16.00 – 16.30	FINAL CLOSING

Program

Main Event - (9th July 2008)

- | | |
|-------------|--|
| 0900 – 1030 | <p>Supply Chain in Asia: Beyond India & China
Moderator : Associate Professor Hum Sin Hoon
Panelists : Mr Paul Bradley, Mr Michael Profitt, Mr Mark Wettasinghe, Mr Richard Loretto, Mr Onno Boots, Mr Turloch Mooney</p> <p>Japan used to be the only country in Asia that boasts a first world economy with strong domestic consumption supplemented by the 4 Asian tigers of Singapore, Hong Kong, Taiwan and Korea. India and China made their marks in their last decade and today dominate the economic scene – not just in Asia but the entire global arena. Today, in the name of economic growth, many countries in Asia are becoming pro-business and this means the opening up of their economies as well as attracting in-flows of the ever growing Foreign Direct Investment (FDI). How can we expect Supply Chain in Asia to develop over the next few years, taking into consideration that the market is no longer just Japan, China or India? Will we witness the creation of new supply chain propositions in response to the growth of the entire Asian economies rather than just China and India alone?</p> |
| 1100 - 1230 | <p>Consolidation and Growth: Niche versus Size
Moderator : Mr Mark Millar, Director, Strategic Development, UPS
Panelists : Dr Robert Yap, Mr Harry Lagad, Mr Iyad Kamal, Mr Benjamin Gordon, Mr Darren Plested, Mr Robert Ware</p> <p>It was mentioned in one of the research that there is almost USD1 trillion fund available for venture capitalist and fund managers to invest in M&As. This is one reason why we are witnessing consolidation in the supply chain industry over the last few years and we can expect to see more over the next few years as the industry continues to find its way out of the fragmentation and grow towards a professional and consistent structure. It also seems that there are some companies that are fixated with size and continually push towards this direction. Seriously, does size really matter? There are some companies who believe that mid or niche market is the way to go. But without the resources and depth, can these companies succeed against those with size and almost limitless resources?</p> |
| 1400 - 1530 | <p>Meeting Customers Needs: Beyond Infrastructure & IT
Moderator : Mr Allen Fukada, Vice President, Sales & Marketing, YCH Group
Panelists : Mr Han Kian Kwang, Regional Director, Mr Lorcan Sheehan, Mr Samir Kochhar, Mr Henry Kwang, Dr John Gattorna, Mr Saj Kumar</p> <p>Investment in IT and infrastructure has never been higher than the last decade for the supply chain industry. While the global spent has been growing, Asia is rising fast as the major component of this spent. Yet, is such an investment in direct relation to what the users need and expect? What exactly are customers seeking to achieve that IT and infrastructure cannot meet? Or are we looking at the wrong places in relations to what IT and infrastructure should provide in terms of meeting the users basic needs and requirements</p> |
| 1600 - 1730 | <p>Next Generation Supply Chain Leaders: Poach or Groom
Moderator : Mr Torbjorn Karlsson, Principal Consultant, Heidrick & Struggles
Panelists : A/P Mark Goh, Director, Dr Pieter JA Nagel, Mr Durairaj Veeraiyah, Ms Justina Liow, Director, A/P Hum Sin Hoon</p> <p>This is fast becoming “old stories” for the supply chain industry in Asia. Talent shortage is one thing but the ability to groom, train and retain talent is really the major issue in ensuring that the industry maintains a certain level of standard. Even then, talent alone may not be enough to move the industry to the next level of professionalism as long as the passion and belief in this industry remains a “back-room” operation for many organizations. What’s next for the Supply Chain industry in Asia in relation to talent management and what more should be done to grow and groom enough professionals to make them as recognize at the same level as lawyers, medical doctors, accountants and engineers?</p> |
| 1830 - 2100 | <p>Supply Chain Asia Industry Cocktail Night</p> |

Special Events

Break Out Tracks (10th July 2008)

Track A - Manufacturing & SCM : Simplifying the Complicated Networks of Sourcing, Manufacturing and Distribution

Chairperson – Lorcan Sheehan, Senior Vice President, Moduslink

This track will explore challenges faced by manufacturers with production bases in Asia in the areas of materials sourcing, location of manufacturing plants and its distribution structure to support a regional and global consumer market.

Track B - Green Supply Chain : Supply Chain Challenges for the 21st Century

Chairperson – Chris Buckthorp, Vice President, Supply Chain Consulting

The world needs to go green to protect its environment and this will have significant implications to supply chain operations around the globe. How are companies going to manage the challenge of the Green Supply Chain in terms of costs and competitiveness and who will be the key driving factor in implementing Green Supply Chain.

Track C - Supply Chain IT Management : Simplifying the Benefits of Technology

Chairperson – Pari Annamalai, Chief Executive Officer, Panvisage

Technology plays a significant part in the development and implementation of innovative supply chain management today. However, technology jargons and acronyms continue to confound and confuse. What are the key benefits that technology can offer and what are the trends and developments in SCM IT will be review by the panelists in this session.

Track D - Building an Asia Transportation Network : Regulatory and Business Challenges

Chairperson – Paul Li, Founder/President, Supply Chain Asia

TNT Express has become the first mover in Asia in carving out a road network that extends from Singapore to China. The challenges in getting this network in place extend beyond business and include political and governmental. Is an Asia Road Network a realizable vision in view of the ASEAN Charter and ASEAN 2015? What can we expect from the future of road transportation network in Asia – not just the ones that TNT is doing but what needs to be done in India and China as well.

Track E - Cold Chain Supply Chain : Niche for Success

Chairperson – Chris Catto Smith, Managing Director, CoolCargo

Food distribution will remain the core challenge for many countries supply chain and the development of cold chain operations is starting to garner attention and investment. We are not just talking about cold storage operations but the entire supply chain management operations from sourcing, movement, storing, staging and final consumption. What can we expect from the development of cold chain Supply Chain in terms of business, operations and competitive challenges over the next few years? How will the current development in Cold Chain management affects the implementation of cold chain operations in companies in Asia?

Track F - Market Consolidations, Mergers and Acquisitions : Strategies for Success or Merely Exit Plans?

Chairperson – Paul Lim, Founder/President, Supply Chain Asia

Marketing consolidation in logistics companies in Asia is inevitable, given the fragmented market environment against the economic growth and opportunities. Today, big boys such as DHL, UPS, Schenker, and Kuehne+Nagel continue to make big news in the industry in terms of companies they have acquired. Others, such as TNT has divested its logistics operations and concentrated its niche operations and build on its success. Can we expect the consolidation and M&A trends to continue for many more years to come? How should local logistics companies view consolidation and M&As in the midst of heightening competition and shrinking playing fields?

Track G - Supply Chain Excellence : The Most MisQuoted Concept in SCM

Chairperson – Barry Elliott, Partner, Oliver Wight Asia Pacific

Practically every company involved in logistics and supply chain talks about SCM Excellence today. Some mentioned this in the form of managing KPIs (key performance indices) and others do this in the form of acquiring certifications such as ISO and OHSAS. What exactly constitute Supply Chain Excellence? How can companies use this concept to build product branding and enhance competitiveness in the market? Does the pursue of SCM excellence lead to cost efficiencies or will it lead to rising operating cost and infrastructure?

Track H - Training & Developments : Building and Grooming Talents

Chairperson – Justina Liow, Director, Europhia Consulting

It's an interesting phenomenon in Asia that many professionals treat classroom training as complete the moment they received their certifications or degrees. The pursue of certification does not necessary mean that one is qualified to perform a supply chain operations – unlike the medical, legal and accounting profession. What more needs to be done to enhance the training and development environment for logistics and supply chain? Who should lead such initiatives and how can we raise the recognition of our profession through training and development?

Speakers, Supporting Sponsors & Hosts

Adams, Terry (Mr), Consultant, INFOR Global Solutions
Annamalai, Pari (Mr), CEO, Planvisage
Bradley, Paul William (Mr), President, Arshhiya Technologies
Boots, Onno (Mr), Managing Director, Asia, TNT Express
Catto-Smith, Chris (Mr), Managing Director, Cool Cargo
Chew, David (Mr), Director of Logistics, Carrier UTC
Chua, Patrick (Mr), Chief Executive Officer, Autoscan Technology
Elliott, Barry (Mr), Partner, Oliver Wight Asia Pacific
Fukada, Allen (Mr), Vice President, Sales & Marketing, YCH Group
Gattorna, John (Dr), Adjunct Professor, Macquarie University
Ghatak, Kaushik (Mr), Director, SCM Applications, Oracle
Goh, Mark (A/P), Director, Industry Research, The Logistics Institute Asia Pacific
Gopal, R (Mr), Director, Transportation & Logistics, Asia Pacific, Frost & Sullivan
Gordon, Benjamin (Mr), Managing Director, BG Strategic Advisors
Han, Kian Kwang (Mr), Regional Director, DematicSEA
Heman, Raymond (Mr), Supply Chain Manager, Eastman Chemicals
Hum, Sin Hoon (A/P), Executive Dean, National University of Singapore
Karlsson, Torbjorn (Mr), Principal Consultant, Heidrick & Struggles
Kamal, Iyad (Mr), Chief Logistics Officer, ARAMEX
Kochhar, Samir (Mr), Executive Director, Regional Supply Chain, Johnson & Johnson Asia Pacific
Koh, Jin Kiat (Mr), Supply Chain Director, Reader's Digest Asia
Kumar, Saj (Mr), Vice President, Discrete Manufacturing, SAP Asia
Kwang, Henry (Mr), Director, Microsoft Asia Pacific Operations
Lagad, Harry (Mr), Director of Logistics, Asia Pacific, Nokia

Loretto, Richard (Mr), Executive Director, Strategy, AVON
Lam, Louis (Mr), VP of Operations Asia, AVNET Asia Pte Ltd
Lim, Paul (Mr), Founder/President, Supply Chain Asia
Lee, Christine (Ms), General Manager, Flextronics
Leroy, Thibaud (Mr), Supply Chain Project Manager, Essilor International
Leow, Yeow Yi (Mr), Manager, Distribution, Microsoft Asia Pacific Operations
Liow, Justina (Ms), Director, Europhia Consulting
Millar, Mark (Mr), Director, Strategic Business Development, UPS
Mooney, Turloch (Mr), Managing Director, Editorial, SC Asia Publications
Morrison, Neil, Partner, Noble International
Nagel, Pieter (Prof), Director, Institute of Logistics and Supply Chain Management, Victoria University
Plested, Darren (Mr), Vice President, DHL Exel Supply Chain
Pok, Arthur (Mr), Regional Marketing Director, NXP Semiconductors
Proffitt, Michael (Mr), Chief Executive Officer, Dubai Logistics City
Robilliard, Peter (Mr), Regional Director, Strategic Solution, APAC, Manhattan Associates
Sheehan, Lorcan (Mr), Snr Vice President, Marketing, ModusLink
Tay, Gina (Ms), Director, Business Development, Rasmussen & Simonsen International
Vaudin, Phil (Mr), Program Manager, Supply Chain Strategy, PSG, Hewlett Packard
Veeraiyah, Durairaj (Mr), Senior Manager, Asia Pacific, BASF East Asia
Ware, Robert (Mr), Director, Global Logistics, Dell Global
Wettasinghe, Mark (Mr), SVP & CIO, DHL Exel Supply Chain
Wu, Joshua (Mr), Manager, Supply Chain Solutions, INTEL Asia Pacific
Yap, Robert (Dr), Chairman & Chief Executive Officer, YCH Group
Yong, Mark (Mr), General Manager, Asia Pacific, International Assets System

**Due to personal commitments and work schedules, we cannot guarantee the presence of all speakers participating in our event. Our past records have shown that up to 75% of speakers stay throughout the entire duration of the event.*

Young Professionals Forum Bridging the Gaps between the Veterans and the Young Professionals

Supply Chain Asia is committed to building platforms that are relevant for the industry play. We adopt a different mind-set as our focus is not revenue generation - but community development.

The Young Professionals Forum is our initiative in bringing in professionals who are still new in the industry as well as graduating students who wants to network with the senior and veterans of the industry.

We hope that the creation of this new platform will provide a conducive environment in grooming and training the next generations of supply chain and logistics professionals. We also hope that this platform will be adopted by the young and new professionals in the industry as an avenue for them to gain new knowledge and find new mentors and professionals who can support their career and personal development.

Network Pavilions - Exhibit Your Services without the Frills

We decide to move away from exhibitions as we feel that the cost involve does not justify the results. However, we are also aware of the opportunities for networking and promotion of businesses. Network Pavilions are essentially round tables that are placed within the main conference hall on 20th July. Companies can book each table at a cost of SGD1,500.00 (which include a Forum Pass) to host for the entire day. As a host, companies can promote their services, distribute brochures or demonstrate a product or solution. If you are keen to sign up as HOST of the Network Pavilions, kindly contact the event organizer to book a slot. We have only 20 Pavilions for booking.

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REGISTRATION FORM

Payment must accompany your registration. Register for the FORUM by completing this form and fax it to us at the following numbers: (Singapore) +65 6415 7211.

SUPPLY CHAIN ASIA FORUM 2008
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Personal Particulars

Title: Mr/Ms/Mrs/Dr/Prof Name: _____
 Position: _____ Company: _____
 Address: _____
 Country: _____ City/State: _____ Postal Code: _____
 Phone: _____ Fax: _____ Mobile: _____ Email: _____

FEES & CHARGES	FEES	SELECT OPTION
SPEAKERS/COUNCIL MEMBERS/EXCO MEMBERS	SGD350.00	
STUDENTS ONLY (Full Forum Access)	SGD195.00	
DELEGATES (EARLY BIRD/PAST PARTICIPANTS/SUPPORTING ORGANIZATIONS)	SGD795.00	
DELEGATES (NORMAL - AFTER 30TH APRIL 2008)	SGD995.00	
YOUNG PROFESSIONALS FORUM ONLY (Students)	SGD95.00	
YOUNG PROFESSIONALS FORUM ONLY (Working Adults)	SGD195	
Golf @ Raffles Golf and Country Club	SGD250.00	
TOTAL FEES PAYABLE		

Methods of Payment:

Payment can be made by:

1. Check or Bank Draft. This must be made payable to "SC Asia Associates Pte Ltd" and made in SINGAPORE DOLLARS

2. Telegraphic transfer. To be made in Singapore

Dollars to the following account:

A/C Number : 074-900934-9
 Payee: SC Asia Associates Pte Ltd
 Bank: DBS Bank Ltd Singapore
 Branch: Suntec City
 Swiftcode: DBSSSGSG

3. Credit Card

Card Type: Visa/Master/Amex

Name _____

Card Number _____

Expiry Date _____ Security Code _____

Signature _____

Cancellations Policy

Cancellations will be accepted up to 30 days prior to the FORUM with your full payment refunded, less 10% administrative fees. If a booking is cancelled within 30 days of the FORUM, we will accept a substitute member or provide 50% refund. If a booking is cancelled within 7 days of the FORUM, we will also accept a substitute member, but if no substitute member is nominated, the full fees will be forfeited.