

Value Analysis and Value Engineering Workshop

Shanghai, China
19th&20th April 2012

This two-day training course will grant you 14 PDUs.

Workshop Introduction

One of the key project drivers in profit base organization is the need to constantly drive product cost down in order to maintain or improve product margins. This course is well suited for those who wish to improve their processes of identifying cost reduction opportunities and deliver them to the bottom line of their company. You will learn everything needed to immediately start working and managing cost reduction projects. Opportunity identification techniques such as cost per functionality, benchmarking, establishing cost rules of calculation to challenge your suppliers, identifying process cost drivers from ABC analysis and highlights design cost reduction opportunity from VA / VE will be cover.

Get short to mid-term Product Cost reduction between 10 to 40% following this seminar. Companies who are applying these techniques are benefiting of a great competitive advantage in the market. If price erosion in your market is very steep, you need that seminar to keep up with the pace!

If you want to use a systematic approach to provide good customer value while maintaining a competitive cost advantage, this seminar is for you. You will learn from the expert the following...

- Value-analysis/Value Engineering overview
- Locked-in versus recurrent cost
- Customer / Consumer Value Analysis
- Product design influence
- Value Engineering
- Cost Per functionality method
- Cost driver Analysis method
- Supplier cost reduction Workshop method
- Cost Rules of Calculation to challenge suppliers quote method
- ABC costing and Overhead
- Driving Cost reduction Projects
- Multiple case studies to apply what has been learned!



You will listen to experts, review real case studies performed by the expert trainer and look at tools that can help facilitate efficient cost reduction while achieving a high level of user functions. As a result, you will leave this seminar knowing what actions you need to achieve a 10-40 cost reduction based on what you have learned. You will get a complete walk through of the process, see how the experts achieved over 2/3 cost reduction as well as giving customer extra value.

Course Facilitator

Francis Hung, MBA, P. Eng, PMP, PRINCE2, MSP, ITIL, EIPM is a bilingual professional specializing in portfolio, project and program management and purchasing management. For the past 30 years he has worked with large companies in project and event managements from the US, Canada and Asia. In particular, his work in the adaptation of project management processes and his creation of an event management body of knowledge supply the strong skeletal structure. Thanks to his years of experience with Nortel, he brings practical information, an insider's view of the corporate world, and many live stories (both from his own experience and from her co-workers, vendors, and friends in the corporate community) to match the theory to reality. Francis was a Nortel program manager directing multiple projects simultaneously following the Nortel corporate project management process, which he now applies to his own independent project management business.

Course Agenda

Day 1 – a.m.

- Introduction and Value Engineering motivations
- Value and Quality concept
- Reasons for unnecessary cost
- Define Quality and value
- Information Gathering and scope defining. *Workshop*

Day 1 – p.m.

- Function Analysis
- Workshop (Function Analysis)
- FAST Diagramming
- Workshop (FAST)



Day 2 – a.m.

- Creativity, innovation and speculation
- Road block to Creative & Positive thinking
- Brainstorming, Workshop (Idea Generation)
- Selection Criteria & Idea evaluation. *Workshop*

Day 2 – p.m.

- Weighted Evaluation Matrix
- Workshop (WEM)
- Development Phase
- Workshop (Development Phase)
- Total Cost concept, Life Cycle Costing (LCC). *Workshop*
- Wrap up and action plan



Why this course from us is the best in the Market?

Developed and delivered by active experienced design and manufacturing managers dealing everyday with cost-function challenges in China and the rest of Asia. The training is focusing on preparing the participants to be effective in a real product challenges right now... Because we are dealing people every day and we rely on people to get things done! We will use role play with actual case for workshop so no pie in the sky discussion!

About Martin Linking

Martin Linking Business Consulting plans to produce more than 80 trainings and conferences and works with senior executives from the majority of the world's top 1000 companies to improve their business strategy and match their learning and training needs in one year. And we continue to grow.

We also invite the leading business practitioners, industry decision makers and innovators to share insights, best business practice, and new technology at our forums. **We are dedicated to give attendees cutting edge information they can use immediately.** We constantly research and listen to all industry sectors to ensure that the business intelligence we provide is timely and cutting-edge.

In-House Training Solutions

If you have a number of delegates with similar training needs, then you may wish to consider having an In-House Training solution delivered locally on-site. Course can be tailored to specific requirements. Please contact **Whitney Shen** on **+86 28 8532 7678** or email **whitney.shen@martinlinking.net** to discuss further possibilities.

Who Should Attend

- Project Managers
- Engineering Managers
- Manufacturing Engineers
- Product Engineers
- Finance Manager
- Cost Accounting Manager
- Purchasing Managers
- Design Engineers & Managers
- Supply chain managers
- Functional Directors (Operation, purchasing, R&D , Engineering, manufacturing, Supply Chain)

Some Customers

- Nortel Networks
- Murata Erie Aerospace
- Alessa air conditioning
- Bell-Northern Research
- Motorola

Pre-Course Questionnaire

In order to tailor this course precisely to your needs, the course leaders would value information on your knowledge, experience and requirements.

Your International Facilitator:

Francis Hung, Managing Director – Apollo Consulting Group

China Experience

Beijing Olympics

► Support and enhance the Program Management Office to deliver projects in 3 areas: TV Broadcasting, International Sponsorship & Ticketing

Shanghai F1 Championship

► Set up a Program Management Office to manage the deployment of F1 properties in TV broadcasting and magazine publishing

Guangdong Nortel

► Set up a Program Management Office in the JV Guangdong Nortel in China for cost reductions projects

BUPT Nortel R&D Center

► Start up the first Nortel R&D Center in China for Wireless network development programs

Shanghai Expo

► Develop the Event Management training program for the Expo project team

Sector & Industry Experience:

Manufacturing, Telecom, Information Technology, Finance, Call Center operation

Major Projects

Shanghai 168 Internet Call Center, SYWG security B-share trading system, Nortel digital cross connect program manager, NASA space shuttle EMI component reliability program, Greatwall CDMA service and billing system

Testimonials

“One of the best course I ever received, Francis is absolutely a trainer’s trainer.” Helen Liu, VP & Associate, Adfaith Management Consultant, Beijing, China.

“Francis is an experienced and well organized trainer with good understanding of the subject. His unique Project Management tool that is so useful and covers all important aspects of project management.” – Oonagh Chan, Head of Broadcast Division, Hong Kong Jockey Club.

About your facilitator

Francis Hung, MBA, P. Eng, PMP, PRINCE2, MSP, ITIL, EIPM
Managing Director – Apollo Consulting Group

Francis Hung is a Canadian Chinese fully bilingual in English and Chinese professional specializing in project management and procurement management. A certified trainer for the Project Management Institute and the European Institute of Procurement Management (EIPM) programs. He is strong in PMI project management framework and the Prince2 project management methodology training and implementation. He is also a PhD candidate in strategic program management. Francis has years of experience in project management and business development training, has a solid background and extensive work done in business planning, cost management and the implementation of project management office (PMO) for large corporations.

Manufacturing:

- Chemical Process Engineering in developing a manufacturing line for military electronic ceramic production, using statistical quality control technique.
- Electronic Assembly Engineering: in production of military power supply modules meeting extreme environmental requirements at Murata Erie.
- Circuit pack manufacturing support for Nortel high volume telephone line circuit pack production. Achieving high yield and production capacity (7 million units/year) objectives.
- Project manager on a joint program with Motorola in manufacturing a high volume solid-state over voltage silicon chip module at 300K units per week.

Telecom:

- Silicon chip designer for Nortel first digital telephone system.
- Program manager for Nortel's data cross connect system.
- First internet enabled call center for Shanghai 168 call center.
- China Mobile network management system.
- Program manager for China Greatwall CDMA mobile network billing and roaming control (HLR) system.

Finance:

- Project director for China largest B-share security trading system.

Standards:

- US Military-standard 202 and 28861 implementation for EMI program
- North America Bell Telephone system spec on LSSGR standard development
- ISO-9001 certification for first R&D lab in China.

Leadership:

- Started the first Nortel R&D center in Beijing in 2004.
- Senior VP of Hong Kong Systek Information Technology (a listed company).
- President of Canadian Ceramic Society.

价值分析和价值工程培训

中国上海

2012年4月19-20日

参加这次 2 天的培训课程将使您获得 14 个 PDU 积分。

培训介绍

在一个以盈利为基础的组织内，一个关键的项目驱动因素是需要不断降低产品的成本以便维持或提高产品的利润。本课程非常适合那些想要改善流程，识别降低成本的机会，从而提高公司的利润的人士。您将学到一切需要的知识和技能以立刻开始进行和管理成本降低的项目。每项功能所需成本的机会识别技术，标杆管理，建立成本计算规则来挑战您的供应商，通过ABC分析法确定成本动因，并重点讲解到通过VA/VE设计降低成本的机会。

根据这次培训的做法可以在短到中期内使得产品成本降低 10%到 40%。应用这些技术的公司将在市场上中获得巨大的竞争优势。如果在您的市场上价格侵蚀利润非常明显，您就需要这次培训来跟上步伐！

如果您想使用一个系统性的方法提供良好的客户价值，同时保持有竞争力的成本优势，这个课程就是为您准备的。您将从专家哪里学到以下内容：

- 价值分析和价值工程总览
- 固定和经常性费用
- 客户/客户价值分析
- 产品设计的影响
- 价值工程
- 每项功能的成本方法
- 成本动因分析方法
- 降低供应商成本的方法
- 成本的计算规则挑战供应商报价的方法
- 成本和开销的 ABC 分析法
- 驱动成本削减项目
- 多个案例研究，应用所学！



您会听到专家的讲解，由专家进行的实际案例研究，并学习许多可以帮助高效促进成本降低同时实现高水平用户功能的工具。本次培训结束后，您将能根据您所学到的内容，知道需要什么样的行动来实现降低 10-40%的成本。您将走完全部的流程，看看专家是如何实现超过 2/3 的成本降低，同时给顾客额外的价值。

培训师

Francis Hung (MBA, P. Eng, PMP, PRINCE2, MSP, ITIL, EIPM) 是一位能讲流利中文和英文双语的专家。他专于组合管理、项目管理、计划管理和采购管理。在过去的 30 年里，他参与了来自美国、加拿大和亚洲的大型企业的项目及活动管理。尤其是他在改编项目管理过程和创造活动管理知识方面的工作提供了一个强大的架构。归因于他在北电、Systemk 和北美航空业多年的工作经验，他带来了实用的信息，局内人的企业观，许多生动的故事（包括来自他自己的经验和他的同事、供应商和企业圈的朋友）以匹配理论和实际。Francis 曾是北电的项目经理和 Systemk 的高级副总裁，他运用北电公司的项目管理过程同时指导多个项目。他现在把这些用于他自己的独立的项目管理业务中。

培训日程

第一天 – 上午

- 培训介绍和价值工程的动机
- 价值和质量的概念
- 不必要成本的原因
- 定义质量和价值
- 信息收集和范围界定。专题讨论

第一天 – 下午

- 功能分析
- 专题讨论（功能分析）
- FAST 图表
- 专题讨论（FAST）



第二天 – 上午

- 创造力，创新和推测
- 创意和积极思考的障碍
- 头脑风暴，专题讨论（主意的产生）
- 选择标准与对主意的评价。专题讨论

第二天 – 下午

- 加权评价矩阵（WEM）
- 专题讨论（WEM）
- 发展阶段
- 专题讨论（发展阶段）
- 总成本的概念，生命周期成本（LCC），专题讨论
- 总结与行动计划



为什么这个培训是市场上最好的？

由经验人士和在中国和亚洲其他地区每天处理成本-功能挑战的制造经理积极开发和提供，这次培训重点让参会者能有效对付真正的挑战。因为我们每天都与人打交道，我们要靠人把事情做好！我们将在培训中使用角色扮演和实际案例，所以没有那种不切实际的空谈！

中国上海

2012 年 4 月 19-20 日



关于马汀令可

马汀令可商务咨询计划每年组织超过 80 场的培训和会议，与全球 1000 强公司的高层经理一起提高他们的商务战略，满足他们的学习和培训需求。并且我们在不断成长。

我们邀请领先企业的管理者、决策者和创新者在我们的活动中分享他们的思想观念、最佳商业实践和新技术。我们致力于为我们的客户提供即刻可用的前沿信息。我们不断地研究和聆听所有行业的声音来保证我们提供商业信息是及时和前沿的。

内训方案

如果贵公司有许多人有类似的培训需要，那么你不妨考虑内部培训的解决方案。培训将在贵公司现场举行。并且培训可以根据您具体的要求来进行。

请联系 **Whitney Shen** 来讨论合作的可能：

电话：+86 28 8532 7678

电邮：whitney.shen@martinlinking.net

谁应参加

- 项目经理
- 工程经理
- 制造工程师
- 产品工程师
- 财务经理
- 成本会计经理
- 采购经理
- 设计工程师和经理
- 供应链经理
- 总监（运营，采购，研发，工程，制造，供应链）

部分客户

- Nortel Networks
- Murata Erie Aerospace
- Alessa air conditioning
- Bell-Northern Research
- Motorola

预先课程问卷

为了使这一课程真正适合您的需求，培训师将会评估你现有的知识，经验和需求。

您的国际培训师:

Francis Hung, 董事总经理 – Apollo Consulting Group

中国经验

北京奥运会

▶支持和加强北京奥运会项目管理办公室在3个领域成功交付项目: 电视播放, 国际赞助及门票

上海F1大奖赛

▶建立一个项目管理办公室来管理F1的相关内容
在电视播放和杂志出版的部署

广东北电

▶在广东北电建立一个项目管理办公室来进行成本削减项目

北京邮电大学北电研发中心

▶在中国开始第一个北电无线网络开发研发中心

上海世博会

▶为世博会项目团队进行项目管理培训

部门和行业经验

制造, 电信, 信息技术, 金融, 呼叫中心运营

主要项目

上海 168 互联网呼叫中心, 申银万国证券 B 股交易系统, 北电网络数字交叉连接项目经理, 美国宇航局航天飞机项目的 EMI 元件的可靠性项目, 长城 CDMA 服务和计费系统

推荐

“这是我受到的最好培训之一, Francis 绝对是一个培训师的培训师。” -Helen Liu, VP & Associate, 正略钧策, 北京, 中国。

“Francis 是能非常好地理解这个主题的一位经验丰富和条理分明的培训师。他独特的项目管理工具非常有效, 并涵盖了所有项目管理的要点。” - Oonagh Chan, Head of Broadcast Division, 香港赛马会。

关于培训师

Francis Hung, MBA, P. Eng, PMP, PRINCE2, MSP, ITIL, EIPM

董事总经理 – Apollo Consulting Group

Francis Hung 是一位加拿大籍中国人, 能讲流利中文和英文双语。他专于项目管理和采购管理。他是美国项目管理学会和欧洲采购管理学会 (EIPM) 的认证培训师。他强于 PMI 项目管理框架和 Prince2 项目管理方法的培训和实施。他还是战略项目管理的博士候选人。Francis 在项目管理和商务发展的培训上有多年经验, 在业务规划, 成本管理和在大型企业实施项目管理办公室 (PMO) 上的具有坚实的背景和丰富的工作经验。

制造业:

-运用统计质量控制技术, 用“化工过程工程”开发军事电子陶瓷的生产的一条生产线。

-电子组装工程: Murata Erie 零部件在生产军事电源模块对极端环境的要求。

-北电大容量电话线电路板的生产的电路板制造支持。实现高产量和生产能力 (7 万/年) 的目标。

-作为与摩托罗拉公司的生产大容量固态过电压硅芯片模块 (30 万件每周) 的合作项目的项目经理。

电信:

-作为北电第一代数字电话系统的硅芯片设计师。

-北电的数据交叉连接系统的项目经理。

-上海 168 呼叫中心的第一代应用互联网的呼叫中心。

-中国移动的网络管理系统。

-中国长城 CDMA 移动网络计费和漫游控制 (HLR) 系统的项目经理。

金融:

-中国最大的 B 股证券交易系的项目负责人。

标准:

-美国军方 202 和 28861 标准在 EMI 项目中的实行。

-在 LSSGR (LATA 交换系统一般要求) 标准发展中的北美贝尔电话系统的规格。

-中国第一个研发实验室的 ISO-9001 认证。

领导力:

-于 2004 年在北京启动第一个北电的研发中心。

-香港 Systemtek 资讯科技 (上市公司) 的高级副总裁。

-加拿大陶瓷学会主席。

Value Analysis and Value Engineering Workshop

SH20120419-Sales Contract-Please Complete in Capital Letters and Black Ink

Sales Contract

Please complete this form immediately and fax back to

Whitney Shen

Fax No: +86 28 8532 6768

Fee Per Delegate

Two Day Training Fee RMB 8850 per person

All the registered delegates are entitled for a set of documentation free of charge

DOCUMENTATION RMB 2000

If you are unable to attend the conference/training but wish to receive copies of the conference/training documentation, please complete the sales contract, tick this box and return the contract with payment details.

Full Payment is required within 5 working days

Name: _____

Position: _____

Email: _____

Name: _____

Position: _____

Email: _____

Name: _____

Position: _____

Email: _____

Organisation: _____

Address: _____

Town: _____ State: _____ Postcode: _____

Tel: _____ Fax: _____

Nature of Business: _____

Company Size: 1-99 100-249 250-499

500-999 1000+

Authorization

(Signatory must be authorized to sign on behalf of contracting organization.)

Name: _____

Position: _____

Signature: _____ Date: _____

This booking is invalid without a signature.



Register Now

Contact: Whitney Shen

Tel: +86 28 8532 7678

Fax: +86 28 8532 6768

Email: whitney.shen@martinlinking.net

Business Opportunities

An exhibition space is available at the conference. Sponsorship opportunities covering lunch, evening receptions and advertising in documentation packs are also available. Please contact Ms. Whitney Shen at +86 28 8532 7678.

Payment Method

Our payment terms are 5 working days on receipt of invoice and full payments can be made by bank transfer.

开户名: 成都马汀令可商务咨询有限公司

开户行: 中国工商银行成都市暑袜南街支行

账号: **4402928009022523952**

CONFIRMATION DETAILS: After receiving payment, a receipt will be issued. If you do not receive a letter outlining the conference details two weeks prior to the event, please contact the Conference Coordinator at Martin Linking.

Terms & Conditions:

1. Fees are inclusive of program materials and refreshments.
2. Payment Terms - Following completion and return of the registration form, full payment is required within five (5) working days upon the issuance of invoice. Payment must be received prior to the conference/training date. A receipt will be issued on payment. Due to limited conference/training seats, we advise early registration to avoid disappointment. We reserve the right to refuse admission if payment is not received on time.
3. Client's Cancellation/substitution - Provided the total fee has been paid, client's cancellation must be received in writing by MAIL or FAX four (4) weeks prior to the event in order to obtain an 85% credit to attend for any future **Martin Linking** Events. Under such circumstances, **Martin Linking** will retain the other 15% service fee to cover expenses for prior cost that has already been incurred upon the acceptance of registration. All bookings carry a 50% cancellation liability immediately after a signed sales contract has been received by **Martin Linking**.
4. If, for any unexpected circumstances or reasons that **Martin Linking** decides to postpone this event, the client hereby indemnifies and holds **Martin Linking** harmless from any cost incurred in by the client. The event fee will not be refunded, but can be credited to future **Martin Linking**' s events. **Martin Linking** reserves the right to change the content without notice.
5. Copyright etc. - All Intellectual Property rights in all materials produced or distributed BY **Martin Linking** in connection with this event is expressly reserved and any unauthorized duplication, publication or distribution is strictly prohibited.
6. Important note: In the event that **Martin Linking** permanently cancels the event for any reason whatsoever, (Including, but not limited to any force majeure occurrence) and provided that the event is not postponed to a later date nor is merged with another event, the client shall receive a refund for the amount that the Client has paid to such permanently cancelled event.