

Integrated Financial Management in Supply Chain 2010

A two-day workshop to lead key supply chain and financial decision makers in analyzing and implementing models and processes to improve operational efficiency and profit strengthening strategies.

Shanghai, China
January 14-15, 2010



Your International Facilitator:

Bradley A Feuling, CEO, Kong and Allan

Mr. Feuling's experience encompasses supply chain operations in Asia and the US, including strategic sourcing in China and consumer product distribution planning. He brings a rich expertise in business development for early stage ventures and was mentored by best-selling author Jim Collins (Built to Last and Good to Great). Mr. Feuling has written or been cited in over 25 articles including "The Rise of Global Manufacturing Competition" and "Chinese Currency Exchange Impacts the Supply Chain", for publications and websites such as IndustryWeek and MSN.com. He has presented for the Strategic Procurement and Global Sourcing Conference in Malaysia and at the Chinese Ministry of Agriculture: 4th Annual Agriculture Trade Fair. He was also featured on CCTV International's Up Close.

About Bradley A Feuling

Specialization:

- Supply chain efficiency strategies
- Global expansion and new venture development
- Procurement and supplier management

Sector and Industry Experience:

Manufacturing, consumer products distribution, retail operations, global logistics and network development, furniture and wood products

Conference Appearances and Publications:

- Chinese Ministry of Agriculture 4th Annual Agriculture Trade Fair 2006, Beijing, China
- Strategic Procurement and Global Sourcing Conference 2008, Kuala Lumpur, Malaysia
- Keynote Speaker, CSCMP Leadership Conference 2009, Chongqing, China
- Viewpoint – China's Evolving Supply Chain, *IndustryWeek*, 2007
- The Rise of Global Manufacturing Competition, *Supply Chain Europe*, 2008
- China Supply Chain Development, *China Business Review*, 2008

Course Description:

Participants will be exposed to a number of modern supply chain and financial management processes and models, which improve material, information and financial flows. Topics to be discussed include inventory management, supply chain coordination and capacity, and modern efficient logistics management models. Each area will include the collaboration and integration of supply chain and financial functions. Attendees will leave with a stronger knowledge of how to analyze and apply each of these frameworks to maximize profit generation.

What the Seminar Will Help You Achieve:

- Understand the core concepts behind supply chain and financial management
- Conceptualize the important factors in supply chain and financial management
- Learn how to evaluate the company's current supply chain and financial management
- Become familiar with and learn how to use supply chain and financial management analytical tools
- Work with supply chain and financial management models to improve existing operational challenges
- Analyze case studies applicable to current trends in supply chain and financial management

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 6552 1255** or email whitney.shen@martinlinking.net to discuss further possibilities.

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.

0830 Registration and morning coffee

0900 Workshop Introduction

0920 Session One

Overview of Supply Chain Management

1020 Session Two

Overview of Supply Chain and Financial Management

- Explain the foundations of:
 - What is supply chain and financial management?
 - How are supply chain and financial management connected?
 - Why is supply chain and financial management important?
- Explain the advantages of integrating supply chain and financial management
- Explain the impacts of poor supply chain and financial management

1050 Morning Refreshment and Networking Break

1110 Session Three

Overview of Supply Chain and Financial Management

1200 Session Four

Exercise on Supply Chain and Financial Management

1245 Networking Luncheon

1345 Session Five

Introduce 4Cs of Supply Chain Tool

- Introduce Supply Chain Design
 - Systematic material, information and financial flows
- Introduce Supply Chain Coordination
 - Strengthen profit generation between contributors
- Introduce Supply Chain Capacity
 - Throughput analysis and resource utilization
- Introduce Supply Chain Competition
 - Metrics to monitor, manage and improve operations

1500 Afternoon Refreshment and Networking Break

1520 Session Six

4Cs Analysis including Financial Management

- What is supply chain coordination?
- How can improvements be made in upstream (suppliers) and downstream (customers) coordination to strengthen financial positioning?
- How does supply chain coordination influence costs, financial flows and time?
- What is supply chain capacity?
- Why capacity is important?
- How do we identify and analyze capacity bottlenecks?
 - Manufacturing bottleneck
 - Financial flow bottleneck

1600 Session Seven

4Cs Analysis: Inventory Management

1645 Session Eight

Case Study of Inventory Management including Financial Management Analysis

1730 Conclusion Day One

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.

Case Studies from the Following Industries

- Automotive
- Retail
- Consumer products
- Pharmaceutical
- Apparel
- Construction
- Chemical

Who Should Attend?

Senior supply chain and finance professionals, Senior procurement professionals, Senior logistics professionals

Friday 15th January 2010



- 0830 Registration and morning coffee
- 0900 Review Workshop Goals and Objectives
- 0915 **Session One**
4Cs Analysis: Upstream Operations and Financial Management
 - Financial flows impact production
 - Raw material and work-in-process inventory purchasing
 - Cycle and lead time for raw and work-in-process inventory
 - Material handling for raw and work-in-process inventory
 - Mapping flows enables us to understand where current production challenges occur or may occur
 - Defining not only operational placement but measurements and targets are critical to improve production throughput
- 1000 **Session Two**
Case Study of Upstream Operations and Financial Management
- 1050 **Morning Refreshment and Networking Break**
- 1110 **Session Three**
4Cs Analysis: Downstream Operations and Financial Management
- 1155 **Session Four**
Case Study of Downstream Operations and Financial Management
- 1245 **Networking Luncheon**
- 1345 **Session Five**
Introduce Model: Warehouse vs. Distribution Center
- 1430 **Session Six**
Introduce Model: Financial Process Reorganization
 - Global automotive manufacturer with annual revenues of \$160 billion USD
 - Primary bottleneck constraint process identified in the financial department verification
 - Increase on-time payment rate to suppliers by 40%
 - Increased financial data accuracy in process quality with lower human input

- 1500 **Afternoon Refreshment and Networking Break**
- 1520 **Session Seven**
Introduce Model: Wholesale Discount Model including Exchange Risk
 - Low level of coordination between supplier and buyer lead to higher than necessary supply chain costs
 - Reduce demand variability by improving forecasting and coordination with customer
 - Case study showing reduction of total supply chain inventory value by ¥35 million RMB
- 1600 **Session Eight**
Case Study of Supply Chain and Financial Management
- 1645 **Session Nine**
Current Trends in Supply Chain and Financial Management
- 1730 **Workshop Summary & Closure**

Why is supply chain and financial management knowledge critical?

Many still view supply chain as a manufacturing term, but in reality the supply chain also importantly involves financial flows. Without taking into account the important integration of supply chain and financial management, profits can quickly erode by the increasing cost of material inputs, finished product and inefficiencies.

How can profit margins be protected by reducing unnecessary costs in upstream and downstream operations? An important, but often overlooked area, involves the strategic integration and material, financial and information flows, the three primary flows of supply chain management.

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 6552 1255** or email **whitney.shen@martinlinking.net** to discuss further possibilities.

整合供应链财务管理 2010

这是一个为期两天的培训。旨在指引供应链和财务的关键决策者分析和实施提高运营效率和利润增加战略的模式和流程。

中国上海
2010年1月14-15日

您的国际培训师:

Bradley A Feuling, CEO, Kong and Allan



Feuling 先生的经验涵盖在亚洲和美国的供应链运营，包括在中国的战略采购和消费品分销规划。他为处在早期发展阶段的企业的业务发展上带来了丰富的专业知识，并师从于最畅销书作者 Jim Collins（著有“Built to Last and Good to Great”）。Feuling 先生在 IndustryWeek 和 MSN.com 等出版物和网站上著有（或被引用）超过 25 篇文章，包括“全球制造业竞争的崛起”和“中国外汇兑换对供应链的影响”。他出席了在马来西亚的战略采购和全球采购会议和中国农业部的第四届农业博览会并做了专题演讲。他曾接受中央电视台国际频道的 Up Close 节目的专访。

关于 **Bradley A Feuling**
专长于:

- 供应链效率战略
- 全球扩张和新企业发展
- 采购和供应商管理

拥有的部门和行业经验:

制造，消费品分销，零售业务，全球物流和网络发展，家具和木制品

出席过的会议和出版物:

- 中国农业部第四届农业博览会，2006年，中国北京
- 战略采购和全球采购会议，2008年，马来西亚吉隆坡
- 主旨发言，CSCMP 领导人会议，2009年，中国重庆
- 观点-中国不断进化的供应链，IndustryWeek，2007
- 全球制造业竞争的崛起，Supply Chain Europe，2008
- 中国供应链发展，中国商业评论，2008

课程简介:

与会者将了解到许多现代供应链和财务管理的流程和模式，这些流程和模式将有效地提高材料，信息和资金流动。讨论涉及的主题包括库存管理，供应链的协调和能力和现代高效物流管理模式。每个领域将包括协作和整合的供应链和财务职能。与会者将得到如何分析和应用这些利润最大化框架的更强有力的知识。

这次培训将在以下方面给您帮助:

- 理解供应链和财务管理背后的核心概念
- 对供应链和财务管理中的重要因素形成概念
- 学习如何评估公司目前供应链和财务管理的现状
- 熟悉和了解如何使用供应链和财务管理的分析工具
- 应用供应链和财务管理模式以改善现有的业务面临的挑战
- 适应于供应链和财务管理发展趋势的案例研究分析

内训方案

如果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实施进行。

请联系 **Whitney Shen** 来讨论合作的可能:

电话: **+86 28 6552 1255**

电邮: **whitney.shen@martinlinking.net**

0830 签到及早茶

0900 培训介绍

0920 第一节
供应链管理综述

1020 第二节
供应链和财务管理综述

- 解释以下方面的基础知识：
 - 什么是供应链和财务管理？
 - 供应链和财务管理是如何相关的？
 - 为什么供应链和财务管理是重要的？
- 解释整合供应链和财务管理的优势
- 解释糟糕的供应链和财务管理的影响

1050 上午茶歇和人际交流

1110 第三节
供应链和财务管理综述

1200 第四节
供应链和财务管理练习

1245 午餐及人际交流

1345 第五节
介绍 4C 和供应链的工具

- 介绍供应链的设计
 - 材料，信息和资金流的系统化
- 介绍供应链的协调
 - 在利润贡献者之间增强利润产生能力
- 介绍供应链的能力
 - 吞吐量分析和资源利用
- 介绍供应链竞争
 - 监测，管理和改进业务的度量

1500 下午茶歇及人际交流

1520 第六节

包含财务管理的 4C 分析

- 什么是供应链协调？
- 如何改进上游（供应商）和下游（客户）的协调，以增强财务定位？
- 供应链协调是如何影响成本，资金流动和时间的？
- 什么是供应链能力？
- 为什么供应链能力是重要的？
- 我们如何识别和分析供应链能力的瓶颈？
 - 制造的瓶颈
 - 资金流的瓶颈

1600 第七节

4C 分析：库存管理

1645 第八节

案例研究：包含财务管理分析的库存管理

1730 第一天总结

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。

谁应参加？

高级供应链专业人员，高级财务专业人员，高级采购专业人员，高级物流专业人员

包括以下行业的案例：

- 汽车
- 零售
- 消费品
- 医药
- 服装
- 建筑
- 化学

0830 签到及早茶

0900 培训目标回顾

0915 第一节

4C 分析: 上游运营和财务管理

- 财务流影响产出
 - 原料和在制品的库存采购
 - 原材料和在制品库存的周期和前置期
 - 原材料和在制品库存的物资处理
- 使流动图例化能让我们能够了解目前或可能发生的生产挑战
- 除了定义业务布局外还要定义度量方法和目标对改善生产吞吐量是极其重要的

1000 第二节

案例分析: 上游运营和财务管理

1050 上午茶歇和人际交流

1110 第三节

4C 分析: 下游运营和财务管理

1155 第四节

案例分析: 下游运营和财务管理

1245 午餐和人际交流

1345 第五节

模式介绍: 仓库与配送中心

1430 第六节

模式介绍: 财务流程重组

- 年收入 1600 亿美元全球汽车制造商
- 财政部门核查确定主要制约瓶颈的流程
- 对供应商增加 40 % 的按时支付率
- 以较低的人力投入增加财务数据在过程质量中的准确性

1500 下午茶歇及人际交流

1520 第七节

模式介绍: 包括外汇汇率风险的批发贴现模式

- 供应商和买方之间的低水平协调会增加不必要的供应链成本
- 通过改善预测和与客户的协调来减少需求的变动
- 案例研究显示减少了价值 3500 万元人民币的供应链总库存

1600 第八节

案例分析: 供应链和财务管理

1645 第九节

供应链和财务管理的当前趋势

1730 培训总结及结束

为什么供应链和财务管理的知识非常重要?

许多人仍然把供应链作为制造业术语,但实际上供应链也大量涉及到现金流。没有考虑到供应链和财务管理的重要整合,利润会很快被不断增加的材料输入,成品和低下效率所侵蚀。

怎样才能通过减少在上游和下游业务中不必要的费用以保住利润?一个重要的但往往被人们忽视了的地方是物资,资金和信息流动的战略整合,这三者是供应链管理的三个主要流。

内训方案

如果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 6552 1255

电邮: whitney.shen@martinlinking.net

Integrated Financial Management in Supply Chain 2010

SH 09023-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 6552 1233

Fee Per Delegate

Two Day Training Fee RMB 6995 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 6552 1255

Fax:+86 28 6552 1233

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 6552 1255.

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.