

Logistics Management Best Practices

A two-day workshop to assist logistics and supply chain professionals to reduce their operational costs and improve service efficiency.

Shanghai, China

16th & 17th June 2011

Your International Facilitator:

Luc Kremers

Senior Supply Chain Consultant

Co-founder of iCognitive

iCognitive is a fast-growing international consulting firm specializing in supply chain management with offices in Asia and Europe.

As the appointed authority in Asia on the Supply Chain Operations Reference model (SCOR®), iCognitive is recognized as a leading SCOR® expert by the Supply Chain Council.

iCognitive's experience in China:

- After successfully launching the first benchmark study on supply chain management using SCOR metrics in China in 2004, iCognitive has for the last 5 years organized the benchmark study annually in collaboration with Fudan University. In 2009, 955 companies from major industries have been benchmarked.
- Supported companies in optimizing their supply chain in China and South East Asia in a wide range of industries. Our clients include Thales, Coca-Cola, British American Tobacco, Bayer, Huawei, H3C, Emirates, HP...
- Provider of SCOR® workshops (qualified SCOR® instructor certified by the Supply Chain Council): more than 2000 supply chain professionals trained in more than 200 companies.

Who Should Attend:

GM, VGM, Plant Manager, Directors, head/Managers of:

- Supply Chain Management
- Logistics
- Transportation
- Operations
- Inventory Planning and warehouse management
- Sourcing and Procurement
- Demand Forecasting and material planning



Course Description:

Businesses are increasingly looking for ways to reduce costs and inventory, while improving market lead time. In addition to increasingly demanding customers, higher transportation costs, local regulations, poor infrastructure and sustainability issues put pressure on logistics departments.

Logistics strategy is then recognized as being vital to the success of many organizations. Companies need to achieve accurate and on-time delivery, transportation and warehouse optimization, inventory reduction by designing their logistics network and implementing best practices.

This training course will explore how to optimize logistics networks.

What the Seminar will help you achieve:

- ✓ How to design an efficient and sustainable logistics network design
- ✓ How to deliver on-time while keeping costs down
- ✓ How to provide a higher quality of service
- ✓ How to establish a culture of collaboration
- ✓ How to optimize inventory management
- ✓ How to achieve accurate delivery
- ✓ How to optimize transport and warehouse management
- ✓ How to reduce and control logistics costs
- ✓ How to successfully achieve logistics integration

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.

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.

Day One

Introduction to Logistics Management – 21st Century logistics

Session one - The importance of customer service

- Customer service level definitions such as availability, service reliability, the perfect order
- Perceived service quality and customer expectations

Session two - Distribution

- Distribution structures
- Channel relationships
- The impact of E-Commerce on distribution channels

Session three - Sourcing

- Purchasing, Procurement and sourcing
- Sourcing strategies
- The importance of Total Cost of Ownership (TCO)

Session four - Warehousing

- Effective Warehouse operations
- Warehouse planning

Session five - Transportation management

- Transportation economics and pricing
- Freight consolidation
- Rate negotiation
- Freight control

Session six - Inventory management

- Inventory types
- Inventory carrying cost
- Managing uncertainty
- Inventory Management policies
- Inventory best practices

Conclusion Day One

Workshop Schedule Day One & Two

0830 Registration and coffee
0900 Workshop commences
1045 Morning refreshments
1115 Workshop re-commences
1200 Luncheon
1300 Workshop commences
1500 Afternoon refreshments
1530 Workshop re-commences
1730 Workshop concludes

About Luc Kremers

Luc Kremers is a **senior supply chain consultant** and **co-founder of iCognitive**, a consulting company specialized in Supply Chain Management with offices in Singapore, Malaysia, China and France. He has **twelve years of project management and process improvement experience** in supply chain management consulting within various industries in Asia. He has worked with a wide range of clients such as Fonterra, British American Tobacco, Bayer Material Science, Nuplex, Mindef Singapore, Orchard Marine Logistics and Sembcorp Logistics in the area of supply chain reconfiguration, operational improvement, SCOR implementation, strategic benchmarking and technology deployment.

In addition to consulting, he is **responsible for the annual Supply Chain Benchmark Study service** within iCognitive, which covers the annual Studies for Southeast Asia, China and Europe.

In his previous position in **SIMTech** (Singapore Institute of manufacturing Technology, formerly Gintic) he was involved in **various supply chain operational improvement projects** for clients such as Venture Corp, Mindef Singapore, International Press Softcom and Modus Media. Prior to joining SIMTech in 1997, he worked as a Logistics Engineer for ECT, the largest container terminal in Europe.

In the past few years he has written various **SCM-articles** and presented in **numerous conferences** in Asia about Supply Chain Management. He has been a member of the Metrics Committee of the Supply Chain Council and contributed to the metrics in SCOR version 7.0 and 8.0. He received his Masters in Logistics in 1996 from Delft University in the Netherlands.

Course Format:

- Martin Linking trainings are developed based on in-depth experience, best practices and real companies' case studies.
- The trainer will use interactive case studies and group discussions to enable participants to acquire practical knowledge and capabilities for implementation.

Friday 17th June 2011

Day Two

Session one - Logistics integration

- Why integration creates value
- Logistical integration objectives: responsiveness, variance reduction, inventory reduction, life cycle support
- Enterprise integration
 - Barriers to internal integration
 - Ways to get departments work together and collaborate
 - How much integration is enough

Session two - Information systems

- Overview of Logistics Information systems
 - Enterprise Resource Planning (ERP)
 - Advanced Planning and Scheduling (APS)
 - Communication systems (internet, e-commerce, RFID, bar-coding)

Session three - Logistics network design

- Formulating logistics network strategy
 - Cost minimization, service level sensitivity analysis
- Total cost integration
 - Transportation cost economics, inventory cost economics, total cost optimization
- A methodology and techniques for the design of a logistics network

Session four - Logistics cost control

- Financial budgeting
- Cost / revenue analysis

Session five - Organization structures for Logistics management

- Logistical organization development: 4 stages
- Issues and challenges

Workshop Summary & Closure

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.

物流管理最佳实践

这是一个为期两天的培训，以协助物流与供应链专业人士降低运营成本，提高服务效率。

中国上海

2011年6月16-17日

您的国际培训师:

Luc Kremers

资深供应链专家

iCognitive联合创始人

iCognitive 是一家快速增长的专于供应链管理的国际咨询公司，在亚洲和欧洲都设有分公司。

作为供应链运作参考模型 (SCOR®) 在亚洲的授权机构，iCognitive 是供应链协会认定的领先的 SCOR® 的专家。

iCognitive 在中国的经验:

- 2004 年在中国成功启动了第一次使用 SCOR 指标对供应链管理的基准研究，iCognitive 在过去 5 年里与复旦大学合作每年都组织了供应链管理的基准研究。2009 年，对来自主要行业的 955 家企业进行了基准测试。
- 在中国和东南亚对众多行业的公司供应链的优化进行支持。我们的客户包括 Thales, 可口可乐, 英美烟草, 拜耳, 华为, H3C, Emirates, 惠普等。
- 东南亚的独家 SCOR® 培训的提供者: 对超过 200 多家企业的 2000 多位供应链专业人员进行了培训。

谁应参加:

以下部门的总经理, 副总经理, 厂长, 总监, 领导/经理:

- 供应链管理
- 物流
- 运输
- 运营
- 库存计划和仓库管理
- 采购
- 需求预测和物料计划



课程描述:

公司正越来越多地寻找方法在提高交付周期的同时来降低成本及库存。除了日益要求严格的客户, 越来越高的运输成本、地方性法规、差劲的基础设施和可持续发展问题都增加了物流部门的压力。

所以物流战略对于组织的成功是至关重要的。公司需要通过设计他们的物流网络和实施最佳实践来实现准确和及时的交货, 运输和仓储的优化及库存的降低。

本次培训将探讨如何优化物流网络。

这次培训将会在以下方面给你帮助:

- ✓ 如何设计一个高效的、可持续的物流网络
- ✓ 如何在准时交付的同时而降低成本
- ✓ 如何提供更高质量的服务
- ✓ 如何建立一个协作的文化
- ✓ 如何优化库存管理
- ✓ 如何实现精确的交付
- ✓ 如何优化运输和仓储管理
- ✓ 如何减少和控制物流成本
- ✓ 如何成功实现物流整合

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

星期四 2011 年 6 月 16 日

第一天

物流管理介绍 - 21 世纪的物流

第一节 - 客户服务的重要性

- 客户服务水平的定义，比如有效性，可靠性、完美的秩序
- 感知服务质量和用户的期望

第二节 - 配送

- 配送结构
- 渠道关系
- 电子商务对分销渠道的影响

第三节 - 采购

- 购买，采购，寻找供应商
- 采购策略
- 总成本的重要性(TCO)

第四节- 仓储

- 有效仓库运营
- 仓库规划

第五节 - 运输管理

- 运输经济学和定价
- 货物集中托运
- 费率谈判
- 货运控制

第六节 - 库存管理

- 库存类型
- 库存维持成本
- 管理不确定性
- 库存管理政策
- 库存的最佳实践

第一天总结

培训时间表 - 第一天和第二天

0830 签到及早茶
0900 培训开始
1045 上午休息
1115 培训继续
1200 午餐
1300 培训开始
1500 下午休息
1530 培训继续
1730 培训总结

关于 Luc Kremers

Luc Kremers是一位资深供应链咨询师，iCognitive的共同创始人。iCognitive是一家专于供应链管理的咨询公司，在新加坡，马来西亚，中国和法国都设有公司。他有12年在亚洲不同行业的供应链管理咨询方面的项目管理和流程改善经验。他在供应链的重构，业务改善，SCOR的实施，战略基准测评和技术部署方面合作的客户非常广泛，如恒天然，英美烟草公司，拜耳材料科学，Nuplex，Mindef Singapore，Orchard Marine Logistics与Sembcorp Logistics等。

除了咨询，他还负责 iCognitive 年度供应链基准研究服务，该服务涵盖了东南亚，中国和欧洲的年度研究。

在他以前的公司 SIMTech (Singapore Institute of Manufacturing Technology, 前 Gintic) 里，他参与了众多供应链运营改善改善项目，客户包括，Venture Corp，Mindef Singapore, International Press Softcom 和 Modus Media 等。在 1997 年加入 SIMTech 之前，他在欧洲最大的集装箱码头公司 ECT 担任物流工程师，。

在过去数年中，他发表了很多供应链管理方面的文章并在亚洲许多会议作了关于供应链管理的演讲。他是供应链管理委员会计量委员会的成员，并在 SCOR 的 7.0 和 8.0 版本的指标部分做出了贡献。他在 1996 年从荷兰 Delft 大学获得了物流硕士学位。

培训形式：

- 马汀令可的培训是基于丰富的经验，最佳实践和真实的公司案例。
- 培训师将会用互动的案例研究和小组讨论的方式来使得参会者获得实际的知识 and 实施的能力。

星期五 2011 年 6 月 17 日

第二天

第一节 - 物流整合

- 为何整合创造价值
- 物流整合目标：响应性、减少变动、存货减少、生命周期支持
- 企业整合
 - 内部整合的障碍
 - 让各部门协同工作和合作的方法
 - 多大程度的整合才是足够的

第二节 - 信息系统

- 物流信息系统的概况
 - 企业资源计划(ERP)
 - 先进计划与调度(APS)
 - 通信系统(互联网、电子商务、射频识别技术(RFID)、条码)

第三节 - 物流网络设计

- 制订物流网络的策略
 - 成本最小化、服务水平的敏感性分析
- 总成本整合
 - 运输成本经济学、库存成本经济学、总成本优化
- 物流网络设计的方法及技术

第四节 - 物流成本控制

- 财务预算
- 成本收益分析

第五节 - 物流管理组织结构

- 物流组织发展：4 个阶段
- 问题和挑战

培训总结及结束

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的及时性和前沿性。

Logistics Management Best Practices

SH20110616-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 US \$1395 per person

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

DOCUMENTATION US \$500

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**.
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