

Supply Chain Optimization

A two-day workshop to assist supply chain professionals to manage every activity involved in planning, sourcing, manufacturing and logistics, to lower costs and serve more efficiently end customers.

Shanghai, China

25th & 26th November 2010

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...
- Sole provider of SCOR® workshops in South East Asia as **certified SCOR® instructor**: more than 2000 supply chain professionals trained in more than 200 companies.



Course Description:

In today's volatile economy, companies need to find solutions to meet tomorrow's challenges. To stay profitable, competitive and meet increasingly demanding customers' needs, Supply Chain Management has become a key "weapon" of companies' success.

In order to increase end-to-end supply chain visibility and thus efficiencies, a substantially high interaction is required between all levels of supply chain and collaborative decision making.

This training course will explore how to reach supply chain excellence through worldwide recognized methodologies and real case studies.

What the Seminar will help you achieve:

- How to analyze and reduce your true supply chain cost
- How to increase visibility through better collaboration
- How to improve cash flow through optimized supply chain management
- How to manage demand and supply and to maximize profit
- How to measure your performance and compare it with your competitors
- How to identify the best supply chain optimization opportunities
- How to use methodologies to optimize your end-to-end supply chain
- How to define a sustainable supply chain strategy
- How can supply chain optimization benefit your organization

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

Session One - What is your true Supply Chain Cost?

Use Activity Based Costing (ABC) to analyze your true supply chain cost and enable supply chain operational improvement initiatives.

- Introduction to Activity Based Costing (ABC)
- How to develop an ABC model
- ABC implementation Roadmap
- Practical Implementation tips and a Case Study

Session Two - How to reduce your material costs?

Use the innovative Manufacturing Cost Analysis (MCA) methodology to accurately visualize all materials related cost. This highlights inefficient production lines and processes, and offers ways for improvement and optimization.

- Overview of Manufacturing Cost Analysis (MCA)
- Fundamentals of Flow Management
- Method of Manufacturing Cost Analysis
- Implementation method
- Case studies and Reference projects

Session Three - How do you improve Cash Flow through optimized Supply Chain Management?

Through the understanding of the Supply Chain Management impact on Finance, reduce your Cash-to-Cash cycle time, maximize your assets utilization and decrease efficiently your Working Capital while maintaining your service level.

- Supply Chain Management Drivers on financial performance
- Introduction to Dupont model
- Economic Value Added (EVA) knowledge and skill building
- Supply Chain Management impact implementation Road map

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

Session Four - How to manage your demand and supply in the current global economic environment?

Through the implementation of Sales and Operations Planning (S&OP) your company can optimize your demand and resources and maximize your profit.

- Enhance your Sales & Operations plan with improved visibility
- Enhance your ability to match Supply and Demand
- Know how to use a collaborative forecasting with your suppliers and customers
- How to align your Sales and Operations activities?
 - ✓ Avoid excess stock and shortages
 - ✓ Improve your order fill rate
 - ✓ Increase your resources utilization

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.

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.

Friday 26th November 2010

Day Two

Session One - How good is your Supply Chain performing?

- Where does your company's performance stand compared to your competitors? Do your targets enable you to stay ahead and are you cost-effective enough?
- Learn how to measure your performance smartly and accurately, using the professional standards and become the best in class for a real competitive advantage.
 - ✓ Developing a Competitive Supply Chain Performance Measurement System
 - ✓ Best Practices in Performance Measurement
 - ✓ Supply Chain Performance Benchmarking Overview & Approaches
 - ✓ How to implement? -- 4 Steps Benchmarking Approach
 - ✓ Two Case studies

Session Two - What can SCOR® do for your Supply Chain?

- Understand the benefits of the SCOR® (Supply Chain Operations Reference-model) PLAN-SOURCE-MAKE-DELIVER-RETURN approach for a comprehensive mapping of your operations and identification of its strengths and weaknesses. This powerful tool has already helped many companies to simplify and optimize their flows.

Session Three - How Six Sigma and Lean Culture benefit to your Supply Chain?

- Understand the convergence approach between Six Sigma / Lean and SCOR® methodology
 - ✓ Apply SCOR metrics for DMAIC (Define-Measure-Analyze-Improve-Control) programs and Lean initiative
 - ✓ Combine Value Stream & SCOR Maps for waste elimination
 - ✓ Deploy Six Sigma & Lean improvements across the supply chain with SCOR-based best practices

Session Four - How green is your Supply Chain?

- Why is it so important to measure your carbon footprint?
- How to define a sustainable strategy to become more carbon efficient?
- Understand how Environmental regulations are going to impact your business and take advantage of them to offer a better service to your customers through green initiatives.

Workshop Summary & Closure

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 Gintec) 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:

iCognitive 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.

供应链优化

这是一个为期两天的培训，以协助供应链管理专业人士管理包括计划，采购，制造和物流的各项活动，以降低成本和更有效地服务于终端客户。

中国上海

2010年11月25-26日



您的国际培训师：

Luc Kremers

资深供应链咨询师

iCognitive的共同创始人

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年在中国成功地启动了第一次使用 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培训。

课程描述：

在当今动荡的经济中，企业需要找到应付未来挑战的解决方案。为了保持盈利，竞争力和满足日益苛刻的客户需求，供应链管理已成为一个公司成功的关键“武器”。为了提高端到终端的供应链的可视性，从而提高效率，需要供应链决策的各个层面很高的互动和相互协作的决策。

这一培训课程将探讨如何通过全球公认的方法和实际案例分析来达成卓越的供应链。

这次培训将会在以下方面给你帮助：

- 如何分析和降低真实的供应链成本
- 如何通过更好的合作提高可视性
- 如何优化供应链管理流程改善现金流
- 如何管理需求和供应达到利润最大化
- 如何衡量你的表现，并与你的竞争对手比较
- 如何识别最佳供应链优化的机会
- 如何优化你的端到终端的供应链
- 如何确定一个可持续发展的供应链策略
- 优化供应链如何使你的组织受益

第一天

第一节 - 什么是你真正的供应链成本？

使用作业基础成本法（ABC）来分析您的真实供应链成本，为供应链运作的改善措施提供条件。

- 介绍作业基础成本法（ABC）
- 如何制定一个 ABC 模型
- ABC 实现路线图
- 实际实施技巧及实例研究

第二节- 如何降低您的材料成本？

使用创新的制造成本分析（MCA）的方法，以准确地使得所有相关材料费用可视化。这样可以突出低效的生产线和工艺，并为改善和优化提供方法。

- 制造成本分析（MCA）概述
- 流管理基础
- 制造成本分析方法
- 实现方法
- 案例研究和参考项目

第三节- 如何通过优化供应链管理提高现金流？

通过对供应链管理对财务影响的理解，减少您的现金周转期，最大限度地提高资产利用率，有效降低你的营运资本，同时保持你的服务水平。

- 供应链管理对财务业绩的影响
- 杜邦模型简介
- 经济增加值（EVA）的知识和技能培养
- 供应链管理影响执行路线图

第四节- 如何在当前全球经济环境下管理您的需求和供应？

通过销售和运营规划（S&OP）的实施，您的公司可以优化您的需求和资源，最大限度地提高您的利润。

- 通过改进可视性增强您的销售和运营计划
- 增强你匹配供给和需求的能力
- 知道如何和你的供应商和客户一起使用协作预测
- 如何调整您的销售和运营活动？
- ✓ 避免过量库存和短缺
- ✓ 提高订单满足率
- ✓ 增加你的资源利用率

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的及时性和前沿性。

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

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

第二天

第一节 - 你供应链的表现有多好?

- 你的公司的表现比起你的竞争对手是在什么位置? 你的目标使你能够保持领先地位吗? 你的成本足够低吗?
- 了解如何聪明、准确地来衡量你的表现, 利用专业的标准, 成为业内最好以获得真正的竞争优势。
 - ✓ 开发有竞争力的供应链绩效评价体系
 - ✓ 绩效评价最佳实践
 - ✓ 供应链绩效基准概述与途径
 - ✓ 如何实现? -- 4步骤基准法
 - ✓ 两个案例研究

第二节 - SCOR®能为你的供应链做什么?

- 了解 SCOR® (供应链运作参考模型) 的 PLAN-SOURCE-MAKE-DELIVER-RETURN 方法对于全面地描述您的运营并识别其强项和弱点的好处。这个强大的工具已经帮助许多公司简化和优化他们的流程。

第三节 - 六西格玛和精益文化如何对你的供应链产生益处?

- 了解六西格玛/精益与 SCOR®方法的共通处
 - ✓ 在 DMAIC (Define-Measure-Analyze-Improve-Control) 项目和精益措施中应用 SCOR 的指标
 - ✓ 结合价值流和 SCOR Maps 以消除浪费
 - ✓ 运用 SCOR 为基础的最佳实践在整个供应链中部署六西格玛和精益改善

第四节 - 你的供应链足够绿色吗?

- 为什么衡量你的碳排放足迹是如此重要?
- 如何为更好的碳排放效率定义一个可持续发展战略?
- 理解环境法规将如何影响您的业务和利用这些环境法规通过绿色措施给客户提供更好的服务。

培训总结及结束

关于Luc Kremers

Luc Kremers是资深供应链咨询师, iCognitive的共同创始人。iCognitive是一个快速增长的专于供应链管理国际咨询公司, 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, 他已经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:

iCognitive 的培训是在丰富的经验, 最佳做法和'真实公司的案例研究的基础上制定的。培训将采用互动的案例分析和小组讨论, 使学员能掌握实践知识和实施能力。

Supply Chain Optimization

SH10040-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**.
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.