

Supply Chain Excellence: Managing an Effective Global Supply Chain in Today's Uncertain World



Faculty Director



Hany Salama

Chief Supply Chain Officer and Senior Management Executive at NeoStrata

Renowned Thought Leader in Supply Chain Management - Key Council Member and Advisor at Gerson Lehrman Group where he advises FORTUNE 500 Companies, global private equity firms, venture capitalists and global companies on best practices in supply chain management

Adjunct Professor at Rutgers University Graduate Business School where he holds an Advisory Board seat at the Center for the Supply Chain

Hany Salama (ME, MBA, CPM, CPSM) is **Chief Supply Chain Officer** and **senior management executive** at NeoStrata. He is also a **highly acclaimed Supply Chain Professor** at Rutgers University Graduate Business School where he holds an **Advisory Board** seat at the Center for the Supply Chain. Hany is a **global thought leader** in global supply chain management. Over the past 18 years, Hany has engaged with and advised over 600 companies over the world and he has advised on some of the most renowned companies including **McKinsey, Morgan Stanley, UBS, KPMG, Boston Consulting Group, Ernst & Young** and many other **FORTUNE 500** companies. As a Council Member and Advisor at Gerson Lehrman Group, Hany is a frequently sought-after consultant where he has advised **global private equity firms, venture capitalists, and operating companies** on global supply chain management, lean six sigma, product launches, and global outsourcing strategies to help them implement effective supply chain management strategy. He is a graduate of Illinois Institute of Technology where he earned a Masters in Engineering. He is also certified in six sigma/lean manufacturing and holds a Certified Purchasing Manager (CPM) from the Institute for Supply Management.

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EXECUTIVE SUMMARY

Program:	Supply Chain Excellence: Managing an Effective Global Supply Chain in Today's Uncertain World	Early Bird 1 (Register & pay by 20 Aug 2012):	S\$3,350
		Early Bird 2 (Register & pay by 10 Sep 2012):	S\$3,550
		Regular Tuition Fee:	S\$3,650
Dates:	15 - 16 October 2012 (2 days)	For limited period only:	
Location:	Shangri-La Hotel, Singapore	Registration for 2 participants, 10% on 2nd participant.	
		For limited time only by 20 Aug, registration for 3 participants, the 4th participant will receive a complimentary seat (one discount scheme will apply).	

Note: GST is applicable only to participants from Singapore registered companies.

Program Essence: This comprehensive 2 day intensive and highly interactive executive program *Supply Chain Excellence: Managing an Effective Global Supply Chain in Today's Uncertain World* is designed for middle and senior-level executives to implement **the best practices** adopted by leading firms and learn how to **design and implement a transformational supply chain strategy** for their organization - one that is **agile, flexible, effective and rapidly responsive** to uncertainties and turbulence of current environment. The rate, scale and unpredictability of change in current turbulent business environment are **significantly challenging** today's global supply chains. Shorter product life-cycles, increasing pace of innovation, uncertain demand and supply and frequent natural disaster events are **demanding companies** to have an effective global supply chain management to be able to deliver the right product to the right market at the right time.

In this program, you will learn how to implement an agile and effective supply chain strategy across your organization through **synchronized global supply and demand management, global optimized inventory management, global logistics management, and strategic sourcing and supplier management**. Additionally, this program will review key **performance measurements and tactics** to ensure the health of the supply chain within your organization. These measurements will directly show you how well your **supply chain architecture** is implemented within your company and what you can do to achieve better results.

Taught by Hany Salama who is a **world leading expert** in the field of global supply chain, this executive program which uses **Harvard business school case studies** and interactive group discussions will give you the tools and concepts that you need to create and manage market-leading global supply chains from an academic and professional perspective. Hany Salama is also the Chief Supply Chain Officer and highly acclaimed Supply Chain Professor at Rutgers University Graduate Business School. He has consulted some of the most renowned companies in the world including **McKinsey, Morgan Stanley, UBS, KPMG, Boston Consulting Group, Ernst & Young** and many other **FORTUNE 500** companies.

PROGRAM INTRODUCTION

How do you implement an agile, flexible and transformational global supply chain strategy? Your strategy will have a **significant impact** on your company's **financial health and shareholder value**. Supply Chain Excellence: Managing an Effective Global Supply Chain in Today's Uncertain World shows you how to implement an **agile, flexible and effective supply chain strategy** that will meet the demand of today's rapidly changing environment.

In today's environment, winning companies are those that are more responsive to their customers' needs - faster rates of innovation, bringing new products and services to the marketplace more quickly, and operating with shorter lead times and greater reliability. Effective Supply Chain Management is recognized as having a significant impact on an organization's financial performance and the shareholder value of the business.

This program's active-learning approach blends interactive **Harvard business school case studies**, real world simulations and group discussions with hands-on experiences that put the principles into practice. The faculty will challenge you to examine your own organization's supply chain strategies and understand why many of the current strategies won't get the results you need. You will gain a clear understanding of the global supply chain complexity and **strategies for keeping your organization competitive**. You will also understand some of the best practices adopted by leading firms on **global strategic sourcing, synchronized supply and demand management, efficient sales and operations management, inventory controls tactics, warehouse management activities, global logistics, and information technology solutions providing visibility**. You will also learn to establish methodologies for developing **key performance metrics and scorecards** to ensure the health of the supply chain within your organization.

At the end of the two-day executive program, you will learn to **design, implement and apply a result-driven supply chain strategy** for your company, one that is agile and responsive in today's environment and will increase the overall supply chain effectiveness for your company.

KEY TAKEAWAYS

In this intensive two-day executive program, you will learn to:

- Gain a clear understanding of the global supply chain complexity and strategies for keeping your organization competitive
- Gain a solid understanding of the elements of supply chain excellence
 - Global strategic sourcing
 - Synchronized supply and demand management
 - Efficient sales and operations management
 - Inventory controls tactics
 - Warehouse management activities
 - Global logistics
 - Information technology solutions providing visibility
- Establish methodologies for developing key performance metrics and scorecards to ensure the health of the supply chain within your organization
- Strengthen your abilities for understanding product lifecycle management and how to utilize the supply chain as a competitive advantage to support the growth of an organization

At the end of the two-day executive program, you will learn to design, implement and execute a result-driven supply chain strategy for your company, one that is agile and responsive in today's environment and will increase the overall supply chain effectiveness for your company

PARTICIPANT MIX

This executive program is designed for executives who want to implement organizational transformation in their company's supply chain strategy. This includes but it not limited to:

- Middle and Senior-level executives who have global responsibilities within their organization and are seeking additional knowledge to help lead organizational transformation in the area of global operations and supply chain
- Supply chain executives seeking to enrich their knowledge with cutting edge global supply chain strategies for success.
- Middle and Senior-level executives who are part of the overall supply chain architecture in their organization and are seeking to enrich their knowledge with transformational global supply chain strategies

TWO DAY AGENDA

DAY 1–GLOBAL OPERATIONAL AND SUPPLY CHAIN LANDSCAPE

MORNING

Global Supply Chain Objectives

- Defining the value of global strategic supply chain management
- Mapping out the core discipline of supply chain management in a global environment
- Product lifecycle management and the challenges facing industry today
- Using business analytics and metrics to drive performance in the supply chain
- **Harvard Case Study**

AFTERNOON

- Supply and Demand Chain Management in an Uncertain World
- Sales and operations planning – matching supply and demand
- Inventory management focus and methods to improve cash flow
- Global logistics management and the approach for optimization
- **Harvard Case Study**

DAY 2–SUPPLY NETWORKS AND THE FUTURE OF SUPPLY CHAIN EFFECTIVENESS

MORNING

Supplier and Customer Relationship Management

- Global strategic sourcing tactics and focus
- Supplier selection and the process for establishing strategic suppliers
- Supply scorecards and key performance indicators
- Industry challenges with the extended global supply chain
- Understanding the value of the customer needs and how to utilize the supply chain as a strategic lever
- Supply chain leadership: Leveraging Information technology to gain a competitive edge and understanding of the customer's needs

AFTERNOON

Supply Chain Sustainability and Measurements

- Understanding the value of the customer needs and how to utilize the supply chain as a strategic lever
- Examining the current sustainability levels of your organization and comparing these to leading companies.
- Exploring initiatives and measurements concerning the sustainability of your supply chain partners, such as suppliers and logistics providers
- Leveraging Information technology to gain a competitive edge and understanding the customer needs
- **Harvard Case Study**
- Conclusion - the way forward
- Awarding certificates

REGISTRATION PAGE

Booking Contact (Approving Manager) Mr/Mrs/Ms: _____
Job Title: _____ Department: _____
Telephone: _____ Fax: _____
Email: _____
Organisation: _____
Address: _____
Postal Code: _____

I would like to receive more information on hotel accommodation using Clariden Global corporate rate.

Please register the following participant(s) for this Program:

1st Participant Name (Mr/Mrs/Ms): _____

Job Title: _____ Department: _____

Telephone: _____ Fax: _____

Email: _____ Date of Birth: _____

2nd Participant Name (Mr/Mrs/Ms): _____

Job Title: _____ Department: _____

Telephone: _____ Fax: _____

Email: _____ Date of Birth: _____

3rd Participant Name (Mr/Mrs/Ms): _____

Job Title: _____ Department: _____

Telephone: _____ Fax: _____

Email: _____ Date of Birth: _____

4th Participant Name (Mr/Mrs/Ms): _____

Job Title: _____ Department: _____

Telephone: _____ Fax: _____

Email: _____ Date of Birth: _____

PROGRAM FEES

- 1ST EARLY BIRD FEE: S\$3,350**
(Registration and payment must be received by 20 August 2012)
- 2ND EARLY BIRD FEE: S\$3,550**
(Registration and payment must be received by 10 September 2012)
- REGULAR FEE: S\$3,650**
- GROUP DISCOUNT:** For 2 registrations from the same company and billing source, the 2nd participant enjoys a 10% discount.
- For registrations of 3 from the same company and billing source, the 4th participant receives a complimentary seat. One discount scheme applies per company.
- Note: GST is applicable only to participants from Singapore registered companies.
- Important Notice:** Payments are required with registration and must be received prior to the Course to guarantee your place.

PAYMENT METHODS

BY CHEQUE / BANK DRAFT:

Made payable to Clariden Global Pte Ltd and mail to: 3 International Business Park, #04-31, Nordic European Centre, Singapore 609927.

BY TELEGRAPHIC TRANSFER TO:

Bank Name: **DBS BANK**
Bank Branch Code: **027**
Bank Address: **6 Shenton Way, DBS Building, Singapore 068809**
Bank Account No: **027-903583-8**
Bank Account name: **Clariden Global Pte Ltd**
Bank SWIFT Code: **DBSSGSG**

Please note that all bank charges are to be borne by participants. Please ensure Clariden Global receives the full invoiced amount.

Note: Please include invoice number on all payment types and your company's name in your payment instructions for our reference.

CREDIT CARD:

To make payment by credit card, please call our client services hotline at +65 6899 5030.

4 WAYS TO REGISTER



Email: admissions@claridenglobal.com



Fax: +65 6567 4328



Call: +65 6899 5030



Website: www.claridenglobal.com

DATE AND LOCATION

This executive program will be held at:

Shangri-La Hotel, Singapore

15 - 16 October 2012

22 Orange Grove Road, Singapore 258350

Tel : +65 6737 3644

Fax : +65 6737 3257

Website : www.shangri-la.com/en/property/singapore/shangrila

The fee for this two-day executive program includes all written materials, lunch and refreshments.

HOW TO REGISTER AND PAY

An invoice and registration confirmation will be sent within 7 days, please contact us if you have not heard from us within 7 days. Payment can be made by credit card, by bank transfer or by cheque made payable to "Clariden Global Pte Ltd. **ALL PAYMENTS MUST BE RECEIVED IN ADVANCE OF THE EVENT.**

ACCOMMODATION

Accommodation is not included in the program fee but you will be entitled to use our corporate rate for your accommodation. Information will be sent along with your registration confirmation.

SPONSORSHIP

INTERESTED IN PROMOTING YOUR ORGANIZATION TO OUR PARTICIPANTS

For more information on sponsorship, tabletop displays & insert opportunities, please contact us at 6899 5030.

CANCELLATIONS AND SUBSTITUTIONS

Once we have received your booking, the place(s) are confirmed. No refunds will be made for any cancellations, however, program credits of equivalent value only applicable for Clariden Global events will be provided. Credits can only be redeemed for 1 program and is valid for only one (1) year from date of issue.

Substitution with a qualified candidate is allowed by providing at least 5 working days of advance notice to Clariden Global. One time substitution is allowed with no charges. Subsequent substitutions will be charged 10% admin fee.

ALL CANCELLATIONS MUST BE RECEIVED IN WRITTEN FORM

PLEASE NOTE: Clariden Global Pte Ltd reserves the right to change the content and timing of the programme, the speakers and the date and venue due to reasons beyond their control. If in the unlikely event that the course is cancelled, Clariden Global Pte Ltd will refund the full amount and disclaim any further liability.

ENQUIRIES: If you have any queries about registration or payment please do not hesitate to contact our client services department on +65 6899 5030.

PRIVATE DISCLOSURE STATEMENT: Any information provided by you in relation to this event is being collected by Clariden Global Pte Ltd and will be held in the strictest confidence. It will be added to our database for the primary purpose of providing you with information about future events and services.

Visit us at www.claridenglobal.com for upcoming events

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