

Supply Chain Operations Management Asia 2009

Augmenting your supply chain operations and carrying your business forward with greater confidence in a turbulent market

Grand Copthorne Waterfront Hotel, Singapore

4th & 5th June 2009

This event is endorsed and accredited by The Chartered Institute of Logistics & Transport Singapore (CILT Singapore). CILT Singapore members will receive 25 CPD units for full attendance of the event

Conference overview

In light of the current economic downturn, the total cost for logistics and supply chain has increased while revenues have either remained stagnant or decreased quite dramatically for some industries. This conference offers you insights on practical solutions for to address the impact of the economic crisis through case studies and presentations by practitioners from various industries. This conference also features presentations on new developments in logistics and supply chain practices and re-engineering which will secure your position in the industry and take your business to greater heights.

Attend this informative event and gain practical insights on:

- **Upholding** business continuity by re-engineering your supply chain
- **Sustaining** cash flow in your supply chain through strategic capital management
- **Assessing** the threats and risks caused by terrorism and piracy to your supply chain
- **Improving** efficiency of your logistics timeline
- **Gaining** insights on new trends and developments in logistics practices
- **Leveraging** the advantages of the current economic situation through logistics re-engineering
- **Gauging** the effect of outsourcing opportunities to enhance efficiency
- **Debating** the key issues within supply chain and logistics in Asia today
- **Identifying** the current trends and strategies being taken to enhance cross-industry supply chains
- **Benchmarking** your company's supply chain and logistics performance against others

Supporting Organisation

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The Logistics & Supply Chain Management Society
The Regional Professional Body for Logistics Practitioners



THE
CHARTERED
INSTITUTE OF
LOGISTICS AND
TRANSPORT

SIMM
Singapore Institute of
Materials Management

“Discovering opportunities where others see only chaos.”

Anonymous

Sustaining your business while discovering and seizing available opportunities through re-engineering

marcusevans

Your distinguished Chairperson:

Raymond Krishnan President
The Logistics & Supply Chain Management Society
Fellow of the Australian Logistics Academy
Honorary fellow of University of Wollongong

Your eminent panel of speakers:

Victor Tay Director – Transport, Logistics, Environmental and Engineering Services, Biomedical and Chemicals
SPRING Singapore

Bjorn Vang Jensen Vice President - Global Freight and Logistics Services
Electrolux

Vivek Sarbhai Vice President - Logistics and Customer Operations
Cadbury

Ryan Joya Head of Supply Chain Management
SaraLee

Kaven Koh Regional Supply Chain Director – Asia Pacific
FCI Asia

P M Wadekar Head Logistics and Business Excellence
Abbott

Koh Jin Kiat Operations Director
Reader's Digest Asia

Naveen Goyal GM - Corporate World Class Manufacturing (WCM)
Aditya Birla Management Group

Dr Arabinda Acharya Manager of Strategic Projects, International Centre for Political Violence and Terrorism Research

NTU, Singapore
Research Fellow, S. Rajaratnam School of International Studies

Vinod Menon Supply Chain Manager
Schlumberger

Adam Ng Land Logistics Planning/Land Logistics Manager – APME/Taiwan
Shell Eastern Chemicals

Jaya Moorthi Business Operations Manager
Hewlett-Packard

Associate Professor Dr Mark Goh Director of Industry Research
The Logistics Institute Asia Pacific

Lee Chow Kuan Manager – SCM/Purchasing
The Polyolefin Company

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Thursday 4th June 2009

0830 Registration & Morning Coffee

0855 Chairperson's opening remarks

0900 Contact initiation session (CIS)

In this 30 minute session, delegates will get to know their peers and be requested to share:

- Name, job title & company represented
- 1 major challenge currently faced in Supply Chain operations

0930 Session One

Appraising the evolving trends in buying behaviour and restructuring supply chain operations in preparation for economic recovery

- Zooming into the changes of demand and supply in today's market conditions
- Analysing the impact of the financial downturn on the behaviour of buyers and suppliers
- Moving strategic purchasing concerns to the background in favour of immediate survival
- Managing the purchasing function to address these developing trends

Bjorn Vang Jensen Vice President - Global Freight and Logistics Services
Electrolux

1015 Morning refreshment and networking break

1045 Session Two

Ensuring optimal allocation and utilisation of resources to realise the financial goal of your company through tactical planning

- Merging intercity freight carriers to refine operations and save on time and fuel
- Employing service network design, selection and scheduling of services and routing of freight to optimise assets capacities
- Reviewing your service network design and driving changes in attribution to continuous developments in your supply chain
- Deciding on 3PL service providers according to your unique business needs: criteria and prerequisites

Ryan Joya Head of Supply Chain Management
SaraLee

1130 Session Three

Improving supply chain efficiency through effective customs duty management

- Outlining the major challenges in Customs Duty Management
- Gauging the 10 rules for effective management of Customs Duty
- Understanding implications for getting it 'wrong'
- Seeking advice from government agencies and other resources available to avoid pitfalls

Raymond Krishnan President
The Logistics & Supply Chain Management Society
Fellow of the Australian Logistics Academy
Honorary fellow of University of Wollongong

1215 Networking luncheon

1330 Session Four

Building capabilities of logistics SMEs in Singapore – trends and developments

- Enhancing distribution channels to promote shorter lead time
- Applying technology solutions to enhance efficiency and cost effectiveness in your supply chain operations
- Creating blue ocean amongst commoditised logistics – case studies of niche markets created
- Emphasising the growing significance of infocomm systems within logistics SMEs

Victor Tay Director – Transport, Logistics, Environmental and Engineering Services, Biomedical and Chemicals
SPRING Singapore

1415 Session Five

Case Study: Promoting drivers' security and working towards "zero fatality" on the roads

- Promoting land transport cargo and drivers' safety and security
- Preventing road accidents: Adopting a behavioural approach
- Introducing simplicity to land transport operations

Adam Ng Land Logistics Planning/Land Logistics Manager – APME/Taiwan
Shell Eastern Chemicals

1500 Afternoon refreshments and networking break

1530 Session Six

Threat and risk assessment to the supply chain: Terrorism and piracy

- Determining efforts to provide proper understanding of both phenomena and the distinction between the potential threats posed
- Recognising the risks faced by the transportation and logistics system from terrorism & piracy
- Working through a framework to understand the nature of both threats and the risk posed by each
- Analysing how to address the concern of piracy in Somalia

Dr Arabinda Acharya Manager of Strategic Projects, International Centre for Political Violence and Terrorism Research

NTU, Singapore

Research Fellow, S. Rajaratnam School of International Studies

1615 Session Seven

Case study: Business transformation with SCM implementation

- Transforming your SCM to better manage the overall logistics functions of a MNC
- Realising a plan to implement the necessary SCM solutions for improving your company performance
- Overcoming challenges and hurdles encountered before and during implementation
- Installing your SCM solutions stage-wise to ensure successful implementation

Lee Chow Kuan Manager – SCM/Purchasing
The Polyolefin Company

1700 Chairperson's closing remarks and close of Day One

Why you cannot miss this event

The Singapore Economic Development Board's (EDB) vision to develop Singapore into a leading logistics hub in Asia by year 2010 has led to initiatives such as free trade agreements (FTAs), aimed to remove the barriers to trade and investment. In addition, due to advancing globalisation, the logistics industry enjoys a rapid growth. New production strategies in the face of globalisation have given rise to even more demanding logistics requirements. Consolidation, globalisation, increased competition and severe economic and geo-political pressures are impacting all industries. Now more than ever, sustaining financial health, generating cash flow, rationalising operations and optimising cost infrastructure are keys to success.

Additionally, there are risks of natural disasters, hijacking (by pirates or the like) as well as human errors and accidents such as spillage to worry about. It is crucial for manufacturers and distributors to make every effort to transport and handle their goods in a safe way and in full accordance with the relevant regulations. In recent years, the supply chain has become even more challenging to manage. Many companies have reduced or eliminated excess operating inventories, making the entire industry more susceptible to disruptions in supply and demand. Environmental regulation as a snowball effect from climate change has caused a dramatic increase in the number of products that must be segregated and managed. Therefore, it is crucial for you to re-engineer your logistics and supply chain operations to leapfrog competition in the industry.

About the Endorsers

IMMTA is a non-profit technical and specialized organization dedicated to furthering the concept of multimodal transport throughout the world. The aim of IMMTA is to act as a catalyst for the exchange of ideas and information on modern trade and multimodal transport technologies and logistics, including implications for the environment and global sustainable development. Please visit (www.immta.org) for further information.

The Logistics & Supply Chain Management Society (LSCMS) is the Regional Professional Body for Logistics Practitioners. Practically all areas of the Logistics spectrum are represented in the Society. Shippers, Freight Forwarders, Academics, Carriers, Personal Effects Movers, IT Solution providers and other individuals and organisations. LSCMS is the lead platform for the development of Logistics & Supply Chain Management in the region. They also partner with other leading organisations and conduct research and training in Supply Chain Management in addition to providing Diploma, Bachelors and Masters Degree courses.

The **Chartered Institute of Logistics and Transport (CILT)** is the professional body for those engaged in logistics, transport and physical distribution - covering all sectors of the industry; namely, land, sea, air and logistics, for both passengers and freight transportation. It was formed in United Kingdom in 1919 as the Institute of Transport and granted a Royal Charter in 1926. It was renamed as the Chartered Institute of Logistics and Transport (CILT) in 2000. The Singapore Group was formed in 1971. This Group was converted into a Section in 1986 and to National Council in 1991.

The **Singapore Institute of Materials Management (SIMM)** was incorporated in 1980 as a non-profit and self-supporting independent educational institution, with quality as its corporate emphasis. SIMM has since grown to be a premier institution offering Certificate, Diploma, Advanced Diploma, Bachelor and Master degree education in Logistics, Supply Chain Management and E-commerce for aspiring professionals in the Asia-Pacific region. Educational partners include Curtin University of Technology, APICS The Association for Operations Management and Institute for Supply Management (ISM). SIMM is the authorised regional testing center for the internationally recognised CPIM, CSCP and CPSM professional certifications.

About the Supporting Organisation

The Singapore Exhibition and Convention Bureau (SECB), a group of the **Singapore Tourism Board (STB)**, is the lead government agency for the business events sector in Singapore. Its mission is to champion business travel and business events as key drivers of the tourism sector and enablers for cluster growth in Singapore. It also assists business event organizers, corporations and associations by providing comprehensive and impartial information on Singapore's MICE facilities, incentive venues and industry partners.

0830 Morning Coffee**0900 Session One****Case Study: Simplifying and Extending the E2E Logistics - A Paradox?**

- Discussing the key aspects of simplifying organisation's fulfillment & networking – what questions to ask?
- Simplifying and mastering this element to facilitate strategic planning
- Appraising perspectives of E2E logistics management and the key elements defining it
- Gauging the strategic value of broadening the management - a better cost equation, delivery differentiation and value add to the company

Jaya Moorthi Business Operations Manager
Hewlett-Packard, Singapore

0945 Session Two**Case Study: Optimising fleet capacity and productivity by effectively utilising assets**

- Increasing driver productivity by reducing the amount of time spent on non-driving activities such as loading, unloading, dwell time and paperwork
- Reducing the exorbitant driver turnover rate to reduce expenses related to advertising, recruiting, driver training, accidents and injuries
- Ensuring your trucks reach the maximum payload
- Increasing payloads by using lightweight tractor-trailer combinations to increase payloads

Vinod Menon Supply Chain Manager
Schlumberger

1030 Morning refreshments and networking break**1100 Session Three****Case Study: Outsourcing supply chain operations: Deciding on activities to be outsourced while maintaining core competencies**

- Developing the business case for outsourcing: Criteria and prerequisites
- Determining the scope of work for outsourcing
- Managing vendors, service level agreements and contracts to maximise your resources
- Measuring results of outsourcing initiatives

Koh Jin Kiat Operations Director
Reader's Digest Asia

1145 Session Four**Case Study: Supply chain transformation at Cadbury India**

- Prioritising supply chain transformation in light of the rapid changing external environment
- Ensuring a customer centric and collaborative business environment through logistics process re-engineering
- Improving service levels and reducing cost via innovative transportation strategies
- Developing your work culture to support the transformation

Vivek Sarbhai Vice President - Logistics and Customer Operations
Cadbury

1230 Networking luncheon**1330 Session Five****Case study: Enhancing sales through faster turnaround of tankers**

- Identifying bottlenecks in the tanker turnaround through process mapping
- Standardising internal processes through elimination of non-value adding activities
- Ensuring proper utilisation of resources through process re-engineering
- Meeting additional requirements of the key customers

Naveen Goyal GM – Corporate World Class Manufacturing (WCM)
Aditya Birla Management Group

1415 Session Six**Case study: Embracing customer driven cost effective supply chain**

- Discussing the burning platform in supply chain management
- Capitalising on the changing face of supply chain
- Optimising the advantages of supply chain integration
- Gauging best practices in supply chain management
- Empowering your cold chain management and combating it's challenges

P M Wadekar Head Logistics and Business Excellence
Abbott

1500 Afternoon refreshments and networking break**1530 Session Seven****Case Study: Next Generation SCM concept 2.0 - Rethinking your supply chain model**

- Supply chain management value proposition
- Improving visibility and replenishment cycle time through integration
- Globalisation vs. regionalisation

Kaven Koh Regional Supply Chain Director – Asia Pacific
FCI Asia

1615 Session Eight**Embracing new developing trends in supply chain management: The ASEAN perspective**

- Exploring new opportunities in ASEAN countries
- Broadening and deepening cooperation and promoting collective actions in the ASEAN logistics and transport sector
- Enhancing regional transport programmes to support the rising trend of inter-regional FTA

Associate Professor Dr Mark Goh Director – Industry Research
The Logistics Institute Asia Pacific

1700 Chairperson's closing remarks and close of Day Two**Who should attend**

VPs, Directors, General Managers, Managers, Heads of:

- Supply Chain Management
- Supply/Resource Management
- Distribution
- Planning, Forecasting and Replenishment
- Manufacturing / Production
- Logistics
- Inventory and Warehousing
- Operations
- Procurement / Sourcing / Purchasing

From:

- Oil and Gas
- Food and Beverages
- FMCG
- Manufacturing
- Construction
- Transportation: ports, airlines, railway, truckers
- Chemicals and Petrochemicals
- Pharmaceutical and Healthcare
- Retail
- Automotive
- Telecommunications

About the Media Partners

Materials Handling Australia is a repository of news and information relevant to the materials handling sector in Australia, catering to industry professionals, from engineers and analysts to warehouse supervisors and workers. Updated daily, Materials Handling Australia offers news from the industry, information about new materials handling systems and tools, new warehouse equipment, emerging trends in bulk distribution processes, tips for improving employee and operations efficiency and the latest industrial events coverage.

Videos and podcasts will provide interviews and coverage of industry events and product demonstrations, and a library of whitepapers ensures ready access to in-depth information. Keeping informed is easy with the option to subscribe to a free electronic newsletter dispatched twice weekly with the latest news and products on the site.

Road Freight News provides specific information about the road freight and trucking industry including business and financial news on leading trucking companies in the road freight sector as well as changes in legislation affecting the industry. The site documents improvements in standards, safety and equipment, logistics and provide coverage of industry trends. Road Freight News also publishes features and case studies of the industry's most prominent trucking companies and their ventures. The site also publishes information on related vehicles and freight products (for example RFID and tracking devices, specialised hauling equipment), as well as major industry events and conferences.

Road Freight News caters primarily to professionals, employees, buyers, specifiers and decision makers across the breadth of the road freight industry including trucking companies and their owners, CEOs, road freight sales executives, marketing managers, sales representatives, load planners and drivers. Secondary audiences include researchers and online information consumers.

Shipping Industry News provides specific information about the shipping industry including news about ocean freight, shipping companies, exporting and the latest developments in the shipping sector. The site provides features and case studies on leading shipping companies, business and financial news on prominent companies in the sector, ASX results, shipping statistics, changes in legislation or improvements in standards, safety or equipment and coverage of industry trends. The site also provides information on ships, carriers and other related ocean freight products (for example shipping logistics management software). Shipping Industry News caters primarily to professionals, employees, buyers, specifiers and decision makers across the breadth of the shipping industry including owners of companies, CEOs, ship owners, vessel operators, shipping agents, and operations and logistics officers. Secondary audiences include researchers and online information consumers.

marcus evans would like to thank everyone who has helped with the research and organisation of this event, particularly the speakers and their staff for their support and commitment.

Speaker's profile

Speakers

Dr Arabinda Acharya Manager of Strategic Projects, International Centre for Political Violence and Terrorism Research
NTU, Singapore

Research Fellow, S. Rajaratnam School of International Studies

Dr Arabinda Acharya is a Research Fellow at the S. Rajaratnam School of International Studies and the Manager of Strategic Projects at the International Centre for Political Violence and Terrorism Research. He is also a visiting Associate Professor, Department of Geo-Politics, Manipal University, India. He was an External Research Associate of the York University Joint Centre for Asia Pacific Studies, University of Toronto, Canada and a Visiting Research Fellow of the Regional Centre for Strategic Studies (RCSS) Colombo, Sri Lanka.

His research interests include Foreign and Security Policy; Asia-Pacific Political and Strategic Affairs; Conflict Studies; Human Security and Terrorism and Political Violence with specialisation in terrorist ideology, terrorist financing and maritime terrorism. Arabinda has presented in a number of international conferences on regionalism, human security and terrorism issues including on global and regional terrorist threat, maritime terrorism, terrorist financing and ideology. Furthermore, he has also published a number of articles and reviews in journals such as Asian Defence and Diplomacy, Georgetown Journal of International Affairs, Harvard Asia Quarterly, Pacific Affairs, Asia Pacific Review, The Korean Journal of Defence Analysis and Contemporary Southeast Asia, Washington Quarterly, Studies in Conflict and Terrorism and Journal of Money Laundering Control.

Jaya Moorthi Business Operations Manager
Hewlett Packard

Jaya Moorthi is Business Operations Manager at Hewlett Packard, managing Postponement & Distribution Centres in Singapore, Malaysia, Thailand, Logistics Inbound/Outbound to Europe and North America, Intra-Asia Freight Logistics, Asia Pacific Reverse Logistics, South East Asia Supply Chain and heads the Logistics & Strategic Program office. He was previously with Port of Singapore Authority for 3 years and then moving to Hewlett Packard in 1997.

He graduated with NUS with a BBA(1993) and went on to complete his Law degree with University of London (LLB Hons) in 1998. Then in 2004, he completed his MBA with California State University. He also holds a Certificate of Management Accounting (CMA) with University of Monash.

Vinod Menon Supply Chain Manager
Schlumberger

Vinod is a graduate Production Engineer with Masters in Industrial Engineering. Starting his career in engineering industry, Vinod has worked on the shop floor as an industrial engineer for companies into engine manufacturing and automotive sector.

In 1997, Vinod decided to change his career to management consulting with renowned International Consulting firms with supply chain as his specialised offering. Since then, Vinod has executed several projects in supply chain strategy and implementation for Oil and Gas, FMCG, Transportation and Government Sectors. Vinod has international exposure to markets in Middle East and Far East region.

Currently, Vinod works with Schlumberger Oilfield Services in their supply chain services team. One of the major projects Vinod has implemented is procurement and distribution of international orders in countries within Middle East and Asia through a network of distribution hubs operated by 3PL companies. In his present position as supply chain manager for India, Vinod is responsible for different activities within the country like: customs and international logistics, materials and distribution management, procurement and contracts management, construction and facilities management.

Bjorn Vang Jensen Vice President - Global Freight and Logistics Services
Electrolux

Bjorn Vang Jensen joined Electrolux in 2004, as Vice President in charge of Supply Chain for Electrolux Major Appliances in Asia/Pacific. Today, he is the head of Global Logistics in the Electrolux Group. In this role, Bjorn and his team are solely responsible for purchasing and operations of ocean freight, air freight, courier services and associated logistics services for the entire Group.

A 1988-graduate of the A.P. Møller Shipping School, Bjorn has lived in Asia for the past 20 years, where he has been based in Thailand, Hong Kong, Japan, Malaysia, the Philippines, and Singapore. In addition to his roles at Electrolux, Bjorn has worked in management roles within vessel- and terminal operations, warehouse management, sales and logistics solution design for Maersk Line, Thyssen Haniel Logistics, Exel, and TNT Logistics. Bjorn is a very experienced supply chain practitioner, whose background spans all aspects of the supply chain, including forecasting, SIOP, supply chain design, modelling and re-engineering, warehouse management, transport management, customs clearance, project logistics, ocean freight, air freight, courier services, and consolidation.

Vivek Sarbhai Vice President - Logistics and Customer Operations
Cadbury

With 17 years of experience in the procurement and supply chain management including finished goods logistics, strategic procurement and inbound logistics, Vivek is appointed as the Vice President for Logistics & Customer Operations in Cadbury India Ltd. He started his career with Procter & Gamble India as a management trainee and has also worked for logistics organisations like Bax Global and DHL Express heading their business development unit. In his last assignment, he was the Director of Supply Chain of Baxter India.

In his career, he was actively involved in developing procurement and supply chain management structures and systems for various industries, such as – FMCG (P&G, Coca-Cola, Cadbury), Health Care (Baxter), Hi Tech (IBM, HP, CISCO, Apple), Consumer Durables (Samsung, Whirlpool, Carrier), and Fashion & Apparels (Arvind Brands, Reebok). He is also a member of the Australian Logistics Academy and The Logistics and Supply Chain Management Society.

Adam Ng Land Logistics Planning/Land Logistics Manager – APME/Taiwan
Shell Eastern Chemicals

Adam is the Land Logistics Manager for Shell Eastern Chemicals (S), managing land logistics activity in Singapore, Hong Kong, Taiwan, and Korea. Adam graduated from Nanyang Technological University, with a Bachelor in Accountancy. He is also a member of CPA Australia. Prior to joining Shell, Adam was an auditor with one of the Big Four firms.

Koh Jin Kiat Operations Director
Reader's Digest Asia

Koh Jin Kiat is Operations Director, Asia, at Reader's Digest Asia, based in Singapore. His responsibility covers production, logistics, fulfillment and customer service for Reader's Digest in Asia. Before joining Reader's Digest, he was Director, global automotive solutions, Asia Pacific at UPS Supply Chain Solutions, having moved from Menlo Worldwide through the acquisition of Menlo Worldwide Forwarding by UPS Supply Chain Solutions. Prior to that, he was a pioneer of Vector SCM, a SCM joint-venture between Menlo Worldwide and General Motors as Regional Manager. Jin Kiat has an MBA from Manchester Business School, UK.

Associate Professor Dr Mark Goh Director of Industry Research
The Logistics Institute Asia Pacific

A former Colombo Plan Scholar, Dr. Goh holds a Ph.D. from the University of Adelaide. In the National University of Singapore, he holds the appointments of Director (Industry Research) at the Logistics Institute-Asia Pacific, a joint venture with Georgia Tech, USA, Principal Researcher at the Centre for Transportation Research, and was a Program Director of the Penn-State NUS Logistics Management Program.

He has been involved in executive training for various key organisations in Singapore, for example, PSA Corp., MIS, SIPMM, PSB, J&J, Siemens Nixdorf, CIT, CAAS, Fuji-Xerox AP, Applied Biosystems, Danzas, DHL, Samsung, SembCorp Logistics, Exel, CEI and Mindef. Prof. Goh has also acted as a consultant to organisations both in Singapore and overseas, like Lucent Technologies, Pentax Schweitzer, Trans-Link Express, Perkins Parts, Singapore Post, NCB, Unilever East Asia Pacific, MSAS, TDB, Hewlett-Packard Far East, Siemens Nixdorf, APO, Confectionery Transformation, Danzas-AEI, Bossard Asia Pacific, BBraun AP, Pasmenco, Mindef, Cleanaway (China), IE Singapore, Cleanaway, Knight Frank, and FXS.

His current research interests focus on supply chain strategy, performance measurement, buyer-seller relationships and reverse logistics.

Ryan Joya Head of Supply Chain
SaraLee

Ryan is the head of supply chain of SaraLee Philippines. He was actively involved in Best Practices implementation across the distribution network as well as the implementation of projects geared towards cost efficiency and process improvements. Prior to joining SaraLee, Ryan was the Demand and Supply Planning Manager of Nestle, overseeing the Maggie Culinary line. He is an expert in ERP, MRP, JIT and SAP modular solutions. In the past, Ryan has worked with Warner Brothers Home Video, Commerce Asia, NTL Trucking Services, Nestle, Coca-Cola Bottlers, and San Miguel Foods. He has an extensive experience in the supply chain management, quality assurance, supply planning and distribution.

Speaker's profile

Speakers

Kaven Koh Regional Supply Chain Director – Asia Pacific **FCI Asia**

Kaven is currently working in FCI ASIA Pte Ltd as Regional SCM Director for Asia Pacific, heading a team of managers of these respective functions: Purchasing, Production and Materials Planning, logistics / HUB, customs, materials finance and Inventory control. His key responsibilities includes implementing best practices and business processes supporting across all Asia Pacific sites – Greater China, India, ASEAN, Japan and Korea. He controlled more than 40,000 SKU, with an annual purchase of 244 million Euro.

In his previous employment with Behringer Holdings, Kaven worked in Southern China for 2 years overseeing the overall Greater China supply chain management. Prior to this, he was base in Central Europe for 3 years with top Global EMS Company (Flextronics / Solectron) setting up SCM organization in Hungary and Romania. They achieved best in class MRP execution performance with 33 inventory turns.

Lee Chow Kuan Manager – SCM/Purchasing **The Polyolefin Company**

The Polyolefin Company (TPC) is a petrochemical company in Singapore which produces about 850,000 tons of plastic resins per year, mainly exported to the regional ASEAN and China Markets. Their annual turnover exceeds a billion US\$ per year, with exports of hundreds of grades of products to tens of ports and countries overseas.

Mr Lee graduated with a Bachelor Degree in Chemical Engineering from Melbourne University of Australia and a postgraduate degree in Master of Business Administration from National University Of Singapore. He has extensive technical and production planning experience in Petroleum refining as well as manufacturing management experience in Petrochemical plants. Currently he is the Manager, Supply Chain Management / Purchasing of The Polyolefin Company, overseeing the design, developments and smooth implementation of effective supply chain management and procurement function to support the strategic growth of the company under fast changing and intensifying worldwide competition. Mr Lee is also a senior member of The Institution of Engineers Singapore and a member of the leadership team of the Supply-Chain Council South East Asia chapter.

P.M.Wadekar Head of Logistics & Business Excellence **Abbott**

Mr Wadekar holds a Masters Degree in Commerce from Bombay University and Diploma in Financial Management from Bombay University. He began his career in Hindustan Liver and worked with Britannia Industries and joined Boots in July 1982. He has an overall professional experience of 37 years, out of which the last 28 years have been with Boots, Knoll and Abbott. In Abbott India (Boots / Knoll) Mr Wadekar began his career as an Executive – Bombay Sales Division and moved up the corporate ladder holding positions as Assistant Manager – Central Sales Depot, Manager – Central Warehouse, Distribution Manager, Distribution Accounting Manager, Logistics & Third Party Manufacturing Manager, Manager – Class A Project & Warehousing, Business Excellence & Logistics Manager and has been in the current portfolio of Head of Logistics and Business Excellence since June 2008.

Naveen Goyal GM – Corporate World Class Manufacturing (WCM) **Aditya Birla Management Group**

Mr Naveen Goyal, a Graduate in Electrical Engineering and Masters in Business Administration (MBA) is working as Corporate Facilitator in Corporate WCM (World Class Manufacturing) – a Corporate Function under 'The Aditya Birla Management Corporation P. Limited' (ABMCPL). ABMCPL is the Aditya Birla Group's apex decision making body and provides strategic direction to Group Companies. He has 12 years of experience in the areas of Manufacturing and Business Excellence. He has been a Trainer in the areas of Problem Solving Techniques and has designed and conducted several Workshops and Training programs.

In his current role, he is responsible for creating the right mindset and facilitating a cultural transformation in the Aditya Birla Group through adoption of proven processes such as TQM, TPM, TPS, Lean Manufacturing, Six Sigma etc. He is currently facilitating 12 Group Units of the Aditya Birla Group in India and Thailand. He is also responsible for Managing the Assessments of Group Award process namely, "The Chairman's WCM Awards" to drive inspiration, provide recognition and pave way for sharing Best Practices amongst the Group Units. Through various projects he has helped organizations achieve substantial quality improvement, cost reduction and delivery improvements. He has achieved great success in achieving organization wide cultural transformation in a cross culture environment.

He is well versed with Business/Quality Excellence Models such as European Quality Award, Malcolm Baldrige, Deming Prize etc. He has assessed organizations on behalf of CII India on the European Quality Award model.

Raymond Krishnan President **The Logistics & Supply Chain Management Society** *Fellow of the Australian Logistics Academy* *Honorary fellow of University of Wollongong*

Raymon has more than a decade of experience in the logistics & transportation industry as both an end user and service provider. This experience includes working with a variety of international companies in Asia, the US, Europe and most recently Australia. His experience covers the full logistics spectrum, from raw material procurement to physical distribution and eventually customer service with a strong grounding in quality and TQM. He holds a degree in Logistics from the Royal Melbourne Institute of Technology and a Masters in International Business from the University of Wollongong.

He is also a member of the Chartered Institute of Logistics and Transportation, and in 1999, he was admitted as an Associate Fellow of the Australian Institute of Management and was made a Fellow of the Australian Logistics Academy in 1998 – the first individual to reach this level outside of Australia. Raymon, is currently the President of the Logistics & Supply Chain Management Society. Under his stewardship, the Society boasts more than 1000 members who work as Logistics professionals globally with the majority of the membership based in Singapore, Australia and Malaysia.

Victor Tay Director – Transport, Logistics, Environmental and Engineering Services, Biomedical and Chemicals **SPRING Singapore**

With Standards, Productivity and Innovation Board (SPRING) under the Ministry of Trade & Industry, Victor directs the Enterprise Development Group, Transportation, Logistics, Environmental & Engineering Services Division, covering the community of local enterprises which represents 15% of Singapore GDP contribution. The division is responsible for the national GDP returns of \$28billion and looking to double the value-added activities of the local small medium enterprises community of 46,800 entities. The division helps in identifying high-growth industries and grooming enterprises towards regional entities.

Victor has facilitated a joint consortium of 3 associations (Singapore Logistics Association, Singapore Transportation Association, and Container Depot Association of Singapore) to improve Singapore port's competitiveness as a trans-shipment hub, by increasing the overall transportation efficiency of estimated 1,500–3,000 haulage community. The project will maximise their use of resources by providing a communication platform to do joint job scheduling, transportation monitoring and trucks/drivers sharing. Coupling with GPS system, the portal will provide real-time tracking of trucks and integrating the scheduling with PSA port. The community will also establish shared facilities and resources, ranging from drivers, trucks, warehouses. Apart from that, Victor has assisted in developing the capabilities of a portfolio of 50 niche logistics enterprises in areas of: consortium (of 5 companies) formation to undertake Defence Logistics (Mindef) from SembLog, developing first-of-its-kind cold chain ASRS capabilities with Pin Corporation.