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Achieving a successful market-driven supply chain, customer service and logistics organization

The session will describe Heineken's experience in managing intra-China logistics and distribution, the latest initiatives and how operational challenges have been overcome. This includes a review on how to manage partnerships with 3rd party logistics providers, how to drive process improvements and how to navigate and analyze the Supply Chain.

Speakers: Marc Bekkers, Regional Customer Service; Pamela Lin, Logistics Manager, HEINEKEN



A best practice approach: Bertelsmann B2C logistics in China

After a short introduction on Bertelsmann worldwide and its direct-to-customer division DirectGroup in particular, I will present the complexity of end-consumer logistics. I will conclude with a case study of the integration of a B2C home shopping company that has successfully outsourced its warehousing, distribution and cash collection services to Bertelsmann.

Speaker: Michiel Hijma, Senior Manager, BERTELSMANN DIRECTGROUP CHINA



Vendor management in Distribution Operation (post-sales supply chain)

The session will focus on vendor KPI measurement and cost control, and at the same time expand a little to post sales supply chain, learnings share.

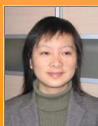
Speaker: Liang Bing, China Distribution Operation Leader, GE HEALTHCARE



The role and function of logistics in retail company - A perspective from China Resource Vanguard

The presentation aims to share the experience and practice of logistics operations of CRV with all participants in the event. It begins with some clarification of logistics basic concepts which are not correctly comprehended by people. What roles and functions logistics will and should have also are discussed with an introduction of logistics practice innovation in CRV. The advantage and performance of logistics more depends on interior coordination in a company than other factors outside. As for outside vendors such as a transport company, warehouse owner, they need to be integrated in the whole process of goods flow and should be treated as partners with full faith. A balance of service and cost should be deliberated. Operations transparency is recommended in logistics practice.

Speaker: Bill Tang, Logistics Director, CHINA RESOURCES VANGUARD (SUPERMARKETS)



How to improve the domestic logistic for international orders

The session will describe how Agilent manage their documentation and information flow in connection to customs process: WBLP general introduction, logistic mode in WBLP, advantage, challenges and 3PL service management (Doc. management, TAT management). It will then cover the physical flow in relationship to Agilent local distribution: DG cargo management, TAT Management, claim Management, risk management. Real case examples and experiences in selecting and managing freight forwarders and 3PL providers will also be shared.

Speaker: Diana Yu, Logistic Project Support Manager, Global Trade China, AGILENT TECHNOLOGIES



China Logistics - Past, Present & the Future

China and its many cities and provinces are striving hard to develop their economy. They sense the need to develop efficient logistics to support their continued development but their focus on building logistics parks and other infrastructure only addresses the hardware aspects of logistics. Chinese companies are also realizing they cannot afford to continue operating disparate high cost networks. This talk gives a historical perspective of logistics development in modern China, uses some case studies to show how decision technologies have helped some companies, and concludes with an outlook to the future.

Speaker: Cheng Hwee SIM, Managing Director, INTEGRATED DECISIONS SYSTEMS



Recent legal, customs, tax and international trade developments and their impact on supply chain structures in China

The liberalization of foreign investment in the distribution and logistics sectors in China have created new opportunities for more dynamic supply chain management structures. This session discusses some of the recent legal, customs, tax and international trade developments and their impact on supply chain structures in China. Specifically, the following scenarios will be examined: a) Establishing wholesale and retail networks in China and legal, tax and customs considerations; b) Development of China's bonded logistics zones and new supply chain structuring opportunities; c) Legal, tax and customs issues affecting the establishment of regional hubs in China; d) Customs duty saving opportunities using China's free trade agreements; and e) Customs/export control compliance issues affecting trading/manufacturing in China.

Speaker: Eugene Lim, Registered Foreign Lawyer, BAKER & MCKENZIE



China's Logistics Market: Ten Things you Need to Know

International 3PLs, freight forwarders and express companies are racing to invest in China's logistics market. However Transport Intelligence's research has shown that many are finding the 'China experience' unlike anything they may have come across before. Although the market is liberalizing, logistics companies face baffling regulations, cultural challenges, complex bureaucracy, an undeveloped transport sector as well as infrastructure issues. This presentation attempts to explain some of the key issues facing logistics companies in China, and provides a realistic portrait of doing business in this fast growing but challenging market.

Speaker: John Manners-Bell, CEO, TRANSPORT INTELLIGENCE



Selecting the most appropriate 3PLs to effectively penetrate the Chinese market

China 3PL market is fragmented, no one 3PL can now offer national coverage and represent over 2% market share. As the competition arena in China is moving into the 2nd or 3rd tier cities, manufacturers and retailers are facing the challenges to choose the right 3PLs to effectively provide the logistics services in these vast areas. How can they select the most appropriate 3PLs matching sound business strategies and selection criteria?

Speaker: Watson Liu, Director, Logistics, ACCENTURE



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Implementing a China Distribution Network

Any company doing business in China today must understand the nature of the Chinese market, consumerism, distribution network and habits. At a very general level, the Chinese market constantly growing, but cracking this market is another matter. Distribution is a major issue when it comes to China. The existing distribution system has grown from the traditional state-owned distribution system and suffers from all its ills. In this presentation we shall introduce an original distribution model: an operation based on a VMI model; ensuring on-time delivery of goods; reaching remote cities effectively; ensuring consistent service standards through KPIs, Process & sub-contractor management and ensuring

high visibility to the customer thanks to real time web support.

Speaker: Jean-Pierre Roquet, CEO, ELEE LOGISTICS



Reinventing Distribution through Value-Chain Logistics

A strong Logistics offering as the fundamental enabler, integrating the Value-Chain from Manufacturing to Marketing Services. A Menu of Services along the Value-Chain underpinned by a deep and extensive Asia-Pacific Logistics and Technology Infrastructure. A One-Stop Solution of Flexible & Responsive "Plug & Play" from our Menu of Services enabling us to customize services for the local, regional or global needs of our customers

Speaker: Roland Chong, Managing Director, IDS LOGISTICS CHINA



Intra-China logistics and distribution challenge: taking Kerry EAS to the next level

On 13 Jan, 2005 Kerry Logistics has completed the acquisition of 70% share of EAS, a 20-year old state-owned company with comprehensive pan-China distribution network. The new company, now under the name of Kerry EAS, has since broadened its logistics service from previously a relatively narrow based to now a wide spectrum of logistics services covering warehousing and distribution, international air/sea freight forward, express, trading, customs brokerage, and value-added services through it's 120 branch operations in China. The competition is also escalated from previously domestic based to now a new ground of competition against the big multinationals.

Speaker: Gary So, Vice President, KERRY EAS LOGISTICS



China Cold Chain Logistics: The Future Begins Today

The session draws on A.T. Kearney's recent studies on the China food safety situation (in cooperation with CCFA and the Ministry of Health) and development of China retail and cold chain distribution capability sectors. The speech provides a comprehensive overview of the drivers of rising cold chain infrastructural requirements, the challenges of setting up national cold chain infrastructure and the opportunities to build scale rapidly.

Speaker: Tian (Bing) Zhang, Principal, A.T. KEARNEY SHANGHAI



Avoiding Logistics Fraud Traps and Trapping the Fraudsters

Peter will describe some of the tricks commonly perpetrated by white-collar criminals in logistics and supply chain operations in China. He will present case studies ranging from the country manager who inserted an unnecessary tier of companies into the distribution of construction equipment to steal margin from his employers, the textile merchandiser who extracted huge kickbacks from supplier-manufacturers for the apparel that she purchased for a European fashion chain, to the corrupt buyer handling the purchase of components for an engineering firm. Peter will identify characteristic vulnerabilities and weaknesses in the companies where these scams happened. He will also present a tool kit for reducing the risk of such abuses and the ways to respond to them when they occur.

Speaker: Peter Humphrey, Managing Director, CHINAWHYS



So who is really handling your goods in China? The security of cargo between factory and port

The estimated 40,000 freight forwarding companies in China and the lack of adequate physical security bring inherent risks to the security of cargo once it leaves the point of loading. The poor level of due diligence on who is actually handling your goods can lead to a lack of proper control, increasing the traditional risks of theft and product substitution. Poor physical security can impact upon C-TPAT compliance for exporters to the USA. How can supply chain professionals mitigate the risks of unscrupulous individuals operating along the supply chain and leveraging weaknesses in the system? How can you instill security awareness along the supply chain and mitigate the challenges of internal fraud and collusion?

Speaker: Neal Beatty, Manager of Asset Protection & Enterprise Security, HILL & ASSOCIATES



Best Practices in Warehouse Management

This workshop explores the best practices in warehouse management. How systems, technology, equipment and people are being used to the best advantage throughout the World. This workshop will look at global warehouse trends. Case studies will be provided from advanced operations in Europe. The role of a Warehouse Management System will be explored, along with typical benefits, costs and payback of a WMS

Trainer: Steve Cross, Managing Director, ATMS

Managing Implementations for Shippers and Service Providers

In today's increasingly competitive business environment, the foundation of a successful working partnership between the shipper and the service provider is the implementation. A successful implementation is critical in establishing guidelines, protocols and measurements of any outsourced logistics program. This introductory training session focuses on providing a roadmap for participants to successfully and effectively manage an implementation as well as establish procedures for effective operations management and the measurement of operational success. The content of this program focuses on the implementation of large-scale transportation programs including managing transportation providers, shipment and information management, establishing reporting requirements, etc. This seminar is relevant for the service provider and manufacturer and/or shipper as it addresses critical issues and milestones from a project management perspective.

Trainer: T.J. Singla, Rasmussen & Simonsen International

Other interested speakers include GlaxoSmithKline, Kolher, Dupont, B&Q, Auchan, BS Home Appliances, Amway China, Newell Rubbermaid.