

# Operations Asia TV Show

A vast array of forces - including globalization, rising costs, shifts in consumer demand, resource scarcity, environmental pressures, technology advances, governmental regulation and activism - are reshaping the way products get sourced, made and shipped.

Supply Chain Management (SCM) represents a conscious effort by the manufacturer together with its suppliers, distributors, retailers and services providers to develop and run supply chains or supply networks in the most effective way.

Latest surveys show that 90% of Top 500 CEOs see **SCM** as "critical or very critical" to their business today

Supply chain activities cover everything from design, product development, sourcing, purchasing, production/manufacturing, warehousing, transportation, logistics, all the way to repair/maintenance and customer service as well as the information systems needed to coordinate these activities.

## The Concept

Manufacturing facilities, logistics centers, the products and the people behind them are topics that appeal to all senior level executives doing business in Asia.

As a business leader, the pressure never ends and **Operations Asia** will showcase some great new ideas to help you improve the performance of your operations in Asia. High profile guests, with new global perspectives on managing, will energize viewers in their search for efficiency by presenting real examples of supply chain success in Asia.



This show will be an opportunity for viewers to hear how they can improve their supply chain to guarantee quick wins and long-term gains. If there is an innovative solution to help you reduce your transportation and inventory costs, improve supply chain cost efficiencies and maximize the visibility of your orders, it will be featured on Supply Chain Asia.

Take a ride with the first show that blends latest news, feature interviews, facilities showcases and live debate on the hottest issues in doing business in Asia! Your gateway to inside coverage of best practices, profiles on influencers, event highlights and more.

Operations Asia provides avenues for viewers to take their knowledge to a higher level and start to roll-out real programs and on a bigger scale. Use the lessons learned from others to blaze a trail within your own company. Avoid pitfalls, minimize weaknesses and leverage your strengths by learning from leading supply chain, procurement and logistics practitioners.



Simply, there is no other program like this on television. This is a program that speaks to senior executives on the ground who come back after a long day at the factory, visiting suppliers and talking to their staff and want a compact but rich in content show that can help them in their job.

In this original series, top business leaders with expertise in navigating Asia's fast paced, ever evolving business landscape share their secrets of managing sourcing, manufacturing and logistics operations.

The show covers all aspects of doing business in Asia with a focus on sharing valuable insider perspectives, secrets and tips from experts in their field who remain ahead of the curve in business circles.

## The Format

Operations Asia is a 20 minutes television series that delves into the operations of leading companies in Asia.

The show is unique in its focus and timely in its appearance, the host will present on set how successful companies leverage on their Asia sourcing, manufacturing and logistics operations to compete in global markets.

All this is done in a magazine-style format that combines news-style location segments, formal and informal interviews with senior foreign executives as well as local managers, facilities footage, instructional "How-to's" and recommendations from experts in the industry.

Operations Asia captures all aspects of supply chain excellence in today's leading companies from the unique perspective of a eclectic crew of 'practitioners', a team of contributors and presenters.

Filming will be done primarily in China but as the show expands, Vietnam, India and other Asian countries will be covered as well.

The show will have a fast tempo magazine style format and the host will combine practical education along with knowledge in a relaxed but professional setting. The host will assure that there will never be a dull moment and every viewer will learn something about supply chain management.



## Sponsorship

Marketers and networks are increasingly integrating products and services inside their shows, a trend called branded entertainment, as viewers gain the power to avoid or skip commercials by using remote controls or digital video recorders. Rather than interrupt the episodes with commercials, the Council plans to interweave sponsors' products into segments of each show and is currently seeking one or several sponsors.

As all initial commercial sponsorship revenues will be based on the distribution and viewing figures for the TV series, the Council will seek to maximize the amount of products and services that's featured - without denuding program quality or brand values.

As Operations Asia's success is proven in one market the programs can be rolled out to other territories, but re-edited to produce a combination of 'common footage' (across all channels) and 'regionalized segments'. This way the program content can be tailored to individual markets ensuring its appeal not just to each regional audience, but to advertisers/sponsors and broadcasters as well.

See the pilot show at <http://video.google.com/videoplay?docid=8712971870232669581&hl=en>