

## Program

**8 & 9 December**      **建立中国式供应链**  
**9:00am – 5:00pm**    **Building Supply Chain Capabilities to Tackle China Issues**

Stiffening competition, soaring labor costs, increasingly demanding customers, high logistics costs and greater supply chain risk have made the business in China more challenging than ever. Now, the companies need to tear down the walls within the organization and collaborate actively with suppliers to improve customer service while driving down costs. Moreover, they have to develop superior supply chain capabilities to drive operational excellence and address key issues in the Chinese market.

This training will show you, by using discussions of case studies and exercises, how companies in China can improve their supply chain management capabilities and optimize their financial performance.

### Benefits

Upon completion of this training, the participants will have learned and practiced several techniques to:

- Tackle China supply chain issues
- Initiate supply chain management improvements
- Manage their business effectively and achieve competitive advantage
- Define a sustainable supply chain strategy

### Who should attend?

This training is designed for CEO, General Managers, Directors and Senior Managers from the following departments: Operations, Purchasing (Sourcing & Procurement), Logistics, Supply Chain, Inventory Management and Customer service.

### Trainer

#### John Paul



John Paul (PhD, MBA, MSc, BEng) is an expert in supply chain management and operational improvement for manufacturing and services. He has over 25 years experience as a top executive in supply chain management. Today, Dr. Paul is a consultant to multinational corporations, being the founder and CEO of iCognitive, a firm specializing in supply chain consultancy.

### Venue

CCIF Shanghai  
 2/F, Mayfair Tower, 83 Fu Min Road, Jing An District  
 中法工商会, 富民路 83 号巨富大厦 2 楼  
 Tel: +86 (0) 21 61 32 71 00

### Time

Thursday & Friday, 8 & 9 December 2011  
 9:00am – 5:00pm



<b>Language</b>	English
<b>Prices*</b>	Members: RMB 3990/per person Non members: RMB 4490/ per person <i>*Lectures, course materials, breakfasts and lunch for the first day are included.</i>
<b>Registration</b>	Please download the <a href="#">Registration Form</a> and send the completed form by email to <a href="mailto:m.kim@sha.swisscham.org">m.kim@sha.swisscham.org</a> by <b>Wednesday, 30th November 2011, 6:00pm.</b> Limited number of participants!
<b>Contact</b>	Manuela Kim Marketing Assistant Tel: +86 21 6149 8212 <a href="mailto:m.kim@sha.swisscham.org">m.kim@sha.swisscham.org</a>

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- Program outline**
- Day 1 – Supply Chain Configuration**
- Configure your supply chain
  - Build up supply chain capabilities using different proven methodologies
    - Process management – SCOR methodology
  - SCOR fundamentals – SCOR processes and metrics& best practices
    - Case Studies: SCOR implementation in the beverage industry in the Chinese market
- Day 2 – Supply Chain**
- Benchmarking
    - Supply chain maturity model to facilitate qualitative benchmarking
    - Four step benchmarking approach
    - Case Studies: Strategic benchmarking in electronic and chemical industries in China
  - Industry trend in China on operational benchmarks