

A 2-day intensive program on

Leveraging Supply Chain Management

- Value Creation & Cost Reduction

6-7 August 2009

JW Marriott Kuala Lumpur

FOCUSING ON:

- Defining Types Of Buyer Supplier Relationship In A Continuum Perspective
- Elements Of A Strategic Business Plan Incorporating The Supply System
- Supply Chain Management Significance On The Company's Sales
- An Insight Of World Class Of :
 - Supply Management
 - Demand Management
 - Logistics Management
- Implementation Of SCOR (Supply Chain Operations Reference Model)
- Appreciation Of Best-In-Class Supply Chain Management In Action

INTRODUCTION

The implementation process of Supply Chain Management is a long drawn orientation that critically requires restructuring of not only internal activities but a retrospect of the relationships an organisations shares with its suppliers, partners and outsourced firms. Leading to shared participation in the value creation of the customers domain. Supply Chain Management aims to increase sales, reduce costs and make entire use of assets by streamlining the interaction and communication proficiencies of the supply and demand chain members.

Day 1 - Thursday, 6th August 2009

9:00 **DEFINING TYPES OF BUYER SUPPLIER RELATIONSHIP IN A CONTINUM PERSPECTIVE**

- The transactional, collaborative, alliance integration process and activities
- The variations of supply chain types and the consequential effect

10:30 Morning Break

10:45 **ELEMENTS OF A STRATEGIC BUSINESS PLAN INCORPORATING THE SUPPLY SYSTEM**

- The dominant flow of materials, financial and information from source to supply
- The implied undertakings of supply chain management leadings to world class level

1:00 Lunch & Zohor

2:00 **SUPPLY CHAIN MANAGEMENT SIGNIFICANCE ON THE COMPANY'S SALES**

- The fundamental 7 categories from improved quality to flexibility
- The underlying 10 areas of lower total cost ownership from concept to consume

3:30 Afternoon Break

3:45 **AN INSIGHT OF WORLD CLASS SUPPLY CHAIN MANAGEMENT**

- Defining the strategic activities from supply to competitive environment

5:00 End of Day One

Day 2 - Friday, 7th Friday 2009

9:00 **AN INSIGHT OF WORLD CLASS DEMAND MANAGEMENT**

- Defining actual versus real-time demand in shifting focus from component to strategic product

10:30 Morning Break

10:45 **AN INSIGHT OF WORLD CLASS LOGISTICS MANAGEMENT**

- Featuring increased value added activities to real-time traceability of materials and product inventories

1:00 Lunch & Zohor

2:00 **IMPLEMENTATION OF SCOR -
SUPPLY CHAIN OPERATIONS
REFERENCE MODEL**

- Defining process measurement into a cross functional framework
- The 5 distinct Management Processes of plan, source, make, deliver, return
- The 4 levels of process features and performance attributes

3:30 Afternoon Break

3:45 **APPRECIATION OF BEST-IN-
CLASS SUPPLY CHAIN
MANAGEMENT IN ACTION**

- Illustrating Customer Focused SCM
- Enhancing vendor Partnership SCM

5:00 End Of Program

METHODOLOGY

- Lectures and Simulations
- Case Studies
- Group Assignments
- Practical Approach

**AFTER ATTENDING THIS
PROGRAM YOU WILL RETURN TO
YOUR JOB...**

- 1) Understanding the Supply Chain Management process and performance based activities.
- 2) Strategising the linkage of Logistics Management, Demand Management and Supply Management.
- 3) Defining the Value Chain Management in a company's objectives.
- 4) Finding out the difference between world class supply, demand and logistics management.
- 5) Learning how to increase sales and reduce costs.
- 6) Applying the SCOR model in your organisation.
- 7) Establishing a better vendor partnership.

PROGRAM FACILITATOR

MR STEPHEN KUM (MBA, USA), is a fellow of the Institute of Freight Forwarders (UK), The Institute of Logistics & Transport (UK), the Institute of Business Administration (UK), Professional member of Logistics & Supply Chain Management Society and former Vice Chairman of the Persatuan Logistik Selangor.

He has more than 28 years hands-on experience in the field of International Trade, Global Procurement, Freight and Logistics. He was the Managing Director of a large global logistics service provider with regional offices in UK, USA, Australia and Asia. Mr Kum is also actively involved in training for manufactures, corporations, forwarders, trade associations, trade divisions of embassies and tourism authority organisation. He is also affiliated with Cambridge International College (UK) and Durban Logistics College (UK) as their Training Consultant for Malaysia and also as an Associate Consultant for a Supply Chain Solutions company in Singapore.

WHO SHOULD ATTEND

This course is specially designed for all Managers and Executives involved in:

- Planning
- Marketing
- Production
- Shipping
- Entrepreneurs and professional who are keen to know about the Value Chain creation
- Finance
- Purchasing
- Distribution
- Logistics

Leveraging Supply Chain Management

- VALUE CREATION & COST REDUCTION

6-7 AUGUST 2009 | KUALA LUMPUR

BAYARAN POS JELAS
POSTAGE PAID
PEJABAT POS BESAR
KUALA LUMPUR
MALAYSIA
NO. WP 0257

Please fax us the completed registration form

Name (Dr/Mr/Mrs/Ms)

Company Name

Designation

Address

City/Postcode

Country

Tel (Home)

(Office)

Mobile

Fax

Email

090756

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

If undeliverable, please return to:

46A-6, Mentari Business Park, Jalan PJS 8/2, Bandar Sunway 46150 Petaling Jaya Selangor, Malaysia

Update your details at www.cmtevents.com

Photocopy Registration Form to Preserve Brochure Copy, July 2009

CMT'S 2009 KL EVENTS

Principles & Practices Of Audit & Operational Reviews

14-15 May 2009 | Kuala Lumpur

Storage Tanks

18-19 May 2009 | Kuala Lumpur

Property Development In Environmentally Sensitive Area

18-19 May 2009 | Kuala Lumpur

Predictive Maintenance & Trouble Shooting-Pumps & Compressors

20-21 May 2009 | Kuala Lumpur

Spreadsheet Modelling Using Excel VBA

25-26 May 2009 | Kuala Lumpur

Accounting & Tax Treatment For Fixed Assets

25-26 May 2009 | Kuala Lumpur

Protocol Management

25-26 May 2009 | Kuala Lumpur

Business Data Management With Pivot Table

27 May 2009 | Kuala Lumpur

Measuring & Maximizing Your Human Resource Asset For Profit Improvement & Business Growth

27-28 May 2009 | Kuala Lumpur

Building & Common Property(Maintenance & Management) Act 2007

28 May 2009 | Kuala Lumpur

Effective Tools In Managing Financial Performance Measurement For Profit Improvement

28-29 May 2009 | Kuala Lumpur

Advanced Excel Spreadsheet Skills

15-16 June 2009 | Kuala Lumpur

Pengagihan Dan Pemasangan Sistem Bekalan Elektrik

24-25 Jun 2009 | Petaling Jaya

Re-Structuring Corporate Cash Flow And Treasury Management In Challenging Times

24-25 June 2009 | Kuala Lumpur

Strategic Cost Management For Pricing Decision & Profit Maximisation

22-23 June 2009 | Kuala Lumpur

CMT, a global organizer HQ in Singapore, is dedicated to the provision of latest business and technology information through high profile conferences for varied industries. CMT forums encircle the globe from Asia Pacific to Middle East to New Europe/Russia and the Americas. Today in its 26 years of operation, CMT has forged relationship with leading market player in the industry to analyze the latest industry trends and provide timely information for your decision making.

HOW TO REGISTER

ONLINE: www.cmtevents.com
EMAIL: adminkl@cmtsp.com.sg
FAX: (603) 2162 6393
TEL: (603) 2162 7322
POST TO: Lot 7.03, 7th Floor, North Block,
The Ampwalk, 218 Jalan Ampang,
50450 Kuala Lumpur

FEES

The full Registration Fee includes cost of all sessions, luncheon, coffee/tea & documentation.

1 Person	Group fee for 3 or more* (from the same company)
RM1695	RM1395 (MIN SAVINGS OF RM900)

* Terms and conditions apply.

Cancellations, Refunds & Transfers: A full refund will be promptly made for all written cancellations 3 weeks before the meeting. Thereafter, cancellations are not refundable. A substitute may be made at any time.

PAYMENT

By Telegraphic Transfer

ACCOUNT NAME: **Centre for Management Technology Sdn Bhd**

A/C No: **3 - 0903390 - 12**

BANK: **Public Bank Berhad**

BRANCH: **Grd Floor, Menara Public Bank
Jalan Ampang**

swift code: **PBBEMYKL**

TT must include additional RM10 for Beneficiary's Bank charges. **Delegates must bear all bank charges and local taxes (if applicable). Fees must be NETT of ALL charges.**

CHEQUES: Crossed & payable to
"Centre for Management Technology Sdn Bhd"

CERTIFICATE OF COMPLETION

A Certificate of Completion will be awarded upon successful completion of each course. This serves as evidence of your personal and professional commitment to your career.

COURSE TIMING

Registration: 8.30 am, Course Begins: 9.00 am,
Morning Coffee: 10.30 am,
Lunch: 1.00 pm to 2.00 pm,
Tea Break: 3:30 pm, Course Ends: 5.00 pm