

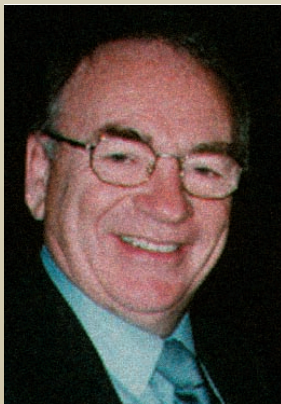
**First time in Malaysia!**

Capitalize on 40 years specialization in Procurement & Supply Chain Management that made Chris Jones an internationally reputed and respected specialist.

# STRATEGIC PROCUREMENT AND THE SUPPLY CHAIN

— BEST PRACTICE STRATEGIES FOR SUBSTANTIAL BOTTOM-LINE RESULTS —

**February 26-27, 2004 \* Holiday Villa, Subang Jaya**



Led By

## **Chris L. Jones**

**World-Class Specialist in Procurement  
& Supply Chain Management  
Fellow of the Chartered Institute of  
Purchasing and Supply, U.K.**

An excellent opportunity to acquire the latest thinking on procurement, in particular strategic thinking, procurement processes and new practices.

Benchmark your procurement operations against leading-edge practices of major consultancies and understand the steps you can take to move closer to world-class standards.

Examine the journey to e-procurement: what are the business imperatives and what makes the difference between successful and disastrous implementation.

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Keynote Address by

**Mr Albert Cheah Khim Chye, PJK, PJM**  
*President  
Malaysian Institute of  
Purchasing & Materials Management*

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IMPOSSIBLE!

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MALAYSIAN INSTITUTE OF PURCHASING  
AND MATERIALS MANAGEMENT

## **Dramatically improve your financial performance by strategically managing the procurement process!**

The traditional measures of driving business improvement through process redesign, organizational restructuring and enhanced marketing have been fully exploited. Major consultants and practitioners are convinced that procurement and supply chain optimization is one of the few last frontiers for profit improvement left in the race for international competitive advantage.

Procurement and the Supply Chain is one of the prime areas for improving cash flow and enlightened management teams are starting to believe that focusing on Strategic Procurement and Supply Chain Management can make a major contribution to the business bottom line.

This seminar-workshop will demonstrate that building on a sound base of strategic approaches to procurement and the supply chain can bring a new competitive edge to business. It will review strategic procurement tools, processes and new practices which will enable you to take advantage of the opportunities that exist.

## **Extract maximum strategic value from your procurement activities! Return to your management team equipped with:**

- an in-depth knowledge of key themes in world-class procurement
- an ability to make a solid contribution to business improvement
- a knowledge of the procurement value proposition:
  - a review of areas where procurement brings the greatest value
  - a framework for accessing the potential of applying e-procurement
  - a simple approach that enables real business application in the short term

## **The practitioner's solution to giving your business the competitive edge**

Chris Jones will share with you the knowledge he has gained from an extensive career, managing procurement practitioners in South America, Europe, Africa and Asia.

In the last one year, he has been researching the market realities of introducing e-procurement. He will present the suggestions through the eyes of a seasoned practitioner which requires simplicity, real business benefit in the short term, solutions that are attractively priced and practical to implement.

**“Adopt a simple approach towards improving the efficiency and effectiveness of the procurement and supply chain to improve your bottom line. This involves addressing the ‘total chain’ as a prerequisite of maximizing benefit. e-procurement is a major enabler in this process. You can make it happen!” – Chris Jones**

**Certificate of Participation will be awarded on completion of the workshop**

## **Alignment**

Procurement and supply chain's contribution can be maximized if it is fully aligned with business objectives.

- Are your procurement vision and objectives based on those of the business?
- Are the business objectives understood by all in the procurement process?
- Is there a review process involving management and customers in place?

**These will be addressed using a well-proven model for checking your company's alignment. Action planning sessions will allow you to discuss the actions needed to successfully move towards alignment.**

## **Procurement processes**

Procurement and supply chain is a continuous process that enables companies to synchronize and optimize activities, assets and resources at strategic, tactical and operational levels and allows the business to be managed as a single entity.

- Where does the supply chain start and finish?
- Which procurement strategies are deployed by leading-edge organizations?
- How do companies make the leap from 'reactionary to strategic'?
- What is the roadmap to moving to excellence?
- What are the key features of best practices?

**A review of new initiatives in these core areas will be shared in addressing these issues.**

## Strategic differentiation

The procurement value proposition: where procurement brings the greatest value, and an overview of the latest thinking on managing the value chain. Learn techniques to differentiate between goods and services in context to their importance to the business and potential for improvement.

- What is the purpose of differentiation?
- How is differentiation achieved and what are the benefits?
- Where are you most at risk?
- How does the supplier's view impact the choice of strategies?

**Learn and apply a methodology to address:**

- **Where to place effort for optimum results**
- **Risk analysis – technical and financial**
- **Transition from high-level strategies to tactics**
- **Strategic supplier alliances**
- **Customer value drivers**

## E-Procurement

How will procurement change over the next ten years and what procurement staff can do to take advantage of the opportunities that will exist.

- Why the hype?
- Why is e-procurement important?
- Why are many companies uncomfortable about e-procurement implementation?
- Does e-procurement bring bottom-line benefits?
- **Steps to ensure smooth implementation of e-procurement**
- **Degrees of e-collaboration**
- **Taking cost out of the process**
- **E-sourcing strategies**
- **Analysis of the benefits**
- **Case study of successful examples**

## Performance measurement

Many companies have difficulty in measuring procurement and supply chain performance and its contribution to the bottom line.

- What to measure?
- How to measure?
- Does bench marking play a part?

**Self assessment exercise to identify:**

- **Processes which needs improvement**
- **Improvements offering greatest contribution**
- **Where limited resources should be focused**
- **Quick wins**

## Making it happen! Managing each improvement initiative as a project

Converting knowledge into real action is a major problem for many companies. The key is to manage each improvement initiative as a project and set objectives that match business needs.

- Why is it necessary to 'projectize'?
- How to reduce cost of your supply chains?
- Why is the contribution of cross-discipline teams important?
- Why should procurement initiatives deserve priority when competing for limited resources?

**A model and case studies will be presented in the achievement of real results and in demonstrating its use in:**

- **Improving the supply chain for strategic purchases**
- **Importance of cross-functional teams**
- **Identifying cost drivers and applying cost levers**
- **Spend analysis**
- **Identifying opportunities**
- **Cost analysis 'the easy way'**
- **Project hypothesis and validation**

## Sustaining improvements

For many companies, sustaining improvement is frequently the barrier to success. Learn a method that some successful companies are using to 'make it happen' which includes a simple process to successfully sustain improvement.

### Interactive sessions

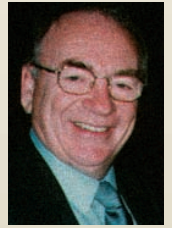
- **Throughout the two-days, you will be engaged in a series of 'Management Team Meetings' for the purpose of discussing management issues relating to procurement, e-procurement and the supply chain.**
- **Participants will also be asked to present examples of initiatives within their division that has brought benefit to the business.**

### Immediate benefit to

- **Managing Directors & CEOs**
- **Chief Operating Officers & Vice Presidents**
- **Directors and Managers with responsibilities in developing strategies and managing the supply chain :**
  - **Purchasing / Procurement**
  - **Distribution & Supply Chain**
  - **Materials**
  - **Logistics**
  - **Sourcing**
  - **Vendor Development**
  - **Operations**
  - **Planning & Control**
  - **Finance**
  - **IT, MIS**
  - **Business Development**
  - **Merchandizing**
  - **Manufacturing**
  - **Buyers**
  - **Suppliers**

Your internationally renowned expert

# Chris L. Jones



## World-Class Specialist in Procurement & Supply Chain Management Fellow of the Chartered Institute of Purchasing and Supply, U.K.

In a promotional publication for a 2001 seminar in Singapore, J.D. Edwards referred to him as a “reputed specialist in the field of Purchasing and Supply Chain Management who has held a variety of logistics management positions in established organizations worldwide such as the U.K. Ministry of Defense, Shell International The Hague, Shell BP Development Corporation, Nigeria and the Portuguese National Refining Company.”

He was Manager and Global Procurement Coordinator of Shell International where he developed and implemented processes that enabled

the Shell Group of Companies to benefit from leveraging its US\$32 billion purchasing power internationally. A cost reduction of 20% was achieved on selected commodities over total purchases exceeding US\$32 billion per annum.

Three years ago he formed SCIP Limited, a company specializing in Strategic Procurement and Supply Chain Management and has focused on working with other consultancies in researching and establishing methods of sharing developments in supply chain processes and techniques including the topical e-procurement.

More recently, as founder member together with three other directors., he formed Virtuality DCP Limited which provides an international network of over 30 associates working in cooperation to offer strategic, operational and advisory services on Demand Chain Management to a wide cross-section of industries.

Chris believes that there are still major opportunities for Procurement and Supply Chain Management to improve business performance, but until senior executives are persuaded to acknowledge the benefits, they will continue to miss the opportunity to achieve competitive edge.

## NOT TO BE MISSED! REGISTER NOW!

**Chris Jones' specialization in the field of Procurement and Supply Chain Management spans 40 years and has gained him an international reputation and acclaim.**

**“A lively training course – Its definitely world-class!”**

**“Systematic and clear model... great presenter!”**

**“Very competent instructor — concepts and examples were interesting.”**

**“Concepts were concise and workshop exercises were good opportunities for applying to the workplace.”**

### ORGANIZATIONS THAT HAVE BENEFITED FROM CHRIS JONES...

\* Bristol University U.K. \* Sabah Shell Petroleum Ltd Malaysia \* Management Centre Europe \* J.D.Edwards Asia \*  
\* IKEA Sweden AB \* Singapore Institute of Management \* Siemens Nixdorf Ltd \* Sumitomo Bakelite Ltd \*  
\* TNT Express Worldwide Ltd \* Defense Science Technology \* Jurong Engineering \* PSA Corporation \* CSO-Mindef \*  
\* Pan Asia Paper Co. \* ABB Vetco \* ESSO Singapore \* Chevron Oronite \* Coates Brothers \* Changi Intl' Airport Services \*  
\* Wincor Nixdorf \* Merck Sharp & Dohme \* National Semiconductor \* Tetra Pak \* Sumitomo Metal \*  
\* Housing & Development Board \* *and the list goes on...*

## PROGRAM DETAILS

### **Strategic Procurement and the Supply Chain**

Best Practice Strategies

For Substantial Bottom-Line Results

- February 26–27, 2004
- 9 am – 5 pm daily
- Holiday Villa, Subang Jaya, Selangor D.E.

### **Your investment**

RM1,880 per person, inclusive of program manual, lunches and refreshments.

- **MIPMM member**
- Take 10% OFF the fee.
- MIPMM membership number: \_\_\_\_\_

### **Early bird incentive**

Take 10% OFF the fee.

Register and pay by 26 January 2004.

### **Team Attendance Highly Recommended**

This is to facilitate successful implementation of the knowledge acquired from the program.

#### **Group Incentive**

- 10% off for 3 or more from the same company.

### **Reservations**

Reservations can be made by telephone, fax or by e-mail.

Registration is confirmed on receipt of the registration form and payment cleared before the program date. If unable to do so due to government policy or company procedure, please advise late payment in writing.

### **Cancellation Policy**

Full refund for written notice received 2 weeks before program. A 25% cancellation fee will be levied for late cancellations. No refunds after 20 Feb 2004.

*Substitutions are allowed.*

### **HRD Council: SBL Scheme**

Organizations contributing to the HRD Fund may claim 100% of the approved training program fee. Please apply through your HR Department at least 14 days in advance of the program to expedite approval from HRDF. RAYMA will be pleased to assist in this process upon request.

### **RAYMA Guarantee**

Full refund if we do not deliver what we promised. Just turn in your workbook at the end of the program.

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REGISTRATION FORM

**YES!** Please register the following for:  
**Strategic Procurement and the Supply Chain**  
Best Practice Strategies For Substantial Bottom-Line Results

**DATE** February 26 – 27, 2004 **TIME** 9am – 5pm daily.  
**VENUE** Holiday Villa, Subang Jaya, Selangor D.E.

Name 1 \_\_\_\_\_  
Position \_\_\_\_\_  
e-mail \_\_\_\_\_  
Mobile \_\_\_\_\_

Name 2 \_\_\_\_\_  
Position \_\_\_\_\_  
e-mail \_\_\_\_\_  
Mobile \_\_\_\_\_

Name 3 \_\_\_\_\_  
Position \_\_\_\_\_  
e-mail \_\_\_\_\_  
Mobile \_\_\_\_\_

Company \_\_\_\_\_  
Address \_\_\_\_\_  
\_\_\_\_\_

Tel \_\_\_\_\_ Fax \_\_\_\_\_  
Contact Person \_\_\_\_\_  
Position \_\_\_\_\_  
e-mail \_\_\_\_\_  
Mobile \_\_\_\_\_

**PAYMENT METHOD**

**By Bank Transfer**  
Remit payment at any Public Bank branch  
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• A/C Number: 3081577110  
Fax us the bank-in slip with this registration form  
at (03) 7804 4484

**By Cheque**  
Cheque \_\_\_\_\_  
Amount \_\_\_\_\_

made payable to RAYMA Sdn. Bhd.

Fax this registration form, then send with payment to  
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2B Jalan SS24/13, Taman Megah  
47301 Petaling Jaya, Selangor Darul Ehsan, Malaysia  
**Tel:** (03) 7804 4666/777/888 **Fax:** (03) 7804 4484  
**Email:** seminars@rayma.com.my