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# STRATEGIC LOGISTICS, WAREHOUSING AND DISTRIBUTION

## TWO KEYNOTE SESSIONS BY:



### 360 DEGREE PERSPECTIVE OF THE REGIONAL LOGISTICS INDUSTRY

→ Gopal R, *Director, Transportation and Logistics*  
**FROST & SULLIVAN**

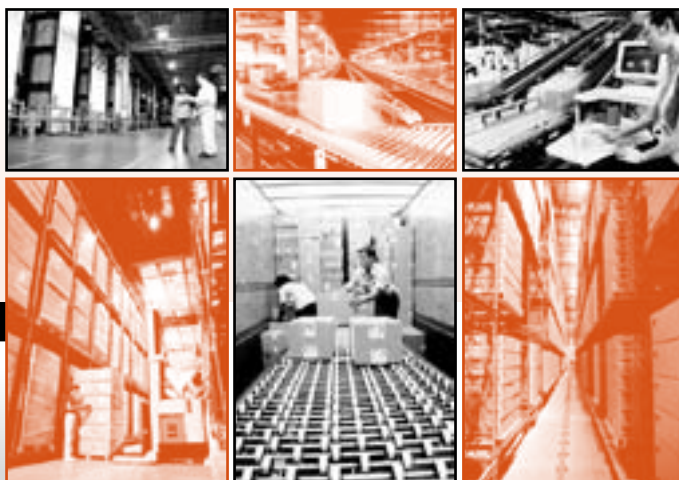


### THE CRITICALITY OF GETTING WAREHOUSE DESIGN RIGHT

→ John Talbot, *CEO*  
**LOGISTICS CONSULTING ASIA**

**17-18 AUGUST 2009**

**Crowne Plaza Mutiara Hotel, Kuala Lumpur, Malaysia**



## OUR CHAIRPERSON:



**Joseph Tan Chin Aik**  
Advocate & Solicitor,  
Supreme Court of Singapore  
**MESSRS MADHAVAN PARTNERSHIP**



**Khaeruddin Sudharmin**  
Managing Director/CEO  
**MOTORDATA**  
Research Consortium Malaysia in  
Partnership with Thatchem UK

## HEAR IN-DEPTH PRESENTATIONS AND STRATEGIC INSIGHTS FROM LOGISTICS EXPERTS ON THE FOLLOWING KEY ISSUES:

### STRATEGIC SUPPLY PARTNERSHIPS: DELIVERING QUALITY SERVICE, MAXIMISING EARNING POTENTIAL AND MINIMISING COSTS

→ Allan Lee, *Global Quality Manager/ Six Sigma Master Black Belt*, **BRITISH AMERICAN TOBACCO**

### BEST PRACTICES IN STOCK MANAGEMENT AND HOW TO NOT GET STUCK WITH EXCESS INVENTORY

→ Andrew Cheah, *Managing Consultant*, **SYNERFLEX CONSULTING**

### ENHANCING INVENTORY MANAGEMENT AROUND IMPROVED METRICS

→ Bo Grabowski, *Managing Director*, **DKSH LOGISTICS SERVICES**

### SUSTAINING OPERATIONS WITH CONTINUOUS IMPROVEMENT INITIATIVES DURING ECONOMIC DOWNTURN

→ Cassandra Lee, *Supply Chain Practice Manager – Asia*, **LOGISTICS EXECUTIVE, SINGAPORE**

### BUILD AND OPERATE INFORMATION-DRIVEN VALUE CHAIN

→ Jasbir Singh, *General Manager of Sales*, **ORACLE MALAYSIA**

### THE WISDOM OF MEDIATION AND INDUSTRY-SPECIFIC-TECHNIQUES IN HARD TIMES

→ Joseph Tan Chin Aik, *Advocate & Solicitor, Supreme Court of Singapore*, **MESSRS MADHAVAN PARTNERSHIP**  
and Albert Kang Gim Swee, *Senior Associate*, **KANG ASSOCIATES, SINGAPORE**

### FACTORS AFFECTING CONTRACT IN THESE HARD TIMES: LOGISTICS DISTRIBUTION AND WAREHOUSING

→ Joseph Tan Chin Aik, *Advocate & Solicitor, Supreme Court of Singapore*, **MESSRS MADHAVAN PARTNERSHIP**

### HALAL LOGISTICS - THE STANDARD AND OPPORTUNITY

→ Marco Tieman, *CEO*, **LBB TEAMS (M) SDN BHD**

### USING TRANSPORTATION EFFECTIVELY AS A COMPETITIVE ADVANTAGE IN THE BUSINESS OF LOGISTICS

→ Dr Nazry Yahya, *Chief Representative Officer*, **JPL LOGISTICS VIETNAM**

### WAREHOUSING AND DISTRIBUTION CHALLENGES AND OPPORTUNITIES FOR SMES IN MALAYSIA

→ Sudarshan Nagalingam MCILT, *Country Head*, **FSL LOGISTICS (MALAYSIA) SDN BHD** (A WHOLLY OWNED SUBSIDIARY OF FREIGHT SYSTEMS LLC, UAE)



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### STRATEGIC LOGISTICS, WAREHOUSING AND DISTRIBUTION



#### UPCOMING EVENTS:

June 10-11	Waste Management
June 16-17	Medico-Legal
June 17-18	Low Cost Carriers
June 23-24	Financial Controllers
July 8-9	Customer Service in Call Centres
July 15-16	Strengthening Corporate Director's Performance, Leadership & Corporate Governance
July 28-29	Organisation Innovation & Design
July 29-30	Occupational Safety & Health Challenges in Workplace
August 12-13	Business Resilience & Continuity Planning

8.00 REGISTRATION AND MORNING COFFEE 12.25 LUNCH

9.00 **CHAIRPERSON'S OPENING REMARKS**  
*Joseph Tan Chin Aik*  
*Advocate & Solicitor, Supreme Court of Singapore*  
**MESSRS MADHAVAN PARTNERSHIP**

9.10 **360 DEGREE PERSPECTIVE OF THE REGIONAL LOGISTICS INDUSTRY**  
**KEYNOTE SPEAKER**  

- Economic environment and implications
- Recovery measures and impact on trade patterns
- Key Supply chain trends that would shape the future of the industry
- Measures to counter the implications of slowdown
- Challenges and opportunities

**Gopal R**  
*Director, Transportation and Logistics*  
**FROST & SULLIVAN**

10.05 MORNING REFRESHMENT

10.35 **USING TRANSPORTATION EFFECTIVELY AS A COMPETITIVE ADVANTAGE IN THE BUSINESS OF LOGISTICS**  
**CASE EXAMPLES**  

- The role of transportation
- Increase service and reduce total logistics cost through transportation
- Current trends in air, truckload, rail and ocean shipping
- Roadmap to transportation savings

**Dr Nazry Yahya**  
*Chief Representative Officer*  
**JPL LOGISTICS VIETNAM**

11.30 **STRATEGIC SUPPLY PARTNERSHIPS: DELIVERING QUALITY SERVICE, MAXIMISING EARNING POTENTIAL AND MINIMISING COSTS**  

- Private label supplier parts to create a greater revenue stream
- Reduce service-related costs by providing technicians with "care packages" that prevent repair from going awry
- Decrease lead times and fulfill demand by working with global suppliers to get part to customer

**Allan Lee**  
*Global Quality Manager/ Six Sigma Master Black Belt*  
**BRITISH AMERICAN TOBACCO**

1.45 **BEST PRACTICES IN STOCK MANAGEMENT AND HOW TO NOT GET STUCK WITH EXCESS INVENTORY**  

- Recognising stock problems that can all of a sudden turn into cash flow crises
- Explore Lean Warehousing inventory control methodologies to improve your stock management
- How to maintain the least possible amount of safety stock without sabotaging customer service goals
- How to continuously improve your stock and warehouse management

**Andrew Cheah**  
*Managing Consultant*  
**SYNERFLEX CONSULTING**

2.40 **ENHANCING INVENTORY MANAGEMENT AROUND IMPROVED METRICS**  
**CASE EXAMPLES**  

- Create a more robust operations via KPIs and benchmarks that are written, measurable, challenging and achievable
- Achieve inventory reduction by presenting measurements to motivate employees to achieve goals
- Case examples

**Bo Grabowski**  
*Managing Director*  
**DKSH LOGISTICS SERVICES**

3.35 AFTERNOON REFRESHMENT

4.05 **THE WISDOM OF MEDIATION AND INDUSTRY-SPECIFIC-TECHNIQUES IN HARD TIMES**  

- Mediation techniques
- General ground rules and processes
- Agenda setting sensitivities

**Joseph Tan Chin Aik**  
*Advocate & Solicitor, Supreme Court of Singapore*  
**MESSRS MADHAVAN PARTNERSHIP and**  
**Albert Kang Gim Swee**  
*Senior Associate*  
**KANG ASSOCIATES, SINGAPORE**

5.00 **END OF DAY ONE**

### STRATEGIC LOGISTICS, WAREHOUSING AND DISTRIBUTION



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8.30 MORNING COFFEE

9.00 **CHAIRPERSON'S OPENING REMARKS**  
*Khaeruddin Sudharmin*  
*Managing Director/CEO*  
**MOTORDATA**  
**RESEARCH CONSORTIUM MALAYSIA**  
**IN PARTNERSHIP WITH THATCHAM UK**

9.10 **THE CRITICALITY OF GETTING WAREHOUSE DESIGN RIGHT**



- Role of the warehouse
- Warehouse cost performance drivers
- Warehouse service performance drivers
- Some examples of getting it wrong
- .....and how to get it right

*John Talbot*  
*CEO*  
**LOGISTICS CONSULTING ASIA**

10.05 MORNING REFRESHMENT

10.35 **FACTORS AFFECTING CONTRACT IN THESE HARD TIMES: LOGISTICS DISTRIBUTION AND WAREHOUSING**

- General legal principles of factors affecting contract
- Some cases and development
- Contractual issues to note

*Joseph Tan Chin Aik*  
*Advocate & Solicitor, Supreme Court of Singapore*  
**MESSRS MADHAVAN PARTNERSHIP**

11.30 **SUSTAINING OPERATIONS WITH CONTINUOUS IMPROVEMENT INITIATIVES DURING ECONOMIC DOWNTURN**

- Placing greater emphasis on the internal development of people and processes
- Planning your budget more carefully to maximise cost efficiencies
- Achieve industry-leading product and service quality with collaborative and innovative team of management

*Cassandra Lee*  
*Supply Chain Practice Manager – Asia*  
**LOGISTICS EXECUTIVE, SINGAPORE**

12.25 LUNCH

1.45 **HALAL LOGISTICS - THE STANDARD AND OPPORTUNITY**

- Halal Logistics Standard (IHIAS 01)
- Halal super highway
- Opportunities for the logistics industry

*Marco Tieman*  
*CEO*  
**LBB TEAMS (M) SDN BHD**

2.40 **BUILD AND OPERATE INFORMATION-DRIVEN VALUE CHAIN**

"Value chain" is an especially useful term in supply chain management because it

- Expressly accounts for demand at the customer level
- Does not assume or imply direct ownership or operating responsibilities in the processes needed to fulfill market demand
- Is inclusive of the role innovation plays in increasing, creating or shaping demand

*Jasbir Singh*  
*General Manager of Sales*  
**ORACLE MALAYSIA**

3.35 AFTERNOON REFRESHMENT

4.05 **WAREHOUSING AND DISTRIBUTION CHALLENGES AND OPPORTUNITIES FOR SMES IN MALAYSIA**



- How do distribution strategies vary by industry sector
- Common challenges for SMEs and how to overcome it
- Preparation for innovative warehouse and distribution system
- Case examples

*Sudarshan Nagalingam MCILT*  
*Country Head*  
**FSL LOGISTICS (MALAYSIA) SDN BHD**  
**(A WHOLLY OWNED SUBSIDIARY OF FREIGHT SYSTEMS LLC, UAE)**

5.00 **END OF CONFERENCE**



# SPEAKERS' PROFILE:

## Albert Kang Gim Swee

Senior Associate

### KANG ASSOCIATES, SINGAPORE

Albert Kang Gim Swee graduated from the then Polytechnic of North London with BA (Hons) Law in 1979 and was admitted to Middle Temple as a Barrister at Law in 1980. He then went on to study at King's College of the University of London and obtained his LLM (Master of Law) degree in 1981. He was admitted to the Rolls of the Supreme Court Singapore since 1983 and the Rolls of the High Court of Malaya since 1989. Upon his admission as an advocate and solicitor in Singapore he works as a legal assistant until 1988. In 1988 he started his own law practice, first as a partner and subsequently in 1993 as a sole proprietor under Kang Associates. He is also started his law firm as a sole proprietor in Johor Bahru, Malaysia in 1995 under the same name. He is still practicing in Singapore and Johor Bahru, Malaysia presently. He has a broad range of law practice in contentious and non-contentious fields. These include Company Law, Partnership and Joint Venture, Contract and Commercial Law, Insurance, Road Accident & Workmen's Compensation, Probate, Family Law and Conveyancing. He has also served in the School Advisory Committee in Singapore since 1984 as well as a legal advisor to charitable organisations in Singapore and Malaysia.



## Allan Lee

Global Quality Manager/Six Sigma  
Master Black Belt  
**BRITISH AMERICAN  
TOBACCO**

Allan Lee has been involved in supply chain for over 16 years with Motorola and Dell Computers back in the United States. He was instrumental in establishing the 4PL and VMI structure for Dell Computers in the Asia Pacific region and developing rapid sourcing with Motorola. He has collaborated with numerous international logistics partners to improve time to deliver. A corporate strategist with substantial international quality experience in the Six Sigma methodology, he brings high premium in providing business re-engineering and process improvement consultation and deployment.



## Andrew Cheah

Managing Consultant  
**SYNERFLEX  
CONSULTING**

Andrew has successfully trained and implemented Lean to both international multinational corporations and also local small and medium enterprises. Andrew has helped Fortune 500 companies in turning around their warehousing management, reengineering their materials processes, carrying out factory-wide barcode implementation, vendor-managed inventory (VMI), setting up Kanban pull system, reducing machine set-up time by more than 50%, improve factory space and improving production capacity. He also possesses wide knowledge in implementing SCM system solutions, barcode solutions, Lean manufacturing, MES (Manufacturing Execution System), CRM and ERP system integration. Andrew has worked with various multi-national Fortune 500 companies for more than 10 years in the areas of materials, supply chain management and production & operational planning. He has conducted training in Malaysia, Singapore, Vietnam, Thailand, and Aurlitus, United Kingdom, China, Saudi Arabia, Philippines, Egypt and United Arab Emirates. Andrew holds a Masters Degree in Business Administration (MBA) from Winona State University, Minnesota, USA and a Bachelor of Economics (Hons) from Northern University of Malaysia. He is fluent in English, Mandarin & Malay.



## Bo Grabowski

Managing Director  
**DKSH LOGISTICS  
SERVICES**

Bo Grabowski is the Managing Director of DKSH Logistics Services Sdn Bhd, (Kuala Lumpur) and also the Member of Country Management Team of DKSH Malaysia since August 2004. His area of responsibility includes logistics, distribution, supply chain management and order processing of the Consumer Goods Division with an annual turnover of RM2Billion. Prior to DKSH, he was the Managing Director of IDS Logistics China (Shanghai). IDS is an Asian based logistics service company, owned by Li & Fung and his area of responsibility included third party logistics, distribution and freight forwarding. He was also the General Manager of business unit Warehouse & Distribution for Maersk Logistics China (Shanghai) before joining IDS.

He has worked for East Asiatic Company (EAC) in Malaysia, Holland, and Indonesia. He obtained his Master Degree in Business Administration & Economics (cand. oecoo) from Aarhus University, Denmark. Primary subjects were Marketing, Distribution, Strategy and Finance/Investment. He is also the Chairman, Supervisory Group of AIESEC Malaysia and Member of EU-Malaysian Chamber of Commerce and Industry, Logistics Sub-Committee.



## Cassandra Lee

Supply Chain Practice Manager  
- Asia  
**LOGISTICS EXECUTIVE,  
SINGAPORE**

Cassandra Lee has joined the Logistics Executive Singapore team in November 2008 as the Supply Chain Practice Manager for Singapore and the South East Asia Region. She is responsible for building our Supply Chain vertical at an executive level and overseeing the day to day leadership of the growing business in SE Asia. Cassandra commenced her career in the procurement function before moving to executive search where she has capitalised on her 15 years of experience in the Supply Chain sector both within the industry and in search. Passionate about developing people and adding value, Cassandra is committed to continuous education and development in the Supply Chain sector and has recently returned to University to complete the Logistics and Supply Chain Management degree with RMIT. Cassandra also holds a Degree in Business (Marketing) and a Diploma in Business (Retailing). A member of key industry professional associations such as CSCMP & SCLAA, Cassandra is well networked both within Asia and her native Australia.



## Gopal R

Director  
**TRANSPORTATION AND  
LOGISTICS, FROST &  
SULLIVAN**

Gopal R is responsible for developing the transportation and logistics consulting capabilities in Asia, with additional responsibility for the global region. He is actively involved in the execution of client defined engagements and syndicated research studies. Mr. Gopal has worked on several strategic market consulting assignments for local, regional and global clients. His expertise in the regional market has helped in developing relationships with local and regional companies, augmenting networks, capabilities and research focus. His regional expertise is backed well with his knowledge and experience of working with global third party logistics companies. Mr. Gopal has also been instrumental in conceptualising and developing new research products for Frost & Sullivan that focus on the economic implications affecting industry segments. Prior to joining Frost & Sullivan, Mr. Gopal was the commercial director for India and South East Asia at an international third party logistics company, responsible for business development in the region. He has also worked with a leading financial institution and handled the responsibility of market assessment and company analysis in project financing.



## Khaeruddin Sudharmin

Managing Director/CEO  
**MOTORDATA  
Research Consortium  
Malaysia in Partnership  
with Thatcham UK**

Khaeruddin Sudharmin is the Managing Director and Chief executive of Motordata Research Consortium (MRC) Malaysia. He currently serves as Group Company Secretary of HeiTech Padu Berhad. Khaeruddin has vast and diversified experience in management and leadership and has more than 25 years of exposure spanning from publishing, university and investment cooperatives, learning & development and hospitality services. He is a member, board of advisers of the Malay Journalists Association Inc Zamboanga, Philippines and President of the University of Hull Alumni Association in Malaysia. He was a keynote speaker at the global International Bodyshop Industry Symposium (IBIS2006), Switzerland and key panellist at IBISAustralia 2008. A sought-after conference keynote address/presenter & chairperson, he recently moderated and was a panel member of CEO Forum at HRD Congress Asia 2008 in Jakarta.



## Jasbir Singh

General Manager of Sales

### ORACLE MALAYSIA

Jasbir Singh is General Manager of Sales focussing on Enterprise Accounts in the ASEAN region. He is responsible for sales and also strategic programs across these key accounts in ASEAN. Before this Jasbir was the Senior Director for Solutions for Asia Pacific. In this role, Jasbir is responsible for overseeing the rollout and release of Oracle's supply chain applications to customers in Asia Pacific. With over 20 years experience, Jasbir also takes on the role of a strategic advisor to customers on manufacturing strategies and solutions. Based in Kuala Lumpur, Jasbir joined Oracle in 1998 as a principal consultant involved in large scale shared services and enterprise resource planning projects across Asia Pacific. Prior to that, Jasbir spent 11 years at Texas Instruments, where he was responsible for the rollout of Oracle enterprise resource planning applications at the company's manufacturing plants in Malaysia, Korea, Brazil and Japan. Jasbir is a graduate from University College London with a Masters of Science (Information Technology). He also holds a Bachelor of Science (Electronics Engineering) from Oxford Brooks University and a diploma in electrical engineering from University Teknologi Malaysia.



## John Talbot, CEO

**LOGISTICS CONSULTING  
ASIA**

John is originally from the UK, although he has lived and worked internationally for most of his life. He holds a Bachelor's Degree in African History (London) and a Masters Degree in Logistics Technology and Management (Cranfield). He started his logistics career working in famine relief operations with the United Nations in Ethiopia. After that, he worked for 10 years in Third Party Logistics - working in Australia, Holland and Belgium before moving to Malaysia with Mayne Logistics in 1995. In 1997 he was appointed MD of Diethelm Logistics Services - setting up what was then the largest distribution centre in Malaysia. In 1999, he co-founded Logistics Consulting Asia (LCA) here in Kuala Lumpur. LCA now employs approximately 40 staff and has offices in Mumbai, Singapore, Hong Kong and Shanghai. John has been designing warehouses for almost a quarter of a century. His warehouse design and commissioning experience ranges from small tin sheds up to high end automation.



## Joseph Tan Chin Aik

Advocate & Solicitor, Supreme Court of Singapore

### MESSRS MADHAVAN PARTNERSHIP

Joseph Tan graduated from National University of Singapore with LLB (Hons) (Singapore) in 1991. He was admitted to the Rolls of the Supreme Court Singapore since 1996. Upon graduation from NUS on a SPF scholarship, he served his bond with the Singapore's government until 1995. Joseph has a broad range of law practice in contentious and non-contentious fields. These include Company Law, Partnership and Joint Venture, Contract and Commercial Law, Criminal Law, Disciplinary Proceedings, Insurance, Road Accident & Workmen's Compensation, Intellectual Property. Elected to the Council of the Law Society of Singapore in 2007, he was noted for his ability to bring an alternative dispute approach to the cases and bringing before the Court of Appeal the exhortation that lawyers have a duty to bring to clients' attention their duty as "officers of the court" the "cost-benefit-analysis" evaluation of their cases. As such, he was appointed as Council Representative of the Alternative Dispute Resolution Committee and the Insolvency Committee.



## Marco Tieman

CEO

### LBB TEAMS (M) SDN BHD

Marco Tieman is the Chief Executive Officer of LBB TEAMS (M) SDN BHD, a LBB International Company, based in Malaysia. Marco Tieman is a PhD candidate with UiTM in Malaysia on the topic of Effective Halal Supply Chains since 2006. He is also the Chairman of the Logistics Committee under the EU-Malaysian Chamber of Commerce and Industry. Before he joined LBB, he was a Senior Researcher in agrifood logistics with the leading European research organisation TNO.

LBB (Logistics Building Blocks) is a research & consulting firm, assists leading companies and governments in the area of strategy, organisation, technology and logistics operations. Our company focus is on the agrifood, industrial and transportation sector. Today LBB has offices in the Netherlands, Malaysia and Thailand. LBB holds the secretariat of the International Halal Logistics Standard (IHAS 01), developed under IHI Alliance Ltd. LBB has extensive experience of assisting leading companies and Governments in the area of Halal Cluster development and Halal Logistics. The firm has been involved in various groundbreaking research projects in the Halal industry and creating awareness for Halal compliant supply chains.



## Dr Nazry Yahya

Chief Representative Officer

### JPL LOGISTICS VIETNAM

Logistics By Accident - is the most appropriate tag to be given to Dr Nazry bin Yahya. He started his career as a banker.

After a while he becomes bored and changed his career to become an analyst. Within a couple of years, Dr Nazry has been promoted to become a Fund Manager. In 1997, he was given an opportunity to run a Fund Management Company in Hong Kong. Unfortunately, those were the years of the Financial Crisis. Dr Nazry was forced to return back to Malaysia in 1999. Capital market was dull then, and that when Dr Nazry decided to move to the supply chain fraternity, and there was no stopping then. Dr Nazry won the prestigious FedEx Directors Award in 2003. He also won the best State Run Fund Manager in 1996 - in two very distinctive fields! Holder of PhD from University of Aberdeen, MBA from Charles Sturt University and Finance Degree from the University of Arizona. He is also a distinguished Registered Fund Manager.



## Sudarshan Nagalingam

MCILT

Country Head

### FSL LOGISTICS (MALAYSIA) SDN BHD

(A wholly owned subsidiary of  
Freight Systems LLC, UAE)

Sudarshan Nagalingam is a specialist in the field of logistics and supply chain management with over 7 years of practical experience. He has been engaged in assignments and projects which include military logistics, management consultancy, strategic procurement activity, design and build integrated warehousing and 3PL operations and managing some of the most well known freight and logistics service business in Sri Lanka and Malaysia. Sudarshan is a chartered member of the Chartered Institute of Logistics & Transport UK (CILT). In the recent past, he has also served as the Vice Chairman of CILT Sri Lanka branch and Executive Committee member of the Sri Lankan Freight Forwarder's Association amongst others. Sudarshan is a candidate for an MBA in Strategy & Procurement Management from the University of Birmingham, UK and is also a BSc. (Hons) graduate in Technology & Management from the University of Bradford, UK. Sudarshan is married, has two children and now lives in Malaysia.



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# GIVEN TODAY'S ECONOMIC CHALLENGES, IT'S VITAL TO DEVELOP NEW THRESHOLDS OF EFFICIENCY AND PRODUCTIVITY

## TOP 10 REASONS WHY THIS IS A MUST ATTEND CONFERENCE

1. **IDENTIFY** and **CORRECT** problem areas in your logistics functions and inventory management systems
2. **GET** up-to-date on the latest cost-saving logistic and warehousing technology
3. **DISCOVER** how to manage your employees to greater productivity
4. **NEGOTIATE** favourable deals with vendors to help you save costs and time
5. **LEARN** simple organisation techniques to make your warehouse more user-friendly
6. **VIRTUALLY** eliminate dead and slow-moving stock
7. **INCREASE** the security of your distribution centres and slash theft and shrinkage
8. **CREATE** and maintain a worry-free annual inventory
9. **SET UP** cycle counts and achieve 95% accuracy in your inventory records
10. **TAKE PART** in a rejuvenating and reinvigorating training event that inspires you and your crew to achieve more!

## WHO SHOULD ATTEND:

VPs, General Managers, Senior Managers and Supervisors involved in:

- ✓ **SUPPLY CHAIN**
- ✓ **LOGISTICS**
- ✓ **OPERATIONS**
- ✓ **PROCUREMENT**
- ✓ **WAREHOUSING**
- ✓ **DISTRIBUTION**

It's hard not to be concerned about the state of economy today if you're involved with logistics, distribution and warehousing. Every day there seems to be more bad news churning out of the media machine that could negatively impact your organisations, job functions and ultimately careers. This news also severely undermines even the best-laid business plans. There are considerable challenges facing the logistics practitioners and they need to have a solid track record of innovation and creativity when times get tough. If you stay the course and remain committed to your objectives, you can and will overcome the current marketplace difficulties, and possibly achieve entirely new thresholds of efficiency and productivity.

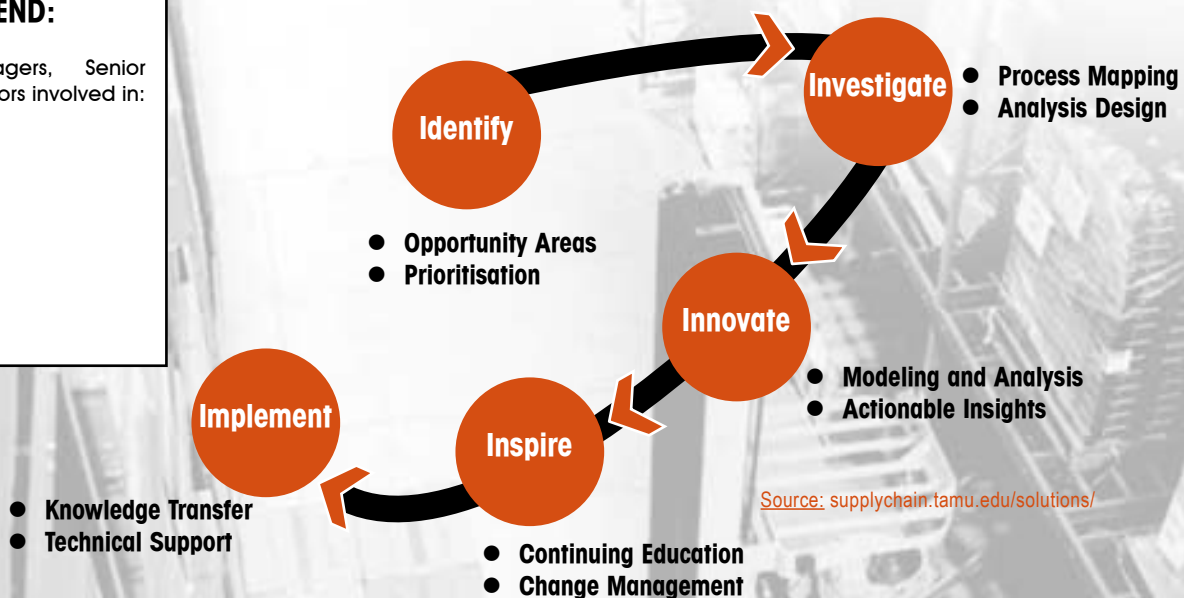
Another significant trend that we're seeing these days is increasing inventories after many years of tightening. This is happening because supply chain practitioners are modifying their distribution processes to make sure they have adequate supplies on hand for just-in-time deliveries. As retailers and manufacturers are putting more pressure on wholesalers and distributors to hold inventory so they can deliver it just in time, you will notice that the wholesale inventories are larger than retail inventories.

High costs and uncertainty dominate the logistics landscape in the current economic storm. The efficiency of your logistics operations and supply chain are both vital for not only minimising costs, but also driving value and competitive advantage through your business. Logistics affects marketing and influences customer service in the market. Not only that it is critical to marketing strategy, but it plays a role in the economic structure of nations and to the standard of living.

This 2-day Conference on **STRATEGIC LOGISTICS, WAREHOUSING AND DISTRIBUTION** organised by *Asia Business Forum* is an exceptional event will ensure that the participants learn and understand the latest strategies, techniques and methods in strategic logistics management and effective distribution and warehousing strategies. This Conference is highly practical with an emphasis of developing concept, techniques and principles as well as being able to apply what was learnt to practice in your organisation.

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# REGISTRATION FORM

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17-18 August 2009

Crowne Plaza Mutiara Hotel, Kuala Lumpur, Malaysia

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Name:(Dr/Mr/Mrs/Ms): \_\_\_\_\_

Job Title: \_\_\_\_\_ Department: \_\_\_\_\_

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Approving Manager: \_\_\_\_\_

Job Title: \_\_\_\_\_ Department: \_\_\_\_\_

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Company Web site: \_\_\_\_\_

### CONFERENCE VENUE AND ACCOMMODATION INFORMATION

Crowne Plaza Mutiara Hotel, Kuala Lumpur, Malaysia

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Attn: Room Reservation Department

For reservations, please make your bookings directly with the hotel. To enjoy the special room rates, please quote Asia Business Forum's Conference on "STRATEGIC LOGISTICS, WAREHOUSING AND DISTRIBUTION". Hotel bills are to be settled by delegates directly with the hotel. Hotel reservations and travel arrangements are the responsibilities of the registrant. Please note that rooms are available on a first-come-first-served basis.

### INCORRECT MAILING INFORMATION

It is possible that you may receive multiple mailings of this event or incorrect company details on the labels, for which we apologise. If this happens, please let us know so that we can update our database immediately. If you do not wish to have your name on our mailing list, please let us know and we will remove it from our listing.

**IMPORTANT NOTICE:** Due to the provisions of the DIRECT SALES ACT 1993, the registration form herein shall only be used by body corporate. Since Asia Business Forum Sdn Bhd is unable to accept registration by mail from any individual, all individuals and applicants who are not body corporate and who wish to attend are requested to register themselves at Suite 20.05, Level 20, Wisma Goldhill, 67 Jalan Raja Chulan 50200 Kuala Lumpur, Malaysia or call (603) 2070 3299 for registration procedure.

# 5 EASY WAYS TO REGISTER



Telephone: (603) 2070 3299



Fax: complete and send this registration form to: (603) 2070 3369



Mail: this completed form together with payment to:  
**Asia Business Forum Sdn Bhd**  
Suite 20.05, Level 20, Wisma Goldhill, 67 Jalan Raja Chulan, 50200 Kuala Lumpur, Malaysia



Email: [umi.nadrah@abf-asia.com](mailto:umi.nadrah@abf-asia.com)



WEB: <http://www.abf-asia.com>

Your investment for attending this Conference is:

	<b>Regular Fee</b> (Payment after 17 July 2009)	<b>Early Bird Fee</b> (If payment & registration are received by 17 July 2009)
Conference Only	RM3,995	RM3,695

The fee includes lunch, refreshments and conference documentation.

**Note:** For payment by Local Order, early bird fee will only apply if the local order is executed and **payment fully released to us on or before the early bird deadline.**

**Group Discount:** Enjoy a group discount of **10% for 3 or more delegates** registered at the same time from the same organisation and of the same billing source.

### PAYMENT METHODS

Please cross cheque or bank draft made payable to **ASIA BUSINESS FORUM SDN BHD** and mail your payment together with this registration to **Suite 20.05, Level 20, Wisma Goldhill, 67 Jalan Raja Chulan 50200 Kuala Lumpur, Malaysia.** Enclosed is our cheque/draft for RM \_\_\_\_\_

**Payment by credit card:** To make payment by credit card, please call our customer service hotline at **(603) 2070 3299**

**Important Notice:** Payment is required with registration and must be received prior to the conference to guarantee your place. Walk-in delegates with payment will only be admitted on the basis of space availability at the conference and with immediate full payment.

### CANCELLATIONS AND TRANSFERS

If you are unable to attend, a substitute delegate is welcomed at no extra charge. Please provide the name and the title of the substitute delegate at least 2 working days prior to the Conference. A refund less RM400 administration charge will be made for cancellation received in writing on or before **28 July 2009**. Regrettably, no refund can be made for cancellation received after this date. A complete set of documentation will however be sent to you.

The organiser reserves the right to make any amendments and/or changes to the programme, venue, speaker replacements and/or topics if warranted by circumstances beyond its control.

### FOR OFFICIAL USE

FEE RECEIVED	ADMISSION FORM SENT <b>9565M/NO/NL</b>
PASIA	