



# STRATEGIC PROCUREMENT & GLOBAL SOURCING CONFERENCE

DATE: 22 & 23 JULY 2008

VENUE: HOTEL ISTANA, KUALA LUMPUR

## CHAIRPERSONS

**Ms Maria Luisa V. Alvendia**  
*Assistant Vice President,  
Procurement Center  
PLDT  
Philippines*

**Mr Avinash Parihar**  
*Head of Global Sourcing  
Lanxess India Private Limited*



## PANEL OF EMINENT SPEAKER

**Mr Bradley A. Feuling**  
*CEO  
Kong & Allan (Shanghai)*

**Mr. Anthonio Gatchalian Domingo,**  
*Business Unit Head  
BayanTrade (Philippines)*

**Mr Edward Ang**  
*CEO  
SCM Professional Center*

**Mr Zubir Zakaria**  
*Contract & Procurement  
Manager  
M3nergy FPSO Perintis*

**Mr Manogaran Vellayan**  
*Logistic Consultant  
Manovlloyds Marine Cargo Services*

**Ms Maria Luisa V. Alvendia**  
*Assistant Vice President,  
Procurement Center  
PLDT  
Philippines*

**Mr Avinash Parihar**  
*Head of Global Sourcing  
Lanxess India Private Limited*

**Mr Jasbir Singh**  
*Senior Director  
Oracle Asia Pacific*

**Mr Charlie Villasenor**  
*President & CEO, Transprocure Corporation  
President, Procurement & Sourcing Institute  
of Asia (PASIA)*

**Mr Subramaniam Kaniappan**  
*Business Development Director  
Adaptive Micro System LLC USA*

## **WHO** SHOULD ATTEND

- Supply Chain Executive
- Procurement Manager
- Procurement Specialist
- Chief Procurement officer
- Supplier management manager
- Director procurement
- Executive procurement
- Commodity Manager
- Senior Manager Logistic
- Vendor Development Manager
- Head of central purchasing
- Strategic sourcing manager
- Global supply management director
- Inventory control manager
- Material manager
- Production Planning Exe



# CONFERENCE OVERVIEW

Driven by a wide range of factors, procurement has increasingly become a value-adding function with a direct impact on business performance, providing ever more procurement professionals with a seat at the top table of executive planning and decision making. As a result, more is being expected of procurement in terms of professional, smart management across a growing number of disciplines.

Recent years have witnessed procurement to continue to top corporate agenda in every large business. Companies globally are counting on procurement initiatives to keep their businesses favorably positioned in today's intensely competitive marketplace. Procurement improvement is one of the pre-eminent hurdles and challenges facing most businesses in Asia.

Sourcing previously has been an administrative function but recent time it has changed to being supplier relationship management embodied in a supply chain management system. In today's global marketplace, sourcing internationally is a normal practice. The globalization of industries has given rise to more international sourcing.

Opportunities for cost and quality issues. Sourcing from lower cost countries may seem to reduce product cost but what about the assurance of this cheaper material. This conference will give you more insides to this issue.

E-procurement has also promised to revolutionize the way we do business, and produce significant savings. The subject of strategic sourcing creates almost as much excitement, and possibly even more return-on investment (ROI). It is therefore incumbent upon all procurement/supply chain professionals to become conversant on both of these subjects, and to understand the relevance of each to the procurement process.

This conference will bring forth the best practices & case studies from renowned organizations to assist your procurement and sourcing strategies to sustain competitive advantage for the years to come. It will provide the attendees with a comprehensive survey of procurement issues, solutions, and tools to make better decisions and optimize cost without compromising on quality.



## KEY BENEFIT OF ATTENDING THIS CONFERENCE

- Exploring key issues facing the current supply chain and procurement scene
- Identifying the latest means of optimizing procurement activities
- Discovering new opportunities to reduce cost and save time while maintaining the quality of the procurement operations
- Benchmarking the procurement performance of your company against others
- Enhancing the management of your procurement network
- Gaining insights on up-to-date real live studies on innovations and technology
- Garnering knowledge from and networking with your fellow industry experts in an interactive forum
- Maximize your procurement network with our **high level attendees from major companies all over Asia**





## 9.00 am: Keynote: Chairperson

**Ms Maria Luisa V. Alvendia**, *Assistant Vice President, Procurement Center, PLDT Philippines*

## 9.10 am: Session 1 - Professional Ethics in Procurement, Knowing the Rules to Improve Integrity

The only possible way to build a credible procurement relationship is to have a solid level of integrity. Knowing the ethical rules and consequences are essential

- Capturing responsibility of professionals in procurement
- Knowing the practices of ethical procurement activities
- Non-ethical actions and its consequence
- Actions to Improve ethics and integrity in procurement

By: **Mr Zubir Zakaria**, *Contract & Procurement Manager M3nergy EPSO Perintis*

## 9.45 am: Session 2 - Strategies to Offset Increasing Supplier Costs

China is rapidly becoming the manufacturing center of the world. As a result, input and supplier costs are growing as well. This has resulted in reduced profit margins for many companies. To offset these rising costs, What specific supply chain strategies should be considered ?

- Reducing sourcing risk and costs through supply chain strategies
- Reducing the risk related to quality and logistics
- Creating a smooth and flawless global supply chain
- Managing foreign exchange impacts on sourcing
- Case studies on effective models for reducing sourcing costs

By: **Mr Bradley A. Feuling**, *CEO, Kong & Allan (Shanghai)*

## 10.30 Coffee Break

## 10.50 am: Session 3 - eProcurement Plus

E-procurement won't work on its own: Online purchasing offers new opportunities for companies to deliver significant tangible bottom line benefit, but only when understood and approached correctly

- E-Procurement; e-tendering, e-sourcing, e-Auctioning, e-reverse auctioning-informing and e-MRO
- Trends, challenges and recommendation for successfully employing e-procurement
- Accessing the standard of cost, quality, time-to market and service level.
- Best practices of e-procurement

By: **Mr. Antonio Gatchalian Domingo**, *Business Unit Head, BayanTrade (Philippines)*

## 11.40 am: Session 4 - Strategic Procurement in Electronics World

To claim a procurement function is strategic all aspect of procurement has to be understood, planned and executed accordingly. What are those aspects and how do we follow through?

- Outsourcing
- Commodity strategy development
- Standardization leverage
- Supply base optimization
- Supplier development & management
- Integration of supplier in Product Creation Process (PCP)
- Ethics & sustainability
- Supplier relationships
- Supplier selection

By: **Mr Subramaniam Kaniappan**, *Business Development Director, Adaptive Micro System LLC USA.*

## 12.30 pm Lunch Break

## 2.00 pm: Session 5- Striking the deal; Negotiation in Procurement

With the specification in place and good suppliers sourced, the procurement focus turns to the essence of purchasing – striking the deal. To excel in this area a sound understanding of various techniques are essential

- What to negotiate
- Negotiation Techniques
- Critical mistakes

By: **Mr Edward Ang**, *CEO, SCM Professional Center*

## 2.40pm:Session 6– Strategic Sourcing (Electronic Auction/Bidding)

In today's competitive environment, business entities are pressured into increasing competitiveness and improving profitability. Taking advantage of electronic procurement is one action that will allow companies to stay ahead and be a competitive force

- Infusing e-sourcing into your business model
- Targeting key success factors of implementing e-sourcing throughout the business operation
- Using purchase performance metrics to gauge level of success.
- Formulating a purchasing bidding strategy.
- Best practices.

By: **Mr. Antonio Gatchalian Domingo**, *Business Unit Head BayanTrade (Philippines)*

## 3.30 pm: Tea Break

## 4.00 pm: Session 7 – Global Sourcing From the Oil & Gas Perspective

By: **Mr Zubir Zakaria**, *Contract & Procurement Manager M3nergy EPSO Perintis*



### 9.00 am: Keynote: Chairperson

**Mr Avinash Parihar**, *Head of Global Sourcing*  
Lanxess India Private Limited

### 9.10 am: Session 2- Global Negotiations & Negotiated Procurement

Negotiation is a universally human activity. We all engage in bargaining at one level or another on a regular basis. How do we successfully negotiate across borders? Discover what makes your **procurement** process provide for full and open competition. Learn what the different competitive procurement methods are

By: **Ms Maria Luisa V. Alvendia**, *Assistant Vice President, Procurement Center, PLDT Philippines*

### 10.40 Coffee Break

### 11.00 am: Session 2 - Global Sourcing in China

One of the biggest trends in business today is global sourcing. Prior knowledge of the environment and practices in this foreign land can allow for great success with overseas suppliers

- Current environment of sourcing from China
- How to be successful when sourcing from China
- Why do some companies fail in China?
- Sourcing practices and supplier development
- Focusing on downstream supply chain cost in sourcing
- Environmental and socially responsible practices through supply chain operations

By: **Mr Bradley A. Feuling**, *CEO*  
Kong & Allan (Shanghai)

### 11.50 am: Session 3 - The Emerging Market in India

Today, India's economy is growing rapidly. The natural resources and educated, professionals have made India a popular destination for many investors looking to outsource. Many global firms have already begun to operate call centers and factories from the region. While a wealth of opportunities exists in India, there are also many challenges for those looking to enter this market

- Analyzing the Indian Suppliers
- Understanding Key strength of this rising supplier country
- Overcoming cultural differences and varying supplier competency levels

By: **Mr Avinash Parihar**, *Head of Global Sourcing*  
Lanxess India Private Limited

### 12.40 Lunch Break

### 2.00 pm: Session 4 – Sourcing Beyond China: The Southeast Asia Perspective

China has always been the favorite destination for many companies to source from. Now Southeast Asia is emerging as the next destination for global sourcing. What are the countries and what can they offer?

By: **Charlie Villasenor**, *President & CEO, Transprocure Corporation (Philippines)*

President, **Procurement & Sourcing Institute of Asia (PASIA)**

- Introduction – Trends and Development
- Procurement on Spotlight
- Best Practices Overview
- Best Cost Country Sourcing: SouthEast Asia Overview
- Country Case Study – “Philippines”
- Summary

By: **Mr Charlie Villasenor**

*President & CEO, Transprocure Corporation*

President, **Procurement & Sourcing Institute of Asia (PASIA)**

### 2.50 pm: Session 5 - Overview of Integrated Software

In order to meet the total end to end requirements of the "Red Book" GLC Transformation program, procurement cannot be viewed as a tactical fix to an age old problem. Adoption of the "Red Book" involves strategic and tactical changes needed that must be driven with a top down approach. Advancement in technology and reduction in cost of adoption of these technologies has enabled many multi nationals both here in Malaysia and abroad achieve significant cost reduction

By: **Mr. Jasbir Singh**

*Senior Director*

**Oracle Asia Pacific**

### 3.40 Tea Break

### 4.00pm: Session 6: Panel Discussion

- i. The impact of Rising cost in local sourcing
- ii. Integrating local sourcing into the Global Supply Chain

By: **Mr Subramaniam Kaniappan**, *Business Development Director, Adaptive Micro System LLC USA*

#### Panelist

**Mr Bradley A. Feuling**, *CEO, Kong & Allan (Shanghai)*

**Mr Charlie Villasenor**

*President & CEO, Transprocure Corporation*

President, **Procurement & Sourcing Institute of Asia (PASIA)**

**Mr Zubir Zakaria**, *Contract & Procurement Manager*

**M3energy EPSO Perintis**



## STRATEGIC PROCUREMENT & GLOBAL SOURCING CONFERENCE

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### CONFERENCE VENUE

ISTANA HOTEL, KUALA LUMPUR  
Hotel Istana, Kuala Lumpur  
73 Jalan Raja Chulan, 50200 Kuala Lumpur, Malaysia.  
Tel: 603-2141 9988 / Fax: 603-2144 0111

### LOCATION MAP:

<http://www.hotelistana.com.my/new/about/index.php?page=location>

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### STRATEGIC PROCUREMENT & GLOBAL SOURCING CONFERENCE

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 at a first come first serve basis.

### CONFERENCE FEE

NORMAL PRICE	1 – 2 PAX	RM 3190
	≥ 3 PAX	RM 2990

**EARLY BIRD ENDS ON 1<sup>ST</sup> JUNE 2008**

EARLY BIRD PRICE	1 – 2 PAX	RM 2990
	≥ 3 PAX	RM 2790

### MODE OF PAYMENT

Cheque or bank draft in favour of:

**COMFORI SDN BHD** (581115-T)

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