

Procurement & Vendor Management Excellence

Leveraging on procurement as a key business contributor that impacts overall business performance through cost reduction, supplier relationship management and increased efficiency

Grand Copthorne Waterfront Hotel,
Singapore

29th February - 2nd March 2012

"All men can see these tactics whereby i conquer, but what **none can see is the strategy** out of which **victory is evolved.**"

Sun Tzu

Effectively managing procurement and building stronger relationships with suppliers gives you the competitive advantage to battle uncertainty in today's volatile market. Today's procurement professionals must look at transforming the procurement function and managing risks to increase the value it brings to the business



Your distinguished chairperson:

Ramesh Krishnamoorthy Director – Global Procurement
Hewlett Packard, Singapore

Ramesh's key responsibilities are Revenue Enablement and Business Relationship. Ramesh heads a function which is of strategic importance to HP as it executes against the company's corporate objective of being the world's leading information technology company. He is part of the Asia Pacific HP Global Procurement senior leadership Management Team. Prior to HP, he worked with Motorola, Hughes Software Systems, National Panasonic and the Indian Armed Forces.

Pre-conference half day workshop:

Procurement Contract Management and Negotiations

Facilitated by:

Peter Woodward Senior Legal Adviser (Solicitor)
Mott MacDonald Limited, United Kingdom

Featuring regional and international case studies:

Christina Ooi Senior Vice President - Procurement
Celcom Axiata Berhad , Malaysia

Peter Woon Vice President, Procurement & Supply Chain
Marina Bay Sands Pte Ltd

Abhishek Bhattacharya Vice President – Supply Chain (West Market)
PepsiCo India

Rahul Teotia VP Procurement and Supply Chain for ASEAN
BlueScope Steel Asia, Singapore

Khalid Abdulwahab Senior Director – Central Buying
Savola, Saudi Arabia

Karen Carmichael Director, Procurement
SingTel Optus, Australia

Kevin Callanan Director World Wide Services Procurement
Dell, China

Aamir Shaukat Regional Procurement Director Asia & Australia
Beiersdorf AG, China

Theresa Rynard General Manager, Global Sourcing – Services
Rio Tinto, Singapore

Helge Hildebrandt Head of Procurement Indirect Material North East Asia
Siemens Ltd. China

Dr. Federico A. Bettini National Procurement Manager
McCain Foods Ltd, Australia

Attend this informative event and gain practical insights into:

- Getting on your vendor's A-list and becoming a priority through improved **communication with vendors**
- **Hedging against commodities** by developing a strategic view on commodity price movements
- **Collaborating with suppliers** to improve sourcing processes, controls and spend visibility
- Defining how the procurement function can be a catalyst to **increase the revenue** and margins of the business
- Spotting procurement functions which can be considered for **outsourcing** to reduce workload of internal workforce and increase focus on core procurement processes
- Optimising **Cashflow Management** by tracking procurement expenditure in a logical fashion
- Devising a **Procurement Process Improvement Plan** to increase procurement productivity and efficiency

Endorser



Media Partners



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Wednesday 29th February 2012

Procurement Contract Management and Negotiations

Despite the Procurement function growing leaps and bounds throughout the years, one thing that has remained constant is the utmost importance of drafting, managing and negotiating procurement contracts. Contracts are the heartbeat of the procurement function and makes or breaks profit margins. Combining business acumen, procurement know-how and tough negotiation skills, contract management can truly elevate Supplier Relationship Management (SRM), reduce procurement spend and of course in the process increase revenue and profits.

In this workshop, participants will be exposed to:

- Outlining common procurement definitions and concepts
- Global strategic sourcing trends
- Perusing and negotiating supplier proposals and terms
- Effectively spotting and mitigating liabilities and risks in supplier contracts
- Reviewing your contract types and their impact on your organisation
- Exploring legal approaches to be inculcated within the Procurement function
- Analysing and determining appropriate contractual remedies when disputes arise

Peter Woodward Senior Legal Adviser (Solicitor)
Mott MacDonald Limited, United Kingdom

Schedule:

1330	Registration
1400	Workshop commences
1530	After refreshments
1600	Workshop recommences
1730	End of workshop

Benefits of attending this workshop:

- Utilise up to date techniques for successful drafting, management and implementation of procurement contracts across industries and cultures.
- Reduce costs with an effective international procurement strategy
- Identify "Best Value": relevant options for future delivery to choose the one that produces the best value for money
- Develop key strategies: The 6 key steps
- Reap the benefits and challenges of coordinated planning and execution
- Understand the benefits of collaborative execution across an extended supply chain
- Develop a plan on how to continually challenge your own and your organisation's current ways of doing things
- Embed continuous improvement thinking and practice in your organization

About the Media Partners

Logistics Insight Asia is a go-to resource for professionals in manufacturing industries across the region looking to make real and lasting improvements in their companies' supply chain and logistics performance. Unique in its scope of coverage – which goes all the way from top floor supply chain strategies, to software solutions, to tracking technology, right down to handling and storage equipment on the warehouse floor – Logistics Insight Asia targets the needs of executives, managers, and engineers responsible for the various elements of their company's logistics activities and infrastructure.

Green Purchasing Asia (GPA) is a monthly magazine, published in print, online and digital formats, to provide immediately-useful information to buyers and sellers of green products and services in all sectors, especially in Asia, and to buttress the development of a business community around it. For more information, visit www.greenpurchasingasia.com

Why you cannot miss this event

Most procurement managers have the same aspirations: **reduce lead times, increase quality** and **keep procurement costs down**. This can't be done without support - hence the call for improved **vendor management**. Increased pressures and expectations on performance also calls for **procurement transformation**.

Senior management is looking at the procurement function with a different set of eyes. It is no longer merely seen as the "shopper" for an organisation. It is now a **driver** of the business, the **backbone** of strategy and the **fuel for competitiveness**. Generating value, delivering sustainable benefits and **innovation in procurement** have all been added to the procurement "To Do" list. Hence survival and most certainly success in today's changing economy require renewed approaches to supplier relationship management, **spend management**, product quality and cost reduction.

Procurement also contributes to overall supply chain execution, organisational effectiveness and customer satisfaction. Increasing complexity in procurement highlights the importance of **comprehensive and proactive procurement**.

It is then a must to join forces with other functions across the business to **streamline processes**, forecast global market trends, enhance efficiency, quality and innovation. There is also a larger than ever emphasis on **SRM** due to the shift from viewing vendors as contractors or suppliers to **business partners**. A shift of this magnitude is not only a mindset, but **demand change** in the way procurement operates.

This conference highlights the secret to success in Procurement and Vendor Management through best practices and addresses the business challenges top-tier organisations are facing today. It covers vital areas on **transforming procurement**, strategic vendor management, **procurement outsourcing**, procurement talent management and **process improvement** that ultimately adds **value** to the business.

Who should attend

CPOs, VPs, Directors, General Managers, Heads, Managers, Specialists in:

- Procurement
- Purchasing
- Materials
- Supplier Management
- Sourcing
- Supply Chain
- Logistics
- Contracting

Across all industries, including but not limited to:

- Electronics
- F&B
- Healthcare & Pharmaceutical
- Automotive
- Oil & Gas
- Construction
- FMCG
- Manufacturing
- Retail
- Telecommunications
- Energy & Utilities
- Transportation & Logistics

About the Endorser

The **Singapore Institute of Purchasing & Materials Management** (SIPMM) was established in March 1972 as an independent, not-for-profit professional body representing and promoting the professional development of purchasing, materials, logistics and supply management. The institute organises a variety of development programmes and courses, which include Master's and Bachelor's degree courses, on purchasing, materials, logistics and supply management. The institute also publishes the authoritative Singapore Purchasing Managers' Index (PMI), which has been a key barometer of the Singapore manufacturing industry. SIPMM offers two competency awards based on either the accreditation or the certification of a practitioner in the specialised field of purchasing, logistics and supply chain management – the Accredited Practitioner award and the Certified Practitioner award. These awards are designed to validate the competence of a practitioner in the specialised field of the profession.

Thursday 1st March 2012

0830 Registration and morning coffee

0855 Welcome remarks by chairperson

Ramesh Krishnamoorthy Director – Global Procurement
Hewlett Packard, Singapore

0900 Contact Initiation Session (CIS)

In this 15-minute session, delegates are encouraged to get to know their peers and exchange business cards

0915 Session One – Case Study

Driving Procurement Transformation through sustainable, practical and tangible strategies

- Reassessing existing strategies to counter accelerating globalisation Closing the gap on procurement talents through procurement strategy planning
- Re-branding and elevating the procurement function through Green Procurement
- Unlocking the power of lean procurement to transform your procurement into a world class operation
- Translating key Supplier Relationship Management (SRM) strategies into tangible benefits for procurement ROI

Karen Carmichael Director, Procurement
SingTel Optus, Australia

1015 Morning refreshments & networking break

1045 Session Two – Case Study

Discovering how HP established value of the procurement function through business relationship management

- Gaining insights on the processes than can be followed to ensure full alignment of the procurement strategies with the business strategies
- Defining how the procurement function can be a catalyst to increase the revenue and margins of the business
- Cost savings vs. revenue enablement: the distinction between the two
- Creating value through an integrated business relationship model and carrying the procurement function beyond a “best price” driver

Ramesh Krishnamoorthy Director – Global Procurement
Hewlett Packard, Singapore

1145 Session Three – Case Study

Monitoring market and price movement in order to avoid unnecessary over-spending

- Extracting maximum value for every procurement dollar spent
- Hedging against commodities by developing a strategic view on commodity price movements
- Purchasing in bulk when price is low to avoid being hurt by wild price fluctuations
- Reaping the benefits of having suppliers inform you of price increments ahead of time

1245 Networking luncheon

1345 Session Four

Ascertaining how Dell synergises its business model and values with vendors to achieve interdependence

- Harmonising the entire procurement process with vendors to promote consistency
- Boasting a mutual understanding with suppliers through strategic partnerships
- Collaborating with suppliers to improve sourcing processes, controls and spend visibility
- Fostering innovation by working closely with suppliers to transform your procurement initiatives

Kevin Callanan Director World Wide Services Procurement
Dell, China

1430 Session Five – Case Study

Procurement Talent Management in the new millennium: How Siemens competes in the war for procurement talent

- Rewarding and recognising procurement professionals to encourage creativity and value they can add
- Asian versus Western culture – empowering your procurement talent
- Practical approached to attract, develop, manage and retain procurement talent
- Analysing performance drivers: Which skills and talent management practices are associated with top-performing procurement organisations?

Helge Hildebrandt Head of Procurement Indirect Material
North East Asia
Siemens Ltd. China

1500 Afternoon refreshments and networking

1530 Session Six – Case Study

Managing a volatile market: From procurement functional alignment to strategic business partnership

- Reassessing internal business needs with a changing external environment
- Procurement as a business partner
- Cross-functional procurement leadership process
- Budget strategy realignment and procurement business partnership
- Strategic partnership with strategic suppliers to leverage risk, achieve target and excel in the market
- Supply chain vertical integration partnership

Dr. Federico A. Bettini National Procurement Manager
McCain Foods Ltd, Australia

1615 Session Seven – Case Study

Leveraging on technology to improve current procurement processes

- Linking procurement processes with suppliers to better manage inventory
- Deploying e-Procurement systems to reach procurement goals at a competitive price
- Exploiting the Purchase to Pay process to increase efficiency and cost savings
- Noting the specifications of E-Auctioning to ensure suppliers do not collaborate against bidders

Khalid Abdulwahab Senior Director – Central Buying
Savola, Saudi Arabia

1700 Closing remarks from the Chair and end of Day One

Friday 2nd March 2012

Register Now

Contact Marketing at **marcus evans**

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0830 Registration and morning coffee

0855 Welcome remarks by chairperson

Ramesh Krishnamoorthy Director – Global Procurement
Hewlett Packard, Singapore

0900 Session One – Case Study

Moving Indirect Procurement up the value chain of your organisation by adopting a sourcing team strategy

- Working closely with other departments on indirect procurement categories to have a better understanding of their perspective
- Ascertaining that suppliers and agencies provide exceptional value for money and perform to agreed standards
- Performing commercial negotiation, contracting, and performance management together with other sourcing teams to guarantee maximum value

Aamir Shaukat Regional Procurement Director Asia & Australia
Beiersdorf AG, China

1000 Morning refreshments & networking break

1030 Session Two – Case Study

Devising a Procurement Process Improvement Plan to increase procurement productivity and efficiency

- Augmenting procurement process efficiency through E-Bidding thus reducing cost, time and resources
- Employing process improvement initiatives with vendors to boost inventory management
- Offsetting the price increase of raw materials by increasing productivity in house
- Streamlining procurement processes with vendors to recognise the broad vision and goal both businesses

Rahul Teotia VP Procurement and Supply Chain for ASEAN
BlueScope Steel Asia, Singapore

1130 Session Three – Case Study

Debating the difference between outsourcing and in-house procurement and finding the right mix

- Spotting procurement functions which can be considered for outsourcing to reduce workload of internal workforce and increase focus on core procurement processes
- Managing compliance and stakeholder relationships in the outsourcing process to ensure smooth transition
- Examining why procurement outsourcing may fail to deliver expected benefits and finding a way around it
- Assessing the potential for procurement outsourcing across specific procurement activities using a Cost-Risk Matrix
- Would a Procurement Shared Services Centre work for you?

Theresa Rynard General Manager, Global Sourcing – Services
Rio Tinto, Singapore

1230 Networking Luncheon

Business Opportunities

A limited amount of sponsorship opportunities are available for this conference. These include, but are not limited to opportunity to present case studies, exhibit, host networking functions, and benefit from the extensive branding and marketing exposure generated throughout the lifecycle of the event.

For further information please contact **Raj Anand** on **+(65) 6720 0620** or email **raja@marcusevanssg.com**

1330 Session Four – Panel Discussion

Cultivating performance and value through Strategic Vendor Management

- Sourcing for substitute vendors to minimise procurement expenditure in event of material price increases
- Leveraging on social media to source for reputable vendors
- Getting on your vendor's A-list and becoming a priority through improved communication with vendors
- Working hand in hand with vendors to ensure accuracy in materials procured

Moderated by:

Christina Ooi Senior Vice President - Procurement
Celcom Axiata Berhad , Malaysia

1415 Session Five – Case Study

Supply chain risk mitigations through Sales and Operations Planning

- S&OP as a process to unlock top line and bottom line business growths
- "One number approach" to integrate diverse business functions
 - S&OP interfaces with procurement strategies
 - Operational and financial risk management in the value chain through S&OP

Abhishek Bhattacharya Vice President – Supply Chain (West Market)
PepsiCo India

1500 Afternoon refreshments and networking

1530 Session Six – Case Study

Conducting business with ethics and integrity through procurement compliance: A Celcom Axiata Berhad case study

- Maintaining the highest ethical and integrity standards in all business relationships
- Instilling the standards within employees, suppliers and business partners to ensure similar practices are observed
- Highlighting procurement best practices, lessons learned, and the Celcom Axiata Berhad's stand on zero tolerance for non-compliance
- Ensuring sustainability in doing business with ethics and integrity

Christina Ooi Senior Vice President - Procurement
Celcom Axiata Berhad , Malaysia

1615 Session Seven

From transactional to strategic procurement: an Integrated Resort case study

- Gain insights on the complexity associated with purchasing for a large facility
- Transformation of procurement value chain as the company has gone from a pre-opening to an operational phase
- Reassessing internal business needs with a changing external environment

Peter Woon Vice President, Procurement & Supply Chain
Marina Bay Sands Pte Ltd

1700 Closing remarks from the Chair and end of conference

marcus evans would like to thank everyone who has helped with the research and organisation of this event, particularly the speakers and their staff for their support and commitment.

Speakers Profiles

Aamir Shaukat Regional Procurement Director Asia & Australia **Beiersdorf AG, China**

Aamir joined Beiersdorf AG in Hamburg, Germany in 2003. In the last 9 years, he has gained broad FMCG (cosmetic, personal care) experience in various key management roles in area of supply chain management and strategic procurement, in different countries such as Germany, United Kingdom, Thailand and China. He currently oversees company's strategic procurement initiatives within Asia & Australia.

Ashok Kumar Executive VP – Supply Chain **PepsiCo, India**

Ashok is an expert in SCM, planning and logistics; specifically in the FMCG industry. Prior to PepsiCo, Ashok implemented ERP and BPR projects for Reckitt Benckiser during 1996-98 when it was early days for ERP in South Asia. He also set up an integrated supply chain for Sony Music India and Godrej Tea Ltd during his tenure there

Christina Ooi Senior Vice President - Procurement **Celcom Axiata Berhad , Malaysia**

Christina made a decision to return to Malaysia when she was hired to spearhead Celcom's strategic transformation plan in the Procurement organization with a view to streamline and simplify internal processes and systems. Prior to joining Celcom, Christina was with the IBM Corporation for 18.5 years, 12 of which were in Senior Management positions. Her last role in IBM was to lead the Procurement Services Transformation practice across Asia Pacific (AP) in the Managed Business Process Services division where she spent seven years in IBM Singapore. Prior to that, she had held several key local and Asia Pacific regional positions in Strategic Sourcing, Commodity Management, Contract Management, and country procurement management across the region. It was during this time that she developed a strong interest and passion in cross-country talent management, which led her to recently author a book entitled "Surviving the War for Talent in Asia: How Innovation Can Help."

Dr. Federico A. Bettini National Procurement Manager **McCain Foods Ltd, Australia**

Dr. Federico holds a PhD in International Economics and Agriculture. He leads the McCain Australia Procurement Team and his key skills experience includes procurement team development, change management, creation and execution of a sustainable portfolio strategy, leading negotiations with strategic suppliers.

Helge Hildebrandt Head of Procurement Indirect Material North East Asia **Siemens Ltd. China**

Helge joined Siemens in 1989 and has since taken different positions in the Supply Chain and Procurement area. He has worked mainly in the United States, Germany and China. His current role is to build up a centralized Indirect Material Organization in North East Asia for both Strategic and Operational Procurement, covering about more than 60 Operating Companies in the four different Sectors of Siemens.

Khalid Abdulwahab Senior Director – Central Buying **Savola, Saudi Arabia**

Khalid has responsibility for capital expenditures and services for the entire procurement division worldwide. Prior to Savola, he worked with Procter & Gamble where he was the Winner of the prestigious P & G Award (100 Recognition Shares) as well as the Medal of Achieving SPM (Senior Purchasing Manager) Skill Level. Khalid recently led a major restructuring program for the local buying offices of the Savola Foods Company in 8 countries, including development of policies, and work systems

Kevin Callanan Director World Wide Services Procurement **Dell, China**

Kevin is the Director of Dell's Global Commodity Management Team and has in the past held key CEO and VP positions. During his career at Dell Kevin managed Dell's notebook parts fulfillment, whole unit repair for corporate, public, consumer and retail. Prior to joining Dell in 2007 Kevin enjoyed a successful career as a corporate attorney and litigator in New York City. His legal experience ranges from complex litigation, contracts, licensing, intellectual property, and business development.

Karen Carmichael Director, Procurement **SingTel Optus, Australia**

Karen is currently the Procurement Director at SingTel Optus. Before this she was General Manager, Commercial Transformation. She is an experienced Commercial / Finance Director with experience in key business roles within customer service, sales and marketing, and product management. She has previously worked in a variety of industries including retail, manufacturing, IT, engineering and telecommunications. She is in charge of business areas worth approximately AUD 200 million and investment budgets of AUD 1 billion.

Ramesh Krishnamoorthy Director – Global Procurement **Hewlett Packard, Singapore**

Ramesh's key responsibilities are Revenue Enablement and Business Relationship. Ramesh heads a function which is of strategic importance to HP as it executes against the company's corporate objective of being the world's leading information technology company. He is part of the Asia Pacific HP Global Procurement senior leadership Management Team. Prior to HP, he worked with Motorola, Hughes Software Systems, National Panasonic and the Indian Armed Forces.

Rahul Teotia VP Procurement and Supply Chain for ASEAN **BlueScope Steel Asia, Singapore**

Rahul has rotated through various functions – design, sales & marketing and turnkey project management. He was formerly with Emerson Electric as the Director Global Supply Chain. He was considered a change agent and developed best practices and systems to enable cutting edge supply chain and in the process received: Emerson President's Operational Excellence Award, and "Applied Innovation Finalist" award from Forbes & Wipro.

Theresa Rynard General Manager, Global Sourcing – Services **Rio Tinto, Singapore**

Theresa is responsible for the Chairmanship of Rio Tinto Procurement Singapore Ltd, Rio Tinto's Emerging Markets sourcing with centers in China and India; the global category management of Travel and Expense Management, Technology, Capital, HR Services, and Professional Services. Prior to Rio Tinto, Theresa worked for American Express where she was responsible operationally for 26 countries. She currently specialises in outsourcing.

Peter Woodward Senior Legal Adviser (Solicitor) **Mott MacDonald Limited, United Kingdom**

Peter is a highly principled commercial lawyer with first class experience ensuring the legal health of a US multinational business in Europe, Middle East and Asia Pacific. He has a proven track record of establishing and leading international legal functions operating in a multi-disciplinary environment.

He is highly experienced in the laws, cultures and regulations of the UK, the EU, Switzerland, Middle East, Belarus, Russia, India, China, SE Asia and the USA. He has excellent communication and negotiation skills demonstrated through improving profitability by managing a risk management culture change in multinational businesses.

He has delivered highly effective trainings and presentations to multi-cultural audiences throughout the world.

