



THE ASIAN BANKER SUMMIT 2015

Asia's Foremost Event on Transformational Issues in the Financial Services Industry

14 - 16 April 2015 | Hong Kong Convention and Exhibition Centre, Hong Kong



■ The Supply Chain & Financial Performance Conference | 15-16 April 2015

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Directions on the modern silk road

While a good supply chain can positively impact the financial bottom line of businesses, increasing the resilience of supply chains could compromise cost-efficiency. Keeping costs low while reducing supply chain risks through improving resilience is the challenge for supply chain professionals

The success of any supply chain hinges on minimising disruptions but traditional solutions to ensure smooth supplies, for example, through increasing inventory, could lead to increased costs. Risks in the supply chain which stem from incidences like demand volatility, natural disasters, fraud and theft affect the supply chain and may require increased inventory which detracts from cost efficiency.

But what makes up a good supply chain? Each supply chain is unique in its own way and brings distinct challenges. Understanding the strategic implication of a supply chain and implementing the right technologies and infrastructure is crucial in determining the success or failure of a company.

The Supply Chain and Financial Performance Programme, within The Asian Banker Summit, has become a leading industry event for corporates and financial institutions alike. It provides a platform for senior practitioners from both sectors to network with peers in different industries as well as keep abreast of emerging trends through the sharing of latest industry developments.

Key working sessions include:

- Supply chain: Function or process?
- How to survive failure?
- The future of procurement

- From bricks to clicks: Data and analytics
- Securing the supply chain
- Talent shortfall in supply chain
- Supplier and vendor management
- Harnessing the financial infrastructure to succeed

The Supply Chain & Financial Performance Conference 2015 Agenda Day 2 –16 April 2015, Thursday

08:30 – 09:00	Registration
09:00 – 10:00	Disruptions: Managing risks in the network Optimizing a distribution network involves minimizing the total network costs for given service levels. Reconfiguring such a network can take significant investment, the justification for which may be to improve service levels, which is difficult to monetize. Financial professionals must understand the optimization goals and financial impacts in order to properly evaluate the investment. ■ Minimising risk on illiquidity amid volatility ■ Different types stress from suppliers ■ What are the steps taken to counter disruptions and what's the trade-off? ■ Dealing with rapid swings resulting from increased use of e-commerce In this session will look at a case study of minimizing Asia distribution costs, subject to the constraint that 80% of the customers receive orders within 2 days. Examining the models for operating costs, transportation costs, inventory holding costs, tax and duties, and more as well as exploring the options of financial as well as hedging tools they have at their disposal Featuring: Jim Serstad, Managing Director, Tompkins International
10:00 – 10:30	Tea/Coffee Break
10:30 – 11:30	From bricks to clicks Connectivity and speed are the cornerstones of every transaction. With the ever-increasing presence of e-commerce in Asia, familiarity with multi-channels and how to adapt to unique needs are critical for supply chain. ■ Critical challenges and opportunities for supply chain efficiencies in e-commerce ■ Integrating e-invoicing into existing workflows to create real-time communication Speakers/panelists: Keith Carter, Visiting Senior Fellow, National University Of Singapore

	Marcello Wessler, CEO E-Commerce, Singapore Post Long Wong, Chief Operating Officer, UCO Scott Williams, Vice President of Programs & Services, AmCham Moderator: Farrah Brake, Manager, The Asian Banker (MEA)
11:30 – 12:30	Predictive analytics and big data: the next step in supply chain strategy Performance enhancement through use of big data and analytics is on the top of the agenda for many corporations, but before going forward, there is a need to understand how to use the appropriate analytics tools to support decision making beyond reporting and dashboard An overview using HP operations case studies and experiences on how to ■ Turn big data into useful information ■ Enable data to flow easily throughout the entire organization ■ Maximize the use of your enterprise resource planning ■ Using visual analytics to drive day-to-day operation efficiency Featuring: Shawn Tay, Manager Strategy and Analytics, Hewlett Packard, APAC & Japan
12:30 – 14:00	Luncheon
14:00 – 15:00	Performance management and financial engineering in the supply chain ■ Balanced Scorecard (Structure and Organisational Implementation) ■ How to spot and assess improvement potential? ■ Financial Analysis in the Supply Chain Speakers/panelists: Eckart Dutz, Co-Founder Vietnam Supply Chain, General Director Pacific Partners (VN), Ltd Srinivasan Venkita Padmanabhan, President and Global Head of Finance, Olam David Sneddon, Former MD of HK and SEA, IDS Group Scott Williams, Vice President of Programs & Services, AmCham Moderator: Paul Bradley, Chairman and CEO, Caprica International
15:00 – 16:00	The Supply Chain & Financial Performance Programme Concluding Note Exploring Future Directions for Global Supply Chains Supply Chains are the arteries of today's globalised economy – they enable the international trade flows that empower global commerce. Twenty-first-century supply chains have evolved into world-wide inter-connected supply-and-demand networks comprising vastly more complex operations, with profound inter-

	dependencies and exposure to greater volatility in our uncertain world. Supply Chain Management has consequently become an essential topic across all spheres of management and a strategic agenda item in every boardroom. This closing keynote will explore future directions for global supply chains, including ■ How supply chains have evolved into ecosystems ■ How integrated logistics hubs are essential for success ■ How innovations will drive transformational change By Mark Millar, Managing Partner, M Power Associates
16:00 – 16:30	Tea/Coffee Break
16:30 – 17:30	The Asian Banker Summit Closing Keynote Session

Keynote Speaker



Alan Bollard, Executive Director, APEC

Alan Bollard is the executive director of the APEC Secretariat based in Singapore. Prior to joining APEC, Bollard was governor of Reserve Bank of New Zealand from 2002 to 2012. He was responsible for monetary policy and bank regulations, helping steer New Zealand through the global financial crisis. From 1998 to 2002, Bollard was secretary to the New Zealand Treasury. He has served as New Zealand's alternate governor to the IMF, ADB and World Bank. From 1994 to 2008, he was chairman of the New Zealand Commerce Commission. Prior to that he was director of the New Zealand Institute of Economic Research. Bollard has a PhD in Economics from the University of Auckland as well as been awarded several honorary doctorate degrees.

Speakers



Robert Yap, Executive Chairman, YCH Group

Robert Yap is the executive chairman of YCH group, Y3 Technologies, as well as Cosmic Insurance Corporation. Yap has won multiple awards in the past, including the Asia Logistics Hall of Fame award in 2003, Ernst and Young Entrepreneur of the Year award in 2007, Lifetime Achievement Award (Logistics) presented by the World Chinese Economic Forum in 2013, and the NUS Business School Eminent Business (Senior) Alumni Award in 2014. He sits on the ASEAN-Business Advisory Council, which he chaired from 2007 to 2009, is president of the Singapore National Employers Federation and board member at International Enterprise Singapore. Yap also advises the Singapore National Committee for

Pacific Economic Cooperation, ASEAN SME Advisory Board and SMU School of Information Systems.



Mark Millar, Managing Partner, M Power Associates

Independent advisor Mark Millar leverages over 25 years of global business experience to deliver practical knowledge and educated insights that help companies navigate the complex landscapes across markets in Asia, improve the efficiency of their supply chain ecosystems, increase market awareness and make better informed business decisions. He is a visiting lecturer at Hong Kong Polytechnic University as well as author of "Global Supply Chain Ecosystems", and is recognised as one of the "China Supply Chain Top 20" and was named in the 2014 USA listing of "Top Pros-to-Know in Supply Chain". Millar has led business development initiatives across ten Asian countries. In the past he has worked with Thorn EMI, Exel Contract Logistics (now DHL) and UPS Supply Chain Solutions.



Vivek Sood, Chairman and Managing Director, Global Supply Chain Group

For over 25 years Vivek Sood has empowered corporations on five continents to achieve their peak potential in operations, strategy and all components of their entire supply chain. In January 2000, he co-founded and managed Global Supply Chain Group, a high impact services company made up of supply chain pioneers and thought leaders who work only on selected high impact strategy projects with some of the largest corporations in the world. Prior to that, Sood was a management consultant with top-tier strategy consulting firm Booz Allen & Hamilton. He has also worked with some of the most innovative green technology companies to help create outstanding supply chains from scratch valued in the hundreds of millions of dollars in periods of as short as 18 months.



Lionel Choong, Board Vice Chairman of Emerson Radio Corp. & CFO of Global Regency Ltd

Lionel Choong is independent vice chairman of the board of Emerson Radio, currently acting CFO for Global Regency, a partner for large retailers handling annual FOB turnover exceeding US\$150m. He has a wide range of experience in a variety of senior financial positions with companies in Hong Kong, the PRC and London. His experience encompasses logistics, branded apparel, consumer and lifestyle, consumer products, pharmaceuticals, building businesses, and corporate finance.



Marcelo Wessler, CEO, SingPost eCommerce

Marcelo Wessler is CEO of SingPost eCommerce, a member of the Singapore Post Group. Prior to joining Singapore Post, Marcelo was head of e-Commerce at RS Components Asia Pacific where he was responsible for growing the business to more than \$100m annually. During his eight year tenure at Hewlett-Packard in Palo Alto, he was responsible for development of their US eCommerce site and global direct consumer sales. He also established an entirely new e-commerce delivery organization in Singapore and Shanghai. Marcelo started his career as a senior eCommerce consultant at KPMG Consulting in Switzerland and he was an early eCommerce pioneer when he helped establish sonystyle.com,

mini.com, bmw.com and one of Europe's first online shopping platforms together with Deutsche Post in 1997.



Eckart Dutz, Co-Founder Vietnam Supply Chain, General Director Pacific Partners (VN), Ltd.

Eckart Dutz is general director of Rapi B2B Office Solutions, as well as general director of Pacific Partners, a sourcing company specialized in fast moving consumer goods. He is co-founder of Vietnam Supply Chain and has in the past served on the board of advisors of the Vietnam Supply Chain Council as well as been an advisor to the Sourcing & Purchasing Club Vietnam. In the past, Dutz has worked for Unilever in Vietnam, Thailand, Netherlands, Germany in various supply chain positions, most recently as regional supply chain manager for Ice Cream for South East Asia.



Keith Carter, Visiting Senior Fellow of Decision Sciences at the NUS Business School, Singapore

Keith Carter is visiting senior fellow of decision sciences at the National University of Singapore Business School. He has established and led global supply chain initiatives including: supply chain intelligence, knowledge management, transformation governance, and data management. Keith worked for the Estee Lauder Companies tasked to lead the strategic and tactical supply chain operations of global multi-plants to improve the overall performance of the company.



David Sneddon, Former MD of HK and SEA, IDS Group

David Sneddon has over 22 years of supply chain leadership experience and is a commercially oriented senior executive with tested skills in company restructuring, development and leadership. His experience stems from participation in complex supply chain environments across the Asia Pacific region. He commenced his career with Linfox, Australia's largest privately owned Logistics company, culminating in him joining Coca-Cola to establish and lead the supply chain function of the Malaysian anchor bottler. Sneddon had a 10 year career with the Li & Fung, performing key business unit and functional leadership roles across greater China and SEA. Since returning to Australia in 2010, he has played an instrumental role in the turnaround of West Australian Freight, led the development of commercial and technical work streams as CEO of New Energy Corporation, and was most recently was executive director of Reliance Franchise Partners.



Scott D. Williams, Vice President of Programs & Services at AmCham

Scott Douglas Williams is vice president of programs and services at AmCham, overseeing business development and marketing, the SME centre and Virtual Platform, memberships, committees, events, corporate Visa program, Yangtze River Delta. Williams works closely with stakeholders to ensure market leading services and programs which facilitate healthy US-China business growth. Prior to joining AmCham Shanghai in August 2012, Williams headed finished product delivery logistics for Nokia's for greater China markets. In the past, Williams spent 15 years in the freight, transport supply chain

logistics sectors at senior management levels including for FedEx Express and DHL Express. In the past, he spent ten years in consulting and franchising.



Jim Serstad, Managing Director, Tompkins International

Jim Serstad is managing director Asia of Tompkins International. Having first visited China in 1988 and having lived there for 15 years, he understands the unique challenges of logistics in China. With Tompkins, Serstad led projects including a home furnishings distribution network design, automation design in the apparel industry and fulfilment centre design in ecommerce. Prior to Tompkins he worked for a US consulting firm, PRI, where he helped foreign manufacturers enter the China market. A notable project was the acquisition of a Flextronics-Ericsson joint venture factory which was transformed into a low-volume high-mix contract manufacturer which he then managed. Serstad holds a BS in electrical engineering and an MBA, both from Purdue University.



Shawn Tay, Manager Strategy and Analytics, Hewlett Packard, APAC & Japan

Shawn Tay is one of the founding members of the Asia office of the HP Strategic Planning and Modeling (SPaM) team where he is currently a strategy and analytics manager. SPaM is HP's analytics "special forces" team, supporting HP businesses on mission-critical strategic decisions and driving innovation in HP through analytics and operations research. Tay has almost two decades of professional supply chain experience in operations, consulting and third party logistics and was the 2009 Supply Chain Asia manager of the year. Prior to HP he worked with Safeway, Walmart, the Tibbitt and Britten group (now part of DHL) and Deloitte Consulting.



Long Wong, Chief Operating Officer, UCO

Long Wong is chief operating officer of UCO, the market share leader on Tmall's skin care/cosmetics category. He has extensive experience in eCommerce operation, having worked with/consulted for many leading B2C companies including Amazon, Vancl, Moonbasa and PPG, as well as traditional retailers looking to launch eCommerce businesses in China. Long was the director of transportation and supply chain for Amazon China and previously worked at Amazon in the US. His other experience includes head of supply chain for Metersbonwe (a leading Chinese casual wear brand) and consulting manager at KPMG.

Advisory Council



Mathew Welch, Partner, Asia Capital & Advisors

Mathew Welch has over 25 years of financial services experience in Asia. He has a strong track record of building and leading various financial institutions businesses throughout the region. Previously, Welch was global head of banks for Standard Chartered. He began his career at SCB as FI Head of Asia, and in that capacity from 2003, grew the FI revenues of Standard Chartered more than fivefold in a four year period.

Welch worked at Merrill Lynch FIG Investment Banking in the early 2000's and in that capacity was involved in transactions such as the NYSE ADR listing of HDFC Bank of India, and the privatization of Bank Central Asia in Indonesia.



Paul W. Bradley, Chairman and CEO, Caprica International

Paul Bradley chairman and CEO of Caprica International, Asian advisory board member for the Avista-Houlihan Lokey Investment Bank joint venture, vice chairman of Supply Chain Asia, strategic advisor to the CEO's of several Asian companies and is also involved in several entrepreneurial ventures. He has been involved in the successful launch of two IPO's. He previously served as president of Arshiya International, a leading Indian multinational company focusing on supply chain management, FTWZ logistics parks and rail operations. In the past, Bradley also served as MD of IDS International, a part of the Li & Fung group of companies. He was selected as a "New Asian Leader" by the World Economic Forum and "Asian Supply Chain Manager of the Year" by Lloyds Publications.



Srinivasan Venkita Padmanabhan, President and Global Head of Finance, Olam International

Srinivasan Venkita Padmanabhan is the president and global head finance of Olam International Limited. He also heads and drives worldwide corporate planning department, capital investment and review committee and sustained cost management initiative, along with being CFO of Invenio, a subsidiary of Olam. Venkita has more than 22 years of extensive experience in leadership areas, including oversight on multiple subsidiaries & product verticals, risk control & management, processes reviews, and more.

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14-16 APRIL 2015



Testimonial

"I had a fantastic experience at the Summit. There was a good collection of people from many different banks, not just from Asia. I will definitely recommend my colleague to attend this next year."

- Carl Clasen, Head of Business Credit, Bank of Queensland

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