MERCURY

Supply Chain: Concept, Solution & Application Conference

18 – 22 July 2027
Kuala Lumpur (Malaysia)



Dubai - UAE: +971 4 450 5697
Istanbul - Türkiye: +90 539 599 1206
Amman - Jordan: +962 79 712 3347

MERCURY

Supply Chain: Concept, Solution & Application Conference

Ref: 8143_252837 **Date:** 18 – 22 July 2027 **Location:** Kuala Lumpur (Malaysia) **Fees:** 4600 Euro

Introduction:

This concept, solution, and application of supply chain conference is dedicated to suppliers and buyers seeking a comprehensive understanding of the key components of analyzing supply chains from a logistics and demand perspective.

Given that Supply Chains are pivotal in establishing a competitive edge, this concept, solution, and application of supply chain seminar aims to demystify and recognize the true essence of logistics and supply chain management.

In a world where the supply chain concept is central to logistics and business success, understanding the basic concepts of supply chain management is imperative.

This supply chain seminar will delve into the concept, solution, and application of the supply chain, showing participants what the supply chain concept is and its fundamental importance to the efficiency and effectiveness of their operations.

Optimizing Supply Chain Solutions and Applications:

This supply chain conference will offer insights into how companies can simplify supply chain solutions. From tackling common supply chain problems and solutions to exploring cutting-edge supply chain finance and supply chain planning solutions, participants will learn about integrated supply chain solutions and what constitutes a supply chain solution, paving the way for innovation and optimization in their respective fields.

Focusing on how to apply supply chain principles in real-world scenarios, this section will cover supply chain applications, including supply chain analytics applications and answer the question, What is a supply chain application? Participants will gain hands-on experience and develop the ability to apply strategic and analytical tools to their supply chain challenges.

Targeted Groups:

- Purchasing Supervisors.
- Purchasing Managers.
- Buyers.
- Senior buyers.
- Supply Chain Professionals.

Dubai - UAE: +971 4 450 5697
Istanbul - Türkiye: +90 539 599 1206
Amman - Jordan: +962 79 712 3347

Conference Objectives:

By the end of this supply chain conference, participants will be able to:

- Comprehend the fundamentals of logistics and supply chain management.
- Acknowledge that efficiency equated to profitability.
- Realize that only value-adding activities should be a focus in the movement to the customer.
- Appreciate the benefits of collaborating with all members of the supply chain.
- Think innovatively and outside of the box.
- Implement the 8 Rules for Effective Supply Chain Management to optimize operations.
- Master techniques to control lead time in the logistics of goods and materials.
- Find an ideal balance between cost and service quality.
- Take away practical skills to effectuate change in their current practices.
- Work more cohesively with all entities within the supply chain.
- Employ the 8 Rules for Effective Supply Chain Management in Practical Scenarios.

Targeted Competencies:

By the end of this supply chain conference, target competencies will be able to:

- Awareness of business process changes.
- Recognize the financial advantages brought forth by effective supply chain management.
- Identify how time accumulates within supply chains and correlate that time equivalent to monetary value.
- Understand and implement post-seminar improvements for in-work applications.
- Adopt best-in-class practices and benchmarks.

Dubai - UAE: +971 4 450 5697
Istanbul - Türkiye: +90 539 599 1206
Amman - Jordan: +962 79 712 3347

MERCURY

Conference Content:

Unit 1: Understanding What Logistics and the Supply Chain Are About:

- Definitions and the importance of logistics and Supply Chain management.
- The interconnectedness of Buying, Making, Moving, and Selling activities.
- Historical evolution and development of supply chains.
- Dynamics within Supply Chain Operations.
- Supply Chain Operations Reference Models SCOR.
- The Theory of Constraints TOC and its application.

Unit 2: Key Aspects and Rules of Supply Chain Management:

- Achieving the cost/service balance.
- Principles of exceptional customer service.
- Internal organizational structure and its impact.
- Fundamentals of inventory management.
- The significance of lead times throughout the supply chain.
- The concept of adding value within the supply chain.
- Production options and their trade-offs.

Unit 3: The Benefits of Adopting a Supply Chain Approach And Appreciating The Changes Needed To Traditional Ways:

- Resolving sub-functional conflicts.
- Function-based benefits and improvements.
- A supply-chain perspective on total acquisition costs.
- Using the Supply Chain as a tool for competitive advantage.
- Effects of demand amplification and the Forester effect.
- Managing uncertainty and response times.
- Current supply chain management practices versus more effective methods.

Dubai - UAE: +971 4 450 5697
Istanbul - Türkiye: +90 539 599 1206
Amman - Jordan: +962 79 712 3347

Unit 4: Strategic Approaches And Impacts To Supplier/Customer Relationships:

- Impact on lot sizes and order quantities.
- Strategies for cost reduction.
- Collaborative development and sharing methods.
- Breaking down internal and external barriers.
- Differentiating interfacing and integrating relationships.
- Segmentation and product formatting for the supply chain.
- Aligning business strategies with supply chain goals.
- Supply chain planning for competitive advantage.
- Evaluating outsourcing as a strategy.
- Logistics of postponement and consolidation.
- Analysis of demand planning.
- Quick Response QR, Vendor Managed Inventory VMI, and Collaborative Planning and Forecast Requirements CPFR.
- Concepts of the Lean Supply Chain.

Unit 5: Making Supply Chain Improvements and Implementing a Logistics/Supply Chain Management Approach:

- Case studies from manufacturing and retail sectors.
- Lessons learned from supply chain experiences.
- Insights from the UK Oil and Gas industry.
- Key inquiries for supply chain improvement.
- Suppliers and customers are required to make changes for better SCM.
- Internal organizational and management practice modifications.
- Potential actions for supply chain advancements.
- Dangers of inaction and failing to learn from past experiences.
- Strategies to prevent inflated stock levels and loss of competitive edge.
- Dismantling traditional siloed management approaches.
- A 5-step Methodology to Logistics and Supplier Development.
- Review of the Supply Chain Rules for sustained competitive advantage.

Closing Remarks:

Supply chain analytics applications, integrated supply chain solutions, and innovative theory applications in the domain will also be discussed, ensuring that participants comprehensively understand what a supply chain application is in the practical business landscape.

Through this supply chain conference, we aspire to simplify supply chain solutions for all attendees and empower them with the knowledge to apply these insights practically and strategically in their respective roles.