



Localization of Services in Supply Chains

22 - 26 Jul 2024
Casablanca (Morocco)



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Ref.: 15366_311876 **Date:** 22 - 26 Jul 2024 **Location:** Casablanca (Morocco) **Fees:** 4000 Euro

Introduction:

Localization has become an increasingly important aspect of supply chain management in recent years. The concept of localization involves tailoring goods and services to meet the specific needs and preferences of local customers. In supply chains, localization refers to the integration of local resources, knowledge, and capabilities into the design, production, and delivery of goods and services.

Targeted Groups:

- Responsible for the overall management and coordination of supply chain operations, including the localization of services.
- Responsible for sourcing local suppliers, materials, and services, and incorporating them into supply chain operations.
- Responsible for managing the production and delivery of goods and services, including the localization of services.
- Responsible for the efficient and timely delivery of goods and services, including the localization of services.
- Responsible for providing after-sales support and maintenance, including the localization of services.
- Responsible for identifying local market needs and preferences, and developing strategies to meet these needs, including the localization of services.
- Specializing in supply chain management and service localization, providing advice and support to businesses and organizations.
- Experienced professionals from different industries, share their knowledge and insights on the localization of services in supply chains.

Course Objectives:

At the end of this course, the participants will be able to:

- Provide a comprehensive understanding of the concepts, strategies, and practices related to the localization of services in supply chains.
- Develop knowledge of the history and context of globalization and localization, and their impact on supply chain operations.
- Gain insight into different types of service localization strategies, and their benefits and challenges.
- Explore the localization of services in different stages of supply chain operations, including procurement, production, distribution, and after-sales support.
- Analyze real-life case studies and emerging trends in service localization, and draw lessons and implications for future practice.
- Equip participants with the knowledge and skills to develop and implement effective service localization strategies in supply chain operations.
- Foster critical thinking, problem-solving, and decision-making skills related to the localization of services in supply chains.

Targeted Competencies:

- Service Localization in Supply Chain Operations.
- Service Localization Strategies.
- Analysis of the success and failures of service localization initiatives.
- Global trends and future directions in service localization.

Course Content:

Unit 1: Service Localization Strategies:

- Types of service localization strategies
- Service localization in manufacturing and service industries
- Benefits and challenges of different service localization strategies

Unit 2: Service Localization in Supply Chain Operations:

- Service localization in procurement and sourcing
- Service localization in production and operations
- Service localization in distribution and delivery
- Service localization in after-sales support and maintenance

Unit 3: merging Trends and Future Directions:

- Technological advancements and their impact on service localization
- Global trends and future directions in service localization
- Implications for businesses and supply chain professionals

Unit 4: Case Studies:

- Real-life examples of service localization in various industries
- Analysis of the success and failures of service localization initiatives
- Lessons learned from case studies and their implications for future practice



**Registration form on the :
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