



SUPPLY CHAIN MANAGEMENT ASSOCIATION OF THE PHILIPPINES

Supply Chain:

Driving and Sustaining Operational
Excellence, Business Growth,
and Profitability

2010 ANNUAL LOGISTICS CONFERENCE & EXHIBIT EDSA SHANGRI-LA
SEPTEMBER 23-24, 2010 WWW.SCMAP.ORG



Conference 2010 Overview

Committed to its mission to improve the quality of supply chain processes of its member-companies and improve the supply chain profession, the Supply Chain Management Association of the Philippines (SCMAP) has been offering world-class conferences and forums on distribution and supply chain management for the past twenty years. True to its vision and its reputation in the industry, SCMAP once again provides the perfect venue for the supply chain event of the year. This year's gathering of select professionals from the supply chain industry looks at Supply Chain from its traditional, yet more relevant than ever role – hence the theme “Supply Chain: Key to Driving, and Sustaining Operational Excellence, Business Growth, and Profitability.”

While last year's SCMAP event was considered the biggest, The SCMAP 2010 Conference promises to be the most comprehensive ever. The Conference offers the most relevant venue for discussing broad base of topics given the focus on how supply chain drives and sustains operational excellence, business growth and profitability. In essence, the conference revolves around how supply chain, as a business strategy, supports the strategic or long term growth AND profitability of any business. As we learn from recent crisis, every company should strive not only for growth but profitability as well – not “OR” but “AND”. The supply chain support to the commercial business units covers all the elements of the chain -- planning, sourcing, manufacturing and operations, distribution, reverse logistics, green supply chain and the necessary enablers to ensure that the supply chain remains as seamless as possible, and anchored on operational and execution excellence.

As in the past years, between 200 to 300 delegates are expected to learn from the conference and exhibits; network with colleagues in the industry; and share practices and challenges in the area of distribution and supply chain management. SCMAP, with the support of and in cooperation with its sponsors, commit to making this year's conference, truly the Supply Chain Event of the year!

What is SCMAP?

Distribution management, a major component of logistics and supply chain management, was one field where competitive edges were being sought by manufacturing and trading firms, since the 1980s, as opportunities in production efficiency and product quality had become scarce.

Supply chain management (SCM) has since become recognized as the wider field, of which distribution management is but one significant part, where competition is now taking place. SCM presents many opportunities for better customer service, cost reduction, lower inventories and closer collaboration with upstream and downstream business partners and service providers.

As a cost, distribution is the major input to supply chain costs and can represent between 8% and 15% of sales value in the Philippine setting. Inventories can reach levels of up to 25% of annual sales value or higher. And only recently are some companies beginning to look into the measurement of logistics and supply chain performance..

Supply Chain Management Association of the Philippines (SCMAP) is the new name of the Distribution Management Association of the Philippines (DMAP), a professional organization formed in 1990 by a group of 10 companies operating in the Philippines with an original mission to achieve effective distribution of products and materials. Since then the organization has grown in membership, expanded its mission, and allowed membership for individuals with a keen interest and involvement in SCM.

Scmap's mission is taken from the mission of the US-based Council of Supply Chain Management Professionals (CSCMP), but modified to include advocacies

The mission is therefore two-fold.

- To lead the evolving supply chain management profession in the Philippines by developing, advancing, and disseminating supply chain knowledge and research in the Philippines, and also
- To advocate government policies, rules, legislation and private sector activities that improve supply chain management processes

SCMAP aims :

- To provide opportunities for supply chain professionals to communicate in order to develop and improve their SCM skills
- To identify and conduct research and surveys which adds to the knowledge base of supply chain theory and practice
- To create awareness of the significance of supply chain to business and to the economy

SCMAP promotes the SCM profession by providing seminars, conferences, forums and training, by active representation in government activities relevant to SCM processes, and by encouraging active sharing of ideas among members, while keeping the organization highly professional, ethical and technically competent.

How SCMAP is Run

The association is run by a 10-person Board of Directors, and 9 Committee Chairs, annually elected by the general membership. The 10 directors elect among themselves a president, vice-president, secretary, treasurer, auditor and public relations officer. These directors and officers have a one-year term of office. The activities are implemented by 9 standing committees on sea transport, land transport and air transport, warehousing, inbound logistics, academe relations, membership, ways and means, finance and special projects. The by-laws provide for the establishment of chapters in Visayas and Mindanao.



CONFERENCE PROGRAM

DAY 1 – SEPTEMBER 23

8:00 AM	Registration and Coffee
9:00 AM	Formal Opening of Exhibit/Ribbon Cutting Rites From Government Sector: USEC. ANNELI R. LONTOC, Undersecretary, Department of Transportation & Communications (DOTC) From Private Sector: MR. DONNIE TANTOCO - President, Shopwise Chain of Supermarkets - Retailer (still for confirmation) MR. ALI GOKCELIC - VP-Supply Chain, Unilever Philippines - Manufacturer
10:00 AM	National Anthem/Invocation MS. DINA PILAPIL – Y2010 SCMAP Director
10:15 AM	Welcome & Opening Remarks MR. DENNIS LLOVIDO – Y2010 SCMAP President
10:30 AM	Introduction of Keynote Speaker – Government MR. DANNY CABRERA – Y2010 SCMAP Director ROLE OF GOVERNMENT IN THE SUPPLY CHAIN MANAGEMENT - What flagship projects are in place regarding the supply chain agenda - What short term initiatives are in the pipeline - What initiatives are being put in place to ensure that private sector is able to improve their respective supply chain cost. USEC. ANNELI R. LONTOC, Undersecretary, Department of Transportation & Communications (DOTC)
11:00 AM	Introduction of Keynote Speaker – Private For the Retailer: MR. AL LAGERA – Y2010 SCMAP Director For the Manufacturing: MR. GERMAN MARTIZANO - Y2010 SCMAP Director SUPPLY CHAIN PERSPECTIVE FROM THE POINT OF VIEW OF A RETAILER & A MANUFACTURER - How supply chain management helped grow the business and its profitability. - How management decided on the business strategy involving supply chain - Learnings and advice to other companies who haven't unlocked yet the potentials of supply chain management. MR. DONNIE TANTOCO - President, Shopwise Chain of Supermarkets - Retailer (still for confirmation) MR. ALI GOKCELIC - VP-Supply Chain, Unilever Philippines - Manufacturer
12:00 NN	Lunch Break / EXHIBIT VIEWING
1:30 PM	ENHANCING SUPPLY CHAIN INFRASTRUCTURE - PPP Priority Infrastructure Project - Enhancing RORO Connectivity - Transport Logistics Issues MR. ENRICO BASILIO, President REID Foundation & Faculty, UA&P School of Economics A SUCCESSFUL SUPPLY CHAIN MANAGEMENT STRATEGY FOR FILIPINO COMPANIES IN THE FACE OF THE NEW SCM AGENDA - Bringing the Supply Chain into the Boardrooms – The 'C-level' executives as the new SCM champions - Recruiting and grooming talents and honing skills for effective supply chain functions - Applying the right technologies – from forecasting systems to carbon-footprint management - Strengthening collaboration with suppliers and customers - Implementing Sales and Operations management program as a disciplined process - Eliminating operational inefficiencies, disruptions and crippling cross-functional disconnects such as SKU proliferation and obsolete inventory MR. CHARLIE VILLASEÑOR - President & CEO, TransProcure Corporation & Chairman & CEO, Procurement & Supply Institute of Asia (PASIA)
2:10 PM	INTEGRATED BUSINESS MANAGEMENT/SALES & OPERATIONS PLANNING PROCESS - Triggers for need for IBM/S&OP – the business process challenges - The journey to S&OP/IBM - Challenges encountered, Benefits Gained - Lessons Learned MR. ENRIQUE C. CASTILLO – Director, Regional Distribution & Logistics – Asia Pacific, AVON Cosmetics
2:50 PM	Coffee Break - Sponsored by MOTOROLA EMPOWERING THE INDIVIDUAL, TRANSFORMING THE ENTERPRISE – TOGETHER - Mobile workers must be connected to disparate systems and diverse applications inside and outside of the four walls. - But they must gain access to the right information, at the right time, to make the right business decisions at the point of business activity. - The modern enterprise must keep people, assets and information in motion, whether requiring voice, data, video, location or presence. - The goals of productivity and competitive advantage can be realized only with a well integrated, managed and secured wireless infrastructure tailored to the enterprise's needs. - The result is that corporate IT operations empower individuals and transform enterprises every day. MR. PHILIP LEONG - Business Development Director (Asia Pacific), Motorola
3:35 PM	SUPPLY PLANNING IN A CHAOTIC RECESSION WORLD - What Planning Can and Can't Do - What's New in Planning - Examples of Real-life Planning Challenges - Planning methodologies Adopted - Lessons Learned, Principles Derived MR. ERNESTO O. SEVERINO – President, Grant Thornton Philippines
4:10 PM	GREENING THE SUPPLY CHAIN - The company's carbon blueprint - The need to consider greening the supply chain - Methodology adopted, programs considered - Challenges encountered, benefits gained - Lessons learned MR. JESUS REYES, AVP Corporate Head SHE, Nestle Philippines, Inc. Chairman - Environment Committee, Philippine Chamber of Commerce & Ind. (PCCI)
4:50 PM	SECURING YOUR DISTRIBUTION NETWORK - Relevance of Security in your Supply Chain - Globe as your partner in securing your moving assets MR. FRANCISCO CLARAVALL IV – VP for Sales, Globe Business
5:30 PM	EXHIBIT VIEWING
6:05 PM (onwards)	EXHIBIT VIEWING

DAY 2 – SEPTEMBER 24

8:00 AM	Registration and Coffee
8:50 AM	RECAP of Day 1 MR. NINOY ROLLAN – SCMAP Individual Member
9:00 AM	STRATEGIC SOURCING TO FUEL GROWTH AND PROFITABILITY - Why strategic sourcing? - Strategic Sourcing methodology - How this strategy freed up PPP in an actual business strategic sourcing initiative. - Challenges encountered, benefits gained - Lessons Learned MR. WALTER BUCKZYNSKI - Senior Procurement and Supply Consultant, Transprocure Corp. MR. MARK MOJARES - VP, Global Delivery Services & Technology, TransProcure Corp.
9:45 AM	Coffee Break PLDT SME Talk (still for confirmation)
10:30 AM	DISTRIBUTION NETWORK ANALYSIS AND ITS RELEVANCE TO SUPPLY CHAIN MANAGEMENT - Triggers to do a distribution network analysis - The Distribution Network Methodology - How this tool saved PPP and supported business growth of a company - Challenges encountered, benefits gained - Lessons Learned MR. ROLANDO D. DELA CRUZ, Logistics Director, Jollibee Foods Corporation
11:15 AM	BETTER DECISION-MAKING WITH SUPPLY CHAIN ANALYTICS - The supply chain network design process - decision areas where analytics can be of significant value - Benefits derived from optimizing the entire supply chain network - Analytical framework and solution techniques - Supply chain analytics in practice – some real-world applications, challenges and lessons learned MR. OLEGARIO G. VILLORIA JR. - General Manager MR. SAMUEL B. CRUZ - Senior Manager Supply Chain Solution Center, IDS International
12:00 NN	Lunch Break / EXHIBIT VIEWING
2:00 PM	LEAN SUPPLY CHAIN MANAGEMENT - Triggers for need to apply lean principles to Supply Chain Management - The Lean SCM Approach - Lean methodology applied - Challenges encountered, Benefits Gained - Lessons Learned MS. ARLENE AZUL - VP, Supply Chain Management, DSP Dept Head, Nestlé Philippines Inc.
2:45 PM	REAL WORLD RFID: HOW COMPANIES HAVE ACHIEVED OPERATIONAL EXCELLENCE & PROFITABILITY - Food Traceability - Returnable Transport Items MR. TONY HILDER, Sales Director APAC Identification Solutions, HID Global GmbH (Singapore Branch)
3:15 PM	Coffee Break – Sponsored by IBM MAKING SUPPLY CHAINS SMARTER IN LOGISTICS - Capitalizing complexities in supply chain, a CEO survey by IBM - The smarter supply chain - IBM's supply chain transformation – from cost center to value creation - Sensor solutions to improve visibility in supply chain MR. RAYMOND MOY, Market Segment Manager -for Consumer Products, Wholesale & Logistics Industries (ASEAN)
4:00 PM	IBM Sales & Distribution CREATING A MORE RELEVANT SUPPLY CHAIN DASHBOARD - What current metrics are not measuring truly - The emerging metrics and its applications - Sample metrics and analytics – and its use towards driving growth, and profitability MS. JOYCE RAMOS - Senior Demand Manager, Johnson & Johnson Philippines, Inc.
4:45 PM	LAUNCH – SCMAP SALUTE TO EXCELLENCE AWARDS MR. GABBY PATAG & MS. ANA ROSE OCHOA – Y2010 SCMAP Committee Chairperson, Academe
5:15 PM	Closing Remarks MS. CORAZON C. CURAY – Y2010 SCMAP Vice President
5:25 PM	Awarding of Plaques/Certificates to sponsors/Group Picture Distribution of Giveaways
6:30 PM	End of Day 2

Masters of Ceremonies
Ana Rose Ochoa, Ninoy Rollan, Lloyd Dizon

Q&A Moderators
Rene Casas, Arnel Gamboa & Max Yap

KEYNOTE SPEAKERS



Hon. USEC. ANNELI R. LONTOC
Undersecretary, Department of Transportation & Communications (DOTC)

- Currently Undersecretary of DOTC. Prior to this, was Acting Secretary from March 8 to June 30, 2010.
- Started her government career in the DTI and rose from the ranks as industry development researcher up to Regional Director for NCR in Industry and Investments Dev.

- Appointed to different positions in the Office of the President concerned with appointments, ODA and priority programs
- Moved on to the DOTC as Assistant Secretary, and appointed Land Transportation Office Chief. Pursued and obtained ISO 9001:2000 certification for the LTO.
- BSBA from U.P.; Post-graduate Diplomas on Executive Program in Management at the Netherlands International Institute for Management Science, and in Regional Development Planning and Management at the SPRING Center, Universitat Dortmund, Germany; Masters Degree in Urban & Regional Planning in UP.



MR. DONNIE TANTOCO
President, Shopwise Chain of Supermarkets (Retailer) (still for confirmation)



MR. ALI GOKCELIC
VP-Supply Chain, Unilever Philippines (Manufacturer)

Sahin Ali Gokcelik is 41 years old and was born in Turkey. He is married to Pelin with two children: Zeynep (8 years old) and Gokberk (2.5 months old). He joined Unilever as a fresh graduate in 1990, armed as an electronics engineer with an MBA degree.

Formerly a licensed basketball player, Ali loves any type of sports, ranging from basketball, football, hunting, and being an equestrian. He is also an amateur dog breeder and trainer. Ali has special interest in mentoring and coaching techniques, and playing games with his children. He joined Unilever as a fresh graduate in 1990, armed as an electronics engineer with an MBA degree. He has taken several important roles in engineering, project management, SHE, production, manufacturing and planning. His last role was as Supply Chain Director of our Ice Cream business in Turkey, one of the most successful in the world and he has made that Supply Chain operation a benchmark operation in the Ice Cream Unilever global business.

In January 2009, he joined the national board of Unilever Philippines, as Vice President for Supply Chain.

Speakers



MR. ENRICO BASILIO
President – REID Foundation

- Professor of economics at the UA&P, founding president of REID Foundation, Inc., former Vice President of CRC.
- Serves in the National Competitiveness Council Infrastructure Working Group, the Export Development Council NCTL, and PCCI Infrastructure Committee.

- Recently joined the Philippine Delegation to the ASEAN High Level Task Force on Connectivity in Jakarta and Bangkok, ASEAN BIMP-EAGA
- Lead author / co-author of "Bridges Across Oceans" (2010 ADS), "Linking the Philippine Islands through Highways of the Sea and more than 50 papers/articles on infrastructure, logistics, transport, etc.



MR. CHARLIE P. VILLASEÑOR
President and CEO, Transprocure Corporation
Chairman, Procurement and Sourcing Institute of Asia

TransProcure (www.transprocure.com), of which Charlie is the President and CEO, is a leading global procurement solutions & services company. The Procurement and Sourcing Institute of Asia, of which he is Chairman, is an official affiliate of the U.S.-based Institute of Supply Management (ISM), the oldest, largest and most respected supply management institute in the world. He is a Procurement icon in Asia, with multiple industry exposure, notably oil & gas, manufacturing, telecom, financial services, transportation, construction and retail industries like Caltex (Chevron Texaco), 3M, Coca-Cola companies and others.

Charlie earned the following distinctions

- "Gawad Sinop Award / Purchasing Manager of the Year" (1999).
- A "Pros to Know", (Demand and Supply Chain Magazine, USA, 2004)
- The Leader in promoting the Philippines as a preferred BPO hub in the global market (the Phil. BPO Industry 9th eServices Awards, Feb. 2009)



MR. ENRIQUE "Ike" C. CASTILLO
Regional Director for Distribution & Logistics
AVON Asia Pacific

Ike Castillo - Regional Director for Distribution & Logistics, Avon Asia Pacific. A solid practitioner in the field of supply chain, Ike has 22 years of supply chain experience of increasing responsibilities in a number of industries/companies: Avon, James Hardie Philippines, Inc, Zuellig Pharma Corporation, Nestle Philippines, Inc, and Del Monte Philippines, Inc.

Past President of SCMAP in 2000 and 2001, Ike currently serves as a professor/facilitator for the DLSU-SCMAP's Post Graduate Certificate Course in Supply Chain Management, as well as at San Beda's Post Graduate Diploma on SCM Strategies. Ike earned his degree in Management Engineering from the Ateneo de Manila University in 1988, and his MBA from Xavier University in 1993.



MR. PHILIP LEONG
Business Development Director (Asia Pacific),
Motorola

Philip has more than 20 years experience in the IT industry. Currently, he is the Business Development Director responsible for the SCM Vertical in Motorola.

Prior to joining Motorola, he spent 9 years in Infor Global Solutions, one of the leading enterprise software company in the world. Philip was heading up the Asean region providing enterprise solution such as ERP, EAM and SCM solution to manufacturing, retail, distribution, transportation and logistics industries.

Started career as a young entrepreneur after graduated from NUS in 1986, he was executive director and founder of a local IT company that had ventured into hardware, software development, product distribution and system integration. Having had built a successful business in the region with offices in Singapore, Malaysia, Thailand, Hong Kong, Australia and China before it was acquired. Subsequently, he was hired to run a US software start-up company, focusing in multi-interactive call-centre solution in the enterprise space in Asia region.



MR. JESUS REYES
AVP Corporate Head SHE, Nestle Philippines, Inc.
Chairman - Environment Committee, Philippine Chamber of Commerce & Ind. (PCCI)

- Currently Vice President, Head of Safety, Health and Environment Dept. at Nestle Phils.
- Held various positions at Procter & Gamble Phils., National Pollution Control Commission, Lungsod ng Kabataan Children's Hospital and National Kidney Institute
- Licensed Professional Mechanical Engineer
- Co-Chair, PCCI Committee on Environment
- Responsible for numerous environmental awards at Nestle, under government and private, local and international sponsorship



MR. FRANCISCO CLARAVALL IV
VP for Sales, Globe Business

Francisco FJ Claravall IV, or "Cocoy" is a senior technology professional with over 16 years of ICT experience in the areas of telecommunications, data networking and application development. Under Globe Business, Cocoy presently heads the Enterprise Segment Sales Group, focusing on the following industries – Banking, Manufacturing, Government, Pharma, Retail, Power and Utilities.

Prior to joining Globe, Cocoy spent four and a half years with Cisco Systems. Other work experience includes Motorola and Accenture. Cocoy is a cum laude graduate of Electrical Engineering from Saint Louis University, and is an MBA Gold Medalist at the Ateneo Graduate School of Business.



MR. WALTER BUCZYNSKI, CPSM, C.P.M., CPCM
Senior Procurement and Supply Consultant,
Transprocure Corp.
Senior Trainer, Procurement and Sourcing Institute of Asia

- Currently the Senior Procurement and Supply Consultant for TransProcure Corporation, and leads the Training Programs for Procurement and Sourcing Institute of Asia.
- One of the first Certified Professional in Supply Management (CPSM.); holds a lifetime Certified Purchasing Manager (C.P.M.) certification; and a lifetime Certified Professional Contracts Manager (CPCM) certificate
- Teaches all modules for the CPSM in China, Middle East, and in Asia Pacific
- With over 30 (5 years in C hina) years of key leadership roles in Government, large and medium size corporations



MR. MARK SOREN MOJARES
Vice President for Technology and Global Delivery Services, Transprocure Corporation
Vice President, Procurement and Sourcing Institute of Asia

- As Vice President for Technology and Global Delivery Services at TransProcure Corporation, manages a team of project consultants on procurement, strategic sourcing and technology related projects across various industries
- As Vice President of the Procurement and Sourcing Institute of Asia, is the official affiliate of the Institute for Supply Management in Asia Region
- Worked with Petron with a team of consultants in the execution of strategic sourcing across the following spend categories – service station construction, packaging, print products, and industry-specific services, with more than double the target savings.
- Past Director of Commerce One, a pioneer in eMarketplace and eProcurement environments and senior consultant of PriceWaterhouseCoopers Consultant, Inc.



MR. ROLANDO "Rollie" D. DELA CRUZ
Director for Logistics, The Corporate Supply Chain
Jollibee Group of Companies

• Currently the Director of the Corporate Supply Chain of the Philippines largest food chain, Jollibee Foods Corporation and its Subsidiaries. Responsible for the continuous Supply and Distribution of over a thousand stores nationwide.

- The former Commissary Head of Greenwich Pizza Corporation for 10 years and has been at the forefront of JFC's Logistics rationalization since 2006.



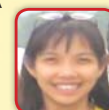
MR. OLEGARIO G. VILLORIA JR
General Manager, IDS International, Supply Chain Solutions Center

Jun is currently General Manager of the IDS Supply Chain Solutions (SCS) Center, which has offices in Manila, Shanghai, and New Jersey. He has over 20 years experience in transportation and supply chain planning and modeling projects in Asia and the US, including a number of network design studies for global companies in several countries. He was a former Associate Professor at the UP National Center for Transportation Studies where he taught graduate courses in transportation modeling, simulation, and OR, and holds a Ph.D. in Transportation Planning from the Ohio State University and a BSIE from UP. Jun is a former President of the OR Society of the Philippines and an active member of the Council of Supply Chain Management Professionals and APICS in the US.



MR. SAM CRUZ
Senior Manager, IDS International, SCS Center

Sam is currently Senior Manager – Philippines of IDS SCS. He was formerly AVP and Operations Research Manager of San Miguel Corporation, where he had 20 years experience in providing OR analysis to management decisions. Applications included capacity planning, supply chain management, inventory planning, risk management, and investment analysis. He has a BS Math degree from UP where he also completed his MS Math (major in OR), and has taken the Management Development Program at AIM. Sam is also a former Director of the OR Society of the Philippines.



MS. ARLENE AZUL
VP, Supply Chain Management, DSP Dept Head,
Nestlé Philippines Inc.

- Currently Vice President, Demand & Supply Planning Head, SCM at Nestlé Phils.
- Past President, Supply Chain Management Association of the Philippines
- Certified Supply Chain Management Practitioner - Post Graduate Studies, De La Salle University 2006-2007
- Certificate of Achievement in APICS Course on Basics of Supply Chain Management
- Certified Public Accountant (CPA)
- Over 14 years professional experience at Nestlé in SCM
- In past positions was responsible for distribution operations and implementation of LEAN supply chain in Nestlé Phils.
- Various speaking engagements on SCM



MR. TONY HILDER, Sales Director APAC
Identification Solutions, HID Global GmbH
(Singapore Branch)

Tony Hilder is the sales director, APAC, industry logistics, at HID Global, where he brings more than 20 years of industry expertise to the company in areas including RFID identification technologies for e-passports, contactless payment, supply chain logistics, automation, livestock identification and food traceability. Since joining the company in 2003, he has held increasingly important roles including having previously served as the sales director for Asia-Pacific where he was responsible for channel sales pertaining to industry, logistics, and food and animal. He holds a B.S. degree from the University of Sydney and a M.B.A. from the University of Technology, Sydney.



MR. RAYMOND MOY
Market Segment Manager -for Consumer Products,
Wholesale & Logistics Industries (ASEAN), IBM
Sales & Distribution

Raymond Moy has 20 years experience in IT & manufacturing. He is the Market Segment Manager in Asean region, responsible for the development of strategies & solutions to create more value in Consumer Products, Wholesale & Logistics companies. He began his career in the SONY as a project engineer, providing improvements to productivity & quality through plant automation capabilities. Years later, he pursued a career in sales of Enterprise Resource Planning applications including qad, BaaN & SAP where he experienced the evolution of enterprise systems from basic inventory systems to the now highly interconnected & intelligent value chain management systems which can sense & respond to market dynamics. Prior to IBM, he was a director at EA Consulting Asia, a US consulting outfit. In his 7 years in IBM, he has also served as IBM Territory Manager, Services Leader & Mid-Market Leader.



MS. JOCELYN ONG RAMOS
Department Head for Demand and Supply
Johnson & Johnson International (Singapore) Pte. Ltd.

- As head of Demand and Supply at J&J, leads total company S&OP process,
- Received recognition for process improvement on OTIF (Customer Service) and award as Best Country Supply Chain in J&J Asia Pacific in 2008
- Over 14 years experience at J&J and Avon Cosmetics, in diverse SCM functions, new product development, manufacturing, demand and supply planning, inventory management, distribution, vendor accreditation, project management, customer service and product line control.
- Extensive experience in Sales and Operations Planning Process for South East Asia
- Recipient of Awards at Avon in leadership excellence for reduction in inventory levels and product replenishment cycle time, as well as internal audit control cost savings, and Asia Pacific Distinctive Individual Achievement Award for 2002 and 2004
- Bachelor of Science in Industrial Engineering, University of the Phils.

Break Sponsor



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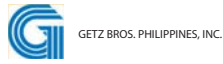
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Cooperating Organizations: PCCI, Port Calls, Epsom Phils., CCAP, De La Salle University

SCMAP Members



AB FOOD & BEVERAGES PHILIPPINES, INC.



Philippine Dairy Products Corporation



INDIVIDUAL Members

1. John Michael Lim
2. Ninoy Rollan

3. Ed San Juan
4. Dodie Torres

5. Anthony Yap Chao
6. Sunny Santos

Supply Chain Management Association of the Philippines (SCMAP)

Supply Chain: Key to Driving and Sustaining Operational Excellence, Business Growth and Profitability

Y2010 Annual Conference and Exhibit
September 23-24, 2010, Isla Ballroom of EDSA Shangri-La Hotel, Mandaluyong City

Yes! Please register the following delegates for the Conference:

	Last name	First Name	Position
1.	_____	_____	_____
2.	_____	_____	_____
3.	_____	_____	_____
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CONFERENCE REGISTRATION FEES

		with 12%VAT		Number of Participants		=	TOTAL
SCMAP Member	P	10,980	x	_____	=	_____	_____
SCMAP Non-Member	P	13,725	x	_____	=	_____	_____

TOTAL AMOUNT = _____

Supply Chain: Key to Driving and Sustaining Operational Excellence, Business Growth and Profitability

EDSA Shangri-La Hotel on September 23-24, 2010



Mr. Ed Sanchez – SCMAP Executive Director

2010 BOARD OF DIRECTORS

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Sponsorship opportunities & booths still available!

TO REGISTER: PLEASE FAX THIS WHOLE PAGE TO SCMAP

- Registration fees include **attendance in all sessions, lunch and snack meals for 2 days, certificate of attendance, exhibit booths viewing, conference materials and kit & gift pack.**
- Conference program is subject to change by SCMAP Conference Committee. Listed speakers as provided in the program confirmed their participation unless indicated otherwise
- Please make cheque payable to **Supply Chain Management Association of the Philippines or DMAP (TIN: 004-966-082).**
 - OPTION 1:** You may deposit the amount at any branch of BPI in SCMAP's current account **#3561-0011-02**. Kindly fax validated deposit slip with your company name to (632) 671-4793. Official receipts will be issued at the Conference.
 - OPTION 2:** Schedule for pick-up in selected areas only (Manila, Makati, Mandaluyong, San Juan, Pasig, Marikina). Please pick-up our payment at:

Address: _____

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Date & Time of cheque availability: _____

- **Cancellation will only be accepted in writing before September 17, 2010 (Friday). Unused reservation not cancelled ("no show") will be billed in full.**
- **PAYMENT:** Registrants must pay on or before Sept. 10, 2010. **SCMAP reserves the right to disallow unpaid participants from attending the conference.**

All inquiries and booking can be made through
 Ed Sanchez, SCMAP Executive Director • Tel No. (632) 671-8670 • Fax (032) 671-4793 • Email scmap.org@gmail.com
 or Ms. Corazon C. Curay, SCMAP Vice President & Conference Chair • Tel No. (632) 842-9892 • Fax (632)842-9799
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