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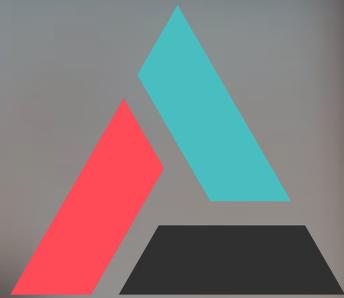


CT EVENT ASIA
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2nd ASEAN PROCUREMENT INNOVATION SUMMIT & AWARD 2024

**A NEW ERA FOR PROCUREMENT: PARADIGM SHIFT FROM TOP-DOWN IN
VALUE CREATION ACROSS THE SUPPLY CHAIN AS A REVOLUTIONISED
PRACTICES BY 2030**



Charlie Villasenor
Chairman of the
Board



Dr Christina SS Ooi
Former Chief Procurement
Officer APAC

**PROCUREMENT
EXPERT**



Anis Tabka
SVP Procurement
& Contracts



Mahbub Ahmed Chowdhury
Senior Vice President
& Head of procurement



11th – 13th JUNE 2024
THE ROYALE CHULAN HOTEL, KUALA LUMPUR

www.cteventasia.com

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EVENT INTRODUCTION

The **2nd ASEAN Procurement Innovation Summit 2024** presents a stellar lineup of visionary speakers over two days, delving into crucial topics such as navigating economic uncertainties, cultivating supplier relationships, and anticipating the 2030 procurement landscape.

With interactive sessions, innovation spotlights, and industry roundtables, the event serves as a comprehensive platform for networking, knowledge sharing, and strategic insights. Covering diverse themes like digitalisation, sustainability, and talent management, the conference addresses evolving challenges and opportunities in procurement.

What will we talk about at the **2nd ASEAN Procurement Innovation Summit 2024?**

- **Impact of global trend on procurement:** We will explore how global economic trends, trade dynamics, and environmental issues influence procurement strategies. Speakers will present analyses and case studies highlighting how macroeconomic changes, trade policy, and environmental legislation shape procurement practices.
- **Sustainability:** We will focus on integrating sustainable practices into the supply chain. Innovative approaches will be presented that enable companies to make their procurement processes more ecological and ethical.
- **Challenges of international business:** We will address specific challenges brought by international procurement, including customs procedures, logistical models, and nearshoring strategies.
- **Smart digitization with artificial intelligence:** The discussion will cover the innovations brought by AI, along with potential risks and ethical issues.
- **Leadership, jobs and competencies in procurement:** Emphasis will be placed on the development of key leadership skills and competencies in procurement.
- **Creating value in procurement:** This part of the conference will explore how procurement functions can contribute to increasing a company's value. Strategies for effective cost management, quality improvement, and innovation in procurement will be presented.
- **Best practices in procurement:** Experts from various industries will share their experiences and examples of successful procurement strategies that have contributed to business growth and innovation in their organizations.

AREA OF DISCUSSION



WHO SHOULD ATTEND

DIRECTORS/VPS/HEADS/MANAGERS

- 1 Chief Procurement Officer
- 2 Chief Supply Chain Officer
- 3 Director of Supply Chain
- 4 Category Buyer
- 5 Compliance & Governance Officer
- 6 Deputy Director Of Finance
- 7 Director of Procurement
- 8 Supply Chain Framework Manager
- 9 Head of Procurement and Supplies
- 10 Head Of Supply Chain
- 11 Procurement Strategy Officer
- 12 Senior ICT Buyer
- 13 Senior Procurement Category Manager
- 14 Senior Sourcing Specialist
- 15 Social Sustainability Manager
- 16 Social Value Procurement Manager
- 17 Strategic Contracts Manager
- 18 Transformation Manager

WHY SHOULD ATTEND

The Summit is a one-of-a-kind experience that immerses delegates in industry trends, innovations and solutions shaping high-performance teams and best-in-class procurement organizations.

This Conference focuses on the ways technology is changing and advancing sourcing and procurement. It features keynote and panel sessions with live Q&A and solution demos that show attendees how the implementation of artificial intelligence, machine learning and robotics process automation can enhance the quality of work and ignite innovation.

Fast Integration of AI in Procurement

Conversational AI leading to increased productivity

**PROCUREMENT
TREND
2024**

Supplier development to counter supply chain disruptions

Procurement forecasting with predictive analysis

GOLD SPONSOR



ArcBlue is a leading consulting, executive search, training, and analytics firm specializing in procurement and supply chain. ArcBlue was established in 2013 and acquired by Bain & Company in 2021. With our sister company Proxima operating in the US and Europe, we are now proud to be part of the world's largest procurement and supply chain specialist consultancy group. We started ArcBlue with the mission to support organizations to deliver more from their procurement and supply chain activities. ArcBlue delivers end-to-end procurement and supply chain advisory services across the Asia Pacific region built upon the experience of pragmatic practitioners. We have 150 consultants and 10 offices in key locations across Asia Pacific and have worked with 1000+ private and public organizations across 20+ industries.

ASSOCIATE SPONSOR



RightSpend is a global leader in marketing cost data analysis and agency compensation assessment, annually evaluating and benchmarking over \$10 billion in marketing compensation. Supported by a team of industry experts, we provide unique data and insights to empower transparent agency negotiations, enabling Marketing Procurement to implement sustainable improvements and achieve exceptional business results for brands. Our system is designed to highlight every aspect of your marketing costs for investigation, offering complete transparency and clear negotiation points where potential budget savings or additional value to the marketing scope of work may be identified. We ensure fairness to both clients and agencies while supporting a portfolio of related marketing procurement activities, including consultancy, evaluation, and research packages. Simplify your marketing expenditures with RightSpend and gain clarity, focus, and transparency in your procurement processes.

EVENT PARTNERS





Charlie Villasenor
 Chairman of the Board



Dr Christina SS Ooi
 Former Chief Procurement Officer APAC

**PROCUREMENT
 EXPERT**



Anis Tabka
 SVP Procurement & Contracts



Yinghua XU
 Vice President Procurement, East Asia Pacific Region



Kamran Shaukat
 Ex-Vice President Global Sourcing APAC



Jamie Pierre
 Client Services Director Asia



Kaustubh Wadekar
 Former Group Chief Procurement Officer



Mac Chew
 Head of Group Procurement



Luke Kenny
 Chief Executive Officer



Dr. Kaushik Ghatak
 Founder & Director



Mohd Faizal
 Director of Procurement



Jan Piskadlo
 GM & Head of Group Procurement



Rajat Sarna
 Group Chief Procurement Advisor



Tonet Rivera
 Former Chief Supply Chain Officer



Juan Ignacio D'Altri
 Procurement & Contracts Management Advisor



Lisa Choong
 JAPAC Regional Strategic Sourcing Director





Tan Chiaw Hooi
 Partner



Nelson Chow
 Partner
Argon&Co*



Elaine Chen
 Vice President
 Global Procurement



Deepak Dwivedi
 Head of Market Procurement
 SEA & S Korea APAC



Shailen Shukla
 Supply Chain Director



Alice Kwek
 Director, Global Procurement
 & Operations Support



Adrian Gjurasic
 Asia Executive
 Director



Amir Mahmud Abdullah
 Chief Procurement
 Officer



8:30 AM REGISTRATION & WELCOMING TEA

9:00 AM OPENING NOTE BY THE CHAIRPERSON

THEME 1: PROCUREMENT TECHNOLOGY

Procurement technology revolutionises the way organisations manage their sourcing, purchasing, and supplier management processes. With advanced tools and platforms, it streamlines operations, enhances efficiency, and reduces costs by automating manual tasks and providing real-time data insights. From e-procurement solutions to supplier relationship management software, procurement technology offers end-to-end visibility, improved collaboration, and strategic decision-making capabilities. It empowers procurement professionals to drive innovation, optimise the supply chain, and deliver value to their organisations.

9:15 AM PLENARY: FIVE BOLD PROCUREMENT PREDICTIONS TOWARDS 2030: PROCUREMENT TECHNOLOGY ACCELERATION

- 1. Interactive RFx and Purchasing**
 - A. *Extended reality (xR) is a term used to describe a group of immersive technologies including virtual reality (a full environmental simulation) and augmented reality (in which virtual elements are overlaid onto the user's viewpoint). The extended-reality market will triple in value by 2028, according to one estimate.*
 - B. *Virtual reality is expected to allow bidders the ability to present their proposals and associated materials live during auctions. Virtual delivery will take the place of site inspections, presentations, and even written bids*
- 2. 3D Prototype Printing**
 - A. *Market anticipate that 3D printing will become an industrial staple in the next decade. Proposal submissions will be three-dimensional and fully rendered, rather than being printed on a physical or digital page. Furthermore, these prototypes will have to go through an accelerated review and approval cycle so buyers can provide feedback with quicker turnarounds between prototyping and implementation.*
- 3. Wearables and Intelligent Assistants**
 - A. *Some consumer technologies will cross over into the professional realm, and the impact will undeniably be felt in procurement circles. Consider the ease with which you order goods from your smart speaker—"Hey, Assistant, order me paper towels!"—and the delivery arrives on your doorstep a few hours later. Apply that same convenience as developers create intelligent assistant apps for corporate procurement needs.*
- 4. Machine-Learning Contracting Process**
 - A. *Market expect that ML has the potential to replace the often-cumbersome process of cleansing and exchanging vast pools of data, virtually eliminating human error. The power of ML resides in the speed that it can access that information, analyse trends, and forecast future states. By 2030, standard terms and conditions will be controlled and updated by ML is based on algorithms learned from best practices and prior contract negotiations.*
- 5. Automated Negotiation Systems**
 - A. *By decade's end, negotiation will be automated using real-time data to predict the best tactics. Predictive analytics, fed by data collected from previous decisions, will be leveraged to take human emotion (and error) out of negotiation. Advanced automated negotiation systems will analyse negotiation inputs, incorporate real-time data, pull from past experiences, and then recommend strategies for any given scenario*

9.45 AM PLENARY: NEARLY ONE IN FOUR CPOS REPORT THAT DIGITAL TRANSFORMATION IS A STRATEGIC INITIATIVE THIS YEAR. ARTIFICIAL INTELLIGENCE, MACHINE LEARNING, AND PREDICTIVE ANALYTICS WILL REPLACE HUMAN EFFORTS FOR MANY ADMINISTRATIVE TASKS. THESE SEISMIC SHIFTS IN THE PROCUREMENT TECHNOLOGY STACK WILL HAVE SIGNIFICANT CONSEQUENCES FOR HOW TEAMS CONDUCT BUSINESS.

SPEAKER
Luke Kenny, Chief Executive Officer, Local Government Procurement

10.15 AM DIAMOND SPONSOR SLOT

10.45 AM OPENING REMARK SESSION

11.05 AM MORNING TEA BREAK

11.20 AM	<p>KEYNOTE PANEL DISCUSSION: COMPANIES ARE ADOPTING NEXT-GENERATION PROCUREMENT TECHNOLOGIES TO TACKLE THE GROWING COMPLEXITY OF OPERATIONS, INCREASING NUMBER OF STAKEHOLDERS AND PROCESSES, AND SCARCITY OF SKILLED LABOUR. INDEED, THE USE OF ARTIFICIAL INTELLIGENCE (AI), BLOCKCHAIN, AND THE INTERNET OF THINGS (IOT) HAS BECOME TABLE STAKES FOR PROCUREMENT.</p> <p>IN A 2022 SURVEY, IDC ASKED MORE THAN 1,100 PROCUREMENT LEADERS WHICH TECHNOLOGIES THEY PLANNED TO IMPLEMENT DURING THE NEXT 12 MONTHS AND THREE YEARS. AI AND BLOCKCHAIN SHOWED THE BIGGEST INCREASES IN IMPLEMENTATION OVER THREE YEARS VERSUS 12 MONTHS.</p> <p>-FOR EXAMPLE, SOME PROCUREMENT FUNCTIONS HAVE STARTED USING GENERATIVE AI (SUCH AS CHATGPT) TO STREAMLINE WORKFLOWS, REDUCE HUMAN ERROR, AND AUGMENT DECISION-MAKING. THE APPLICATIONS INCLUDE AUTOMATING CONTRACTS OR REQUEST-FOR-PROPOSAL GENERATION AND FORECASTING DEMAND. USING AI TO AUTOMATE DECISIONS REDUCES REDUNDANT ROLES AND FREES UP MANAGERS' TIME FOR VALUE-ADDING TASKS.</p> <p>MODERATOR: PANELLIST:</p> <ul style="list-style-type: none"> • Luke Kenny, Chief Executive Officer, Local Government Procurement • Alice Kwek, Director, Global Procurement & Operations Support, Pan Pacific Hotels Group • Kaustubh Wadekar, Former Group Chief Procurement Officer, Singtel • Amir Mahmud Abdullah, Chief Procurement Officer, Tenaga Nasional Berhad
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THEME 2: SUPPLIER DIVERSITY

Supplier diversity is a business strategy that promotes the inclusion and utilization of diverse suppliers in procurement practices. It aims to create opportunities for underrepresented groups, such as minority-owned, women-owned, and veteran-owned businesses. By diversifying the supply chain, organisations can drive innovation, foster economic growth, and enhance competitiveness. Supplier diversity initiatives support equitable economic development, strengthen communities, and provide a platform for collaboration and social impact.

12.20 PM	<p>PLENARY: THE ROLE OF SUPPLIER DIVERSITY'S IMPACT ON EQUAL OPPORTUNITY AND BUSINESS PERFORMANCE</p> <ul style="list-style-type: none"> • <i>Ethical Business Expectations: Many organizations have accepted that corporate social responsibility can actually usher profits and the much-needed talent, innovation and customer loyalty through diverse suppliers</i> • <i>Growing Profits and Economic Impact: Because global populations are becoming more diverse, minority audiences and minority-run businesses make up a larger portion of small businesses</i> • <i>Increase supplier competitiveness: A potential sourcing pool with diverse suppliers increases competition for contracts, thereby improving quality and cutting costs. Additionally, an increased sourcing option makes the supply chain resilient and agile</i> • <i>Driving Innovation: A company can tap into newer perspectives and ideas, simply by populating the sourcing pool with diverse suppliers. Diverse suppliers deliver innovation as they are smaller and more flexible.</i> • <i>They tend to co-innovate with their customers, ramp up rapidly, and execute innovations quickly—combating competition by producing newer products in the marketplace</i> <p>SPEAKER Mahbub Ahmed Chowdhury, Senior Vice President & Head of Procurement, City Bank</p>
12.50 PM	PLATINUM SPONSOR SLOT
13.15 PM	LUNCHEON & NETWORKING

14.30 PM	<p>FIRESIDE CHAT : HOW DIVERSE SOURCING CAN CREATE MORE RESILIENT SUPPLY CHAINS?</p> <ul style="list-style-type: none"> • <i>What Are The Advantages in Continuing To Use The Same Vendors?</i> <ul style="list-style-type: none"> ▪ Diverse suppliers can help cut costs and drive innovation ▪ They may be reliably low-cost. They're familiar. They require little new effort to engage with. But are they agile? ▪ Are they fit for a future that is more unpredictable and unstable than ever before? --Are they ready to embrace change to the extent that your organization may want to-or be forced to? • <i>Are Your Longest-Tenured Vendors Also Your Riskiest? How To Overcome the Risks?</i> <ul style="list-style-type: none"> ▪ Make diverse suppliers part of your end-to-end procurement processes ▪ Pivot from a mindset of pure cost savings to one that combines social value, sustainability and cost savings ▪ Set up the structure and process for organizational change: position someone who is dedicated but not ultimately responsible for delivering supplier diversity goals, then embed new approaches into business-as-usual, category strategy and all normal day-to-day activities <p>MODERATOR: PANELLIST:</p> <ul style="list-style-type: none"> • Mahbub Ahmed Chowdhury, Senior Vice President & Head of procurement, City Bank • Nelson Chow, President, ISM-HK, Partner, Argon & Co • Deepak Dwivedi, Head of Market Procurement SEA & S Korea APAC, Nokia • Dr Christina SS Ooi, Former Chief Procurement Officer APAC, Procurement Expert
15.10 PM	DIAMOND SPONSOR SLOT

THEME 3: DIGITAL SUPPLY CHAIN

Today's manufacturing supply chains need agility and flexibility to keep up with rapidly evolving market conditions. Digital supply chains aim to integrate advanced technologies and digital solutions to help supply chains become more efficient. In leveraging digital technologies and data analytics such as AI and the Internet of Things (IoT), organisations can reap benefits like real-time visibility, task automation, cost reduction and better customer satisfaction.

15.30 PM	<p>FIRESIDE CHAT : WILL AI KILL PROCUREMENT?</p> <p>Automation vs. Expertise: AI promises streamlined procurement through automation, but critics argue it can't replace human expertise. Efficiency and Risk: Proponents highlight AI's efficiency and risk management benefits, while opponents raise concerns about job displacement. Ethical Issues: Both sides acknowledge ethical considerations, including algorithm biases and data privacy concerns... is AI the way forward?</p> <p>MODERATOR: PANELLIST:</p> <ul style="list-style-type: none"> • Jan Piskadlo, GM Head Group Procurement, MISC Berhad • Mohd Faizal, Director of Procurement, MranTi • Lisa Choong, JAPAC Regional Strategic Sourcing Director, AMGEN
16.05 PM	<p>PLENARY: HYPER CYBERSECURITY</p> <p>Cyber-attacks frequently originate from outside the company's firewall. Many breaches are due to inadequate protections when allowing vendors and third parties access to the network. That places the onus for (at least part of) data security efforts squarely on the Chief Procurement Officer. By 2030, procurement professionals will need to be data security experts.</p>
16.35 PM	EVENING COFFEE BREAK & NETWORKING
16.50 PM	<p>PLENARY: THE IMPACT OF ELECTRONIC PROCUREMENT ADOPTION ON GREEN PROCUREMENT TOWARDS SUSTAINABLE SUPPLY CHAIN PERFORMANCE</p> <ul style="list-style-type: none"> • Assessing the level of sustainability after the adoption of E-procurement technology; • Assessing the factors portraying as a tool for green procurement practices; • Assessing the effect of E-procurement technology on green procurement practices for the sustainable supply chain.
17:20 PM	END OF APIS2024 DAY 1

8:30 AM REGISTRATION & WELCOMING TEA

THEME 4: STRATEGIC SOURCING

Strategic sourcing is a systematic approach to procurement that goes beyond simply finding suppliers and negotiating prices. It involves analysing the organisation's needs, identifying the best suppliers, and developing long-term relationships to optimise quality, cost, and delivery. By adopting strategic sourcing practices, businesses can enhance efficiency, reduce risks, and drive value across the supply chain while aligning procurement goals with overall business objectives.

8:50 AM **PLENARY:** ADVANCED CROWDSOURCING: PEOPLE AND BUSINESSES ARE MORE CONNECTED THAN EVER BEFORE (AT LEAST VIRTUALLY). THE INTERNET AND SOCIAL MEDIA HAVE ENABLED 'CROWDSOURCING,' A MEANS FOR COLLECTIVE MOBILIZATION BEHIND COMMON GOALS. CROWDSOURCING HELPS LEADERS SEEK INNOVATIVE IDEAS FROM A GLOBAL GROUP OF INDIVIDUALS WITH VARYING SKILLS AND CPOS ARE BEGINNING TO UNDERSTAND HOW OPENING THE RFX PROCESS TO WIDER AUDIENCES WILL REVOLUTIONIZE THE FIELD.

SPEAKER:
Elaine Chen, VP, Global Procurement, SATS

9.20AM **PANEL DISCUSSION:** COGNITIVE COMPUTING: BY 2030, THANKS TO COGNITIVE COMPUTING (SYSTEMS THAT MIMIC HOW THE HUMAN BRAIN PROCESSES INFORMATION), STRATEGIC SOURCING WILL TAKE A FRACTION OF THE TIME. NEARLY EVERY ASPECT OF SOURCING WILL UTILIZE SOME FORM OF MACHINE LEARNING OR ROBOTIC PROCESSING AUTOMATION.

MODERATOR:
PANELLIST:
 • **Elaine Chen**, VP, Global Procurement, SATS

10.10 AM PLATINUM SPONSOR SLOT

10.40 AM **PLENARY:** PROCUREMENT & STRATEGIC SOURCING AS CRITICAL PART OF THE VALUE CHAIN – LET'S EXPLORE HOW WE HELP TO FUTURE PROOF AND DERISK BUSINESS OPERATIONS?

SPEAKER:
Nelson Chow, President, ISM-HK, Partner, Argon & Co

11.10 AM MORNING TEA BREAK & NETWORKING

THEME 5: SUPPLY CHAIN SUSTAINABILITY

It is now more important than ever to integrate sustainability and ESG guidelines into every stage of the supply chain. This involves not only citing an awareness and active approach to combating climate change, but also ensuring fair and ethical treatment of workers. By prioritising these policies, organisations can effectively address issues relating to climate change, including resource consumption, mitigating risks and creating a more forward-thinking impact on the global environment.

11.25 AM **PANEL DISCUSSION:** THE TRANSITION TO LOW-CARBON ENERGY, UPENDING RESOURCE AND ENERGY SYSTEMS. PROCUREMENT CAN TAKE THE LEAD IN MINIMIZING VALUE CHAIN EMISSIONS, SECURING HIGH-DEMAND GREEN MATERIALS, AND MANAGING THE CAPITAL EXPENDITURE REQUIRED TO ACHIEVE NET ZERO. LEADING VALUE-CHAIN EMISSIONS REDUCTION: PROCUREMENT CAN CONTRIBUTE CRITICAL SUPPORT FOR NET-ZERO OBJECTIVES BY SECURING GREEN MATERIALS AND DECARBONIZING THE SUPPLY BASE THROUGH LOCALIZATION EFFORTS AND ENHANCED SUPPLIER CO-INNOVATION.

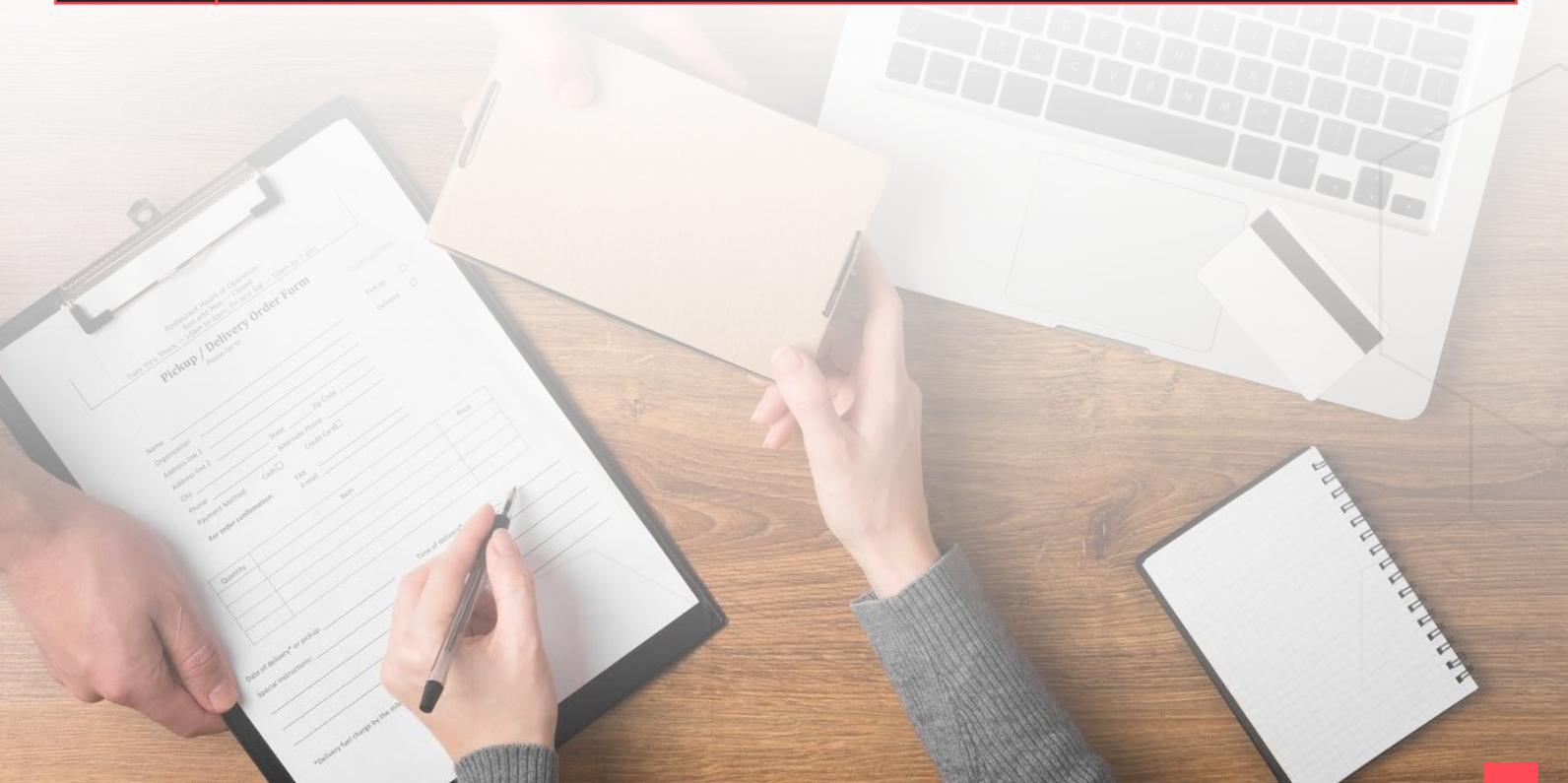
MODERATOR: **Tan Chiaw Hooi**, Partner, EY
PANELLIST:
 • **Anis Tabka**, SVP Procurement & Contracts, Expo City Dubai
 • **Mac Chew**, Head of Group Procurement, FGV Holding
 • **Dr. Kaushik Ghatak**, Founder & Director, Value Qwest

<p>12.10 PM</p>	<p>SPONSOR SLOT: HOW AN APAC PROCUREMENT TEAM USED TECHNOLOGY AND AI TO MEND A FRACTURED SUPPLIER BASE AND SUPERCHARGE THEIR CATEGORY EFFORTS</p> <ul style="list-style-type: none"> • Technology company led by the head of category in Malaysia and driven by Procurement first (not reactionary) • Project rolled out across 13 key APAC markets, in 4 tranches • Key areas of focus: Identify, build awareness & readiness, application, analysis, and finally negotiation/refinement. • Technology helped them to coordinate efforts under one single source of truth, with over 100 vendors across 13 markets, each of whom with 10s to 100s of data points (projects, teams, assets). • Teams were previously in the dark how to standardise elements because the category has so much jargon and technical terminology, so would make guesses. Using AI they were able to ingest multiple scopes and distil 1.3m roles to find the best match which also ensured they were fair and transparent with their vendor. • At the end of each 4-5 week project they used technology to run a brief 360 degree evaluation and gather qualitative feedback, which is starting to be collated and distilled using AI to pull the key findings. This allowed them to dig below the surface of why certain outcomes were subpar • Looking further forward as influencer marketing is a \$20B global industry, their business creates hundreds of hours of content every month. We're working with them to use AI to crunch 1000 hours of content in <1 hour so they can understand which content is brand compliant, mitigating risk and potential future litigation (\$\$\$) that may arise. • The result from the case study was 16.2% efficiencies on average, standardised library of vendor base, improved baseline with flexibility to three levels for future projects, value gain of \$3.24m on a total scope of \$20m, a net vendor satisfaction score increase to 79& <p>SPEAKER: Jamie Pierre, Client Services Director Asia, RightSpend</p>
<p>12.40 PM</p>	<p>PLENARY: PROCUREMENT FUNCTIONS PLAY AN ESSENTIAL ROLE IN HELPING COMPANIES ACHIEVE THEIR CLIMATE GOALS. FOR EXAMPLE, A COMPANY MUST INVOLVE STRATEGIC SUPPLIERS IN ITS SUSTAINABILITY INITIATIVES. THIS INCLUDES REQUIRING SUPPLIERS TO COMMIT TO IMPLEMENTING GREEN PRACTICES AND REDUCING SCOPE 3 EMISSIONS AS PART OF THE TENDER PROCESS. COMPANIES CAN ALSO COLLABORATE WITH SUPPLIERS TO DEVELOP EMISSIONS-REDUCTION PLANS. IT IS CRUCIAL FOR CEOS TO EMPOWER THEIR PROCUREMENT LEADERS TO MAKE THE MOST OF SUPPLIERS' EXPERTISE AND RESOURCES, INCLUDING WITH RESPECT TO MEETING SUSTAINABILITY GOALS. IN ADDITION, COMPANIES SHOULD EMPHASIZE THE SOURCING OF SUSTAINABLE RAW MATERIALS</p> <p>SPEAKER: Anis Tabka, SVP Procurement & Contracts, Expo City Dubai</p>
<p>13.10PM</p>	<p>LUNCHEON & NETWORKING</p>
<p>14.30 PM</p>	<p>FIRESIDE CHAT : DEMOGRAPHIC SHIFTS, INCLUDING SHRINKING WORKFORCES AND RISING SKILL GAPS, THAT INTENSIFY COMPETITION FOR DIGITAL TALENT. THE TASK FOR PROCUREMENT DEPARTMENTS IS TO ATTRACT AND NURTURE CANDIDATES WITH THE ANALYTICAL SKILLS AND DATA COMPETENCE NEEDED TO UNLOCK VALUE FROM AGILE WAYS OF WORKING AND DIGITAL OPERATING MODELS.</p>
<p>14.50 PM</p>	<p>SPONSOR SLOT: DEMYSTIFYING AI: CAN AI ADDRESS ALL YOUR PROCUREMENT CHALLENGES?</p> <ul style="list-style-type: none"> • Efficiency: Procurement GPT <ul style="list-style-type: none"> ▪ Automation of tasks along the procurement chain, with application on categories ▪ Yielding significant time savings and productivity gains in procurement function • Effectiveness: Augmented Buying <ul style="list-style-type: none"> ▪ AI recommendations to optimize price, volume and spec ▪ Application of GenAI to allow more effective negotiations ▪ Material time savings through automation of spend insights and report generation • User Experience: Digital CPO <ul style="list-style-type: none"> ▪ Enable self-service for business users through a seamless "I have a need" interface ▪ Enhanced user experience with major productivity gains ▪ Compliance by design • Business Model Change: Build vs Buy <ul style="list-style-type: none"> ▪ Respond to rapid changes to supplier markets being disrupted by GenAI ▪ Drive build vs. buy decisions across key indirect categories & services <p>SPEAKER: Adrian Gjurasic, Asia Executive Director, ArcBlue</p>

THEME 6: SUPPLY CHAIN TRANSFORMATION

Supply chain transformation refers to the strategic and systematic changes made to a company's supply chain processes, systems, and structures to achieve significant improvements in efficiency, agility, and responsiveness. It involves adopting innovative technologies, implementing new operating models, and reconfiguring supply chain networks to optimise performance, reduce costs, and enhance customer value. Supply chain transformation aims to innovate and evolve the supply chain to meet changing customer demands, market dynamics, and competitive pressures.

<p>15.15 PM</p>	<p>PLENARY: WITH THE DAWN OF THE FOURTH INDUSTRIAL REVOLUTION, THERE IS A GREAT DEAL OF UNCERTAINTY IN TERMS OF THE PROFESSIONALS WORKING IN PROCUREMENT AND SUPPLY CHAIN. WHAT DO PROFESSIONALS NEED TO DO IN ORDER TO MAKE THEMSELVES INDISPENSABLE IN AN AI-ENABLED FUTURE? WHAT WILL PROCUREMENT LOOK LIKE IN 2030, AND HOW CAN PROCUREMENT LEADERS PREPARE?</p> <p>SPEAKER: Jan Piskadlo, GM Head Group Procurement, MISC Berhad</p>
<p>15.45 PM</p>	<p>PANEL DISCUSSION : AN INCREASINGLY MULTIPOLAR WORLD THAT CHALLENGES THE INTERCONNECTEDNESS OF GLOBAL VALUE CHAINS. PROCUREMENT LEADERS ARE THEREFORE SHIFTING FOCUS FROM COST IMPROVEMENT ALONE TOWARD RESILIENCY AND ASSISTANCE TO BUSINESSES THAT ARE ADAPTING TO VOLATILE MARKET CONDITIONS.</p> <p>MODERATOR: PANELLIST:</p> <ul style="list-style-type: none"> • Rajat Sarna, Group Chief Procurement Advisor, PLDT • Deepak Dwivedi, Head of Market Procurement SEA & S Korea APAC, Nokia • Yinghua XU, Vice President Procurement, East Asia Pacific Region, Schneider Electric
<p>16.30 PM</p>	<p>EVENING COFFEE BREAK & NETWORKING</p>
<p>16:40 PM</p>	<p>PLENARY VIRTUAL ORGANIZATIONAL DESIGN : BY 2030, THERE WILL BE A SIGNIFICANT TRANSFORMATION IN PROCUREMENT PRACTICES, WITH A PREDOMINANT SHIFT TOWARDS CENTRE-LED PROCUREMENT. ALTHOUGH SEVERAL LEADING PROCUREMENT ORGANIZATIONS HAVE ALREADY ADOPTED THIS MODEL, IT IS EXPECTED TO REACH A WHOLE NEW LEVEL OF ADVANCEMENT BY THE END OF THIS DECADE. IN THIS NEW MODEL, PROCUREMENT ORGANIZATIONS WILL FEATURE A CENTRALIZED BUSINESS UNIT, WITH A CORE BUSINESS UNIT AND 90 PERCENT OF OPERATIONAL SOURCING ROLES AUTOMATED OR OUTSOURCED.</p> <p>SPEAKER: Dr Christina SS Ooi, Former Chief Procurement Officer APAC, Procurement Expert</p>
<p>17:10 PM</p>	<p>END OF APIS2024</p>



STRATEGIC SOURCING & CATEGORY MANAGEMENT AWARENESS MASTERCLASS

MASTERCLASS INTRODUCTION

This course will introduce participants the strategic sourcing fundamentals and its key inputs and activities that impact business' procurement life cycle enhancement. The attendees will go through a comprehensive learning on the essential phases revolving the strategic sourcing process that will enable the participants to better understand their companies' current state of procurement and level possible opportunities to leading industry practices.

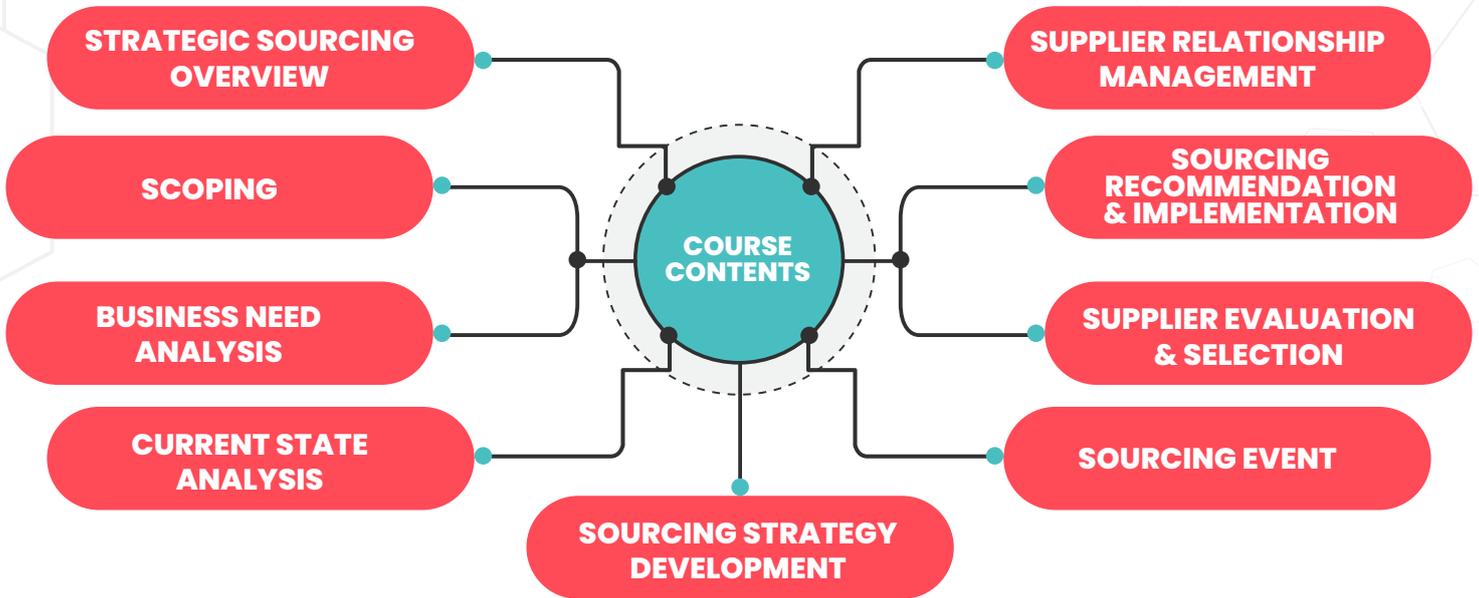
COURSE OBJECTIVES

- 1 Gain influencing skills to engage with stakeholders effectively.
- 2 Understand how to utilize business needs to drive specification improvement.
- 3 Analyze suppliers' industries to determine sources of leverage and mutual benefit.
- 4 Drive sourcing improvement through creative sourcing strategy development.
- 5 Engage and stimulate a competitive market through professional tender management.

BENEFITS

- UNDERSTAND THE FUNDAMENTALS OF STRATEGIC SOURCING AND ITS IMPACT TO BUSINESS TRANSFORMATION
- IDENTIFY KEY OPPORTUNITIES AND BEST PRACTICES TO IMPROVE YOUR PROCUREMENT CAPABILITIES AND BETTER COMPETE IN THE MARKET.

COURSE CONTENTS



WHO SHOULD ATTEND

1 SUPPLY CHAIN AND PROCUREMENT LEADERS AND PROFESSIONALS

4 SUPPLIER OR VENDOR MANAGERS & SPECIALISTS

2 PROCUREMENT, PURCHASING, & SOURCING MANAGERS & SPECIALISTS

5 CONTRACT MANAGERS & SPECIALISTS

3 CATEGORY MANAGERS & SPECIALISTS

6 BUSINESS LEADERS & PROFESSIONALS

7 BUSINESS OWNERS

MASTERCLASS OUTCOME

Facilitate cross-functional engagement to conduct the strategic sourcing and category management process that delivers the most advantageous deal for the business

COURSE OUTLINES

8:30 AM

REGISTRATION

9:00 AM

STRATEGIC SOURCING OVERVIEW

- Definition of Strategic Sourcing and Category Management
- Management
- Pre-requisites of Strategic Sourcing
- Role of Procurement in Strategic Sourcing

9:45 AM

SCOPING

- Scoping the Strategic Sourcing Project
- Spend Analysis
- Stakeholder Management

10:45 AM

MORNING TEA BREAK

11:00 AM

BUSINESS NEEDS ANALYSIS

- Tools to Determine Business Needs
- How to Use Business Needs Analysis
- Gathering Requirements from Stakeholders
- Prioritization of Business Needs

12:00 PM

CURRENT STATE ANALYSIS

- Portfolio Analysis & Supplier Preferencing
- Supply Market Analysis & Risk Analysis
- Opportunity Analysis

1:00 PM

LUNCHEON

2:00 PM

SOURCING STRATEGY DEVELOPMENT

- Sourcing Strategy Development Process
- Strategic Sourcing Strategy Options
- Options Evaluation

3:00 PM

SOURCING EVENT

- Creating RFx (RFI, RFQ, RFP)
- Competitive Bids
- Deconstructing Price Methods

3:45 PM

EVENING COFFEE BREAK

4:00 PM

SOURCING RECOMMENDATION & IMPLEMENTATION

- Creating the Executive Summary
- Negotiations
- Key Performance Indicators
- Contracting

4:30 PM

SUPPLIER RELATIONSHIP MANAGEMENT

- Importance of Supplier Relationship Management
- Supplier Relationship Types
- Measuring Supplier Performance

5:30 PM

END OF MASTERCLASS



Charlie P. Villaseñor
*Founder, Chairman
& Chief Executive Officer*
**Procurement & Supply
Institute Asia**



Charlie Villaseñor is known as a supply chain icon and also the Founder, Chairman and CEO of PASIA, Transprocure & Pasia Shared Services. The three (3) organizations are headquartered in Manila, Philippines (Since 2002) and delivers supply chain, procurement and logistics solutions and services to various companies worldwide, allowing them to compete successfully in the markets they operate.

He is a supply chain and business leader who has successfully pioneered, launched, and expanded major corporate and industry wide initiatives to make organizations ethical, efficient and e enabled. Prior to this, he led successfully many supply chain organizations of companies like Chevron, Coca-Cola, 3M, LBC Express and was Asean Head of Ariba (an SAP company). He also had a 2-year stint as COO of the Philippines largest multi-industry eProcurement marketplace owned by the 6 largest business conglomerates in the country.

He is active in several business organizations such as being on the Board of the International Federation of Purchasing & Supply Management (IFPSM), United Port Users Confederation (UPC) and The Management Association of the Philippines (MAP) where he seats as Chairman of Trade & Industry Committee.

He is a recent graduate (2021) of the Institute of Corporate Directors (ICD) and is certified in almost all known global professional certification programs in supply chain management, have Masters Degree in Business Administration (MBA) from University of Santo Thomas (UST) with a double major in college, Behavioral Science and Business Administration. He is happily married and with twin boys in college preparing for supply chain majors and their master's degree as well.



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Standard Package	MYR 3,776 / PAX	
Group Booking (4 pax & Above, Fully HRDF Claimable)	MYR 2,600 / PAX	

MASTERCLASS PACKAGES	PRICES	✓
Standard Package (Fully HRDF Claimable)	MYR 1,299 / PAX	
Standard Package (non-HRDF Claimable)	MYR 1,099 / PAX	

Marketing Team

Registration Details	
1. Name: <input type="text"/>	3. Name: <input type="text"/>
Position: <input type="text"/>	Position: <input type="text"/>
Email: <input type="text"/>	Email: <input type="text"/>
Mobile: <input type="text"/>	Mobile: <input type="text"/>
2. Name: <input type="text"/>	4. Name: <input type="text"/>
Position: <input type="text"/>	Position: <input type="text"/>
Email: <input type="text"/>	Email: <input type="text"/>
Mobile: <input type="text"/>	Mobile: <input type="text"/>
Organization Details	
Name: <input type="text"/>	Authorization Signature: <input type="text"/>
Point of Contact Name: <input type="text"/>	
Point of Contact Number: <input type="text"/>	
Email Address: <input type="text"/>	
Address: <input type="text"/>	
Nature of Business: <input type="text"/>	
Country: <input type="text"/>	Position: <input type="text"/>
	Name: <input type="text"/>
	Mobile: <input type="text"/>
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CT Event Asia Sdn Bhd Shall hereinafter be referred as CT Asia

- Fees are inclusive of program materials. Event program contents, although confirmed at the time of publishing are subject to change without notice.
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- Intellectual Property:** Copyright: All materials produced and/or distributed by CT Asia in connection with the event are protected by copyrights owned by CT Asia and/or third parties. Any unauthorized duplication, publication and/or distribution of such materials are prohibited. Trademarks: All trademarks, service marks and logos used and displayed by CT Asia in connection with the event are registered and unregistered marks of CT Asia and/or third parties.
- Data Protection:** By signing this Form, the participant(s) confirm(s) that it/he/she/they has/have requested and consented to CT Asia collecting, processing and retaining the participant(s)' information on CT Asia group companies' database and to be used by CT Asia companies and disclosed to selected third parties to assist in communicating products and services which may be of interest to the participant(s). The participant(s) also agree(s) that all phone calls made to CT Asia may be recorded for training and security purposes.
- Reservation of Rights:** While every reasonable effort will be made to adhere to the published or advertised package, CT Asia reserve its rights to change the venue of the event, cancel or postpone the event, change the date of the event or merge the event with another event by notification to all participants of the event thereof AND/OR omit or vary event features and make such changes as deemed necessary with or without notice due to any essential change in circumstances relating to the event which includes, but not limited to, Force Majeure, as defined hereinafter, and/or breach of agreement by any of CT Asia business partners who has an important role in the event.
- Agreement:** The participant(s) hereby acknowledge(s), confirm(s) and agree(s) that:
 - The signing of this form by the participant(s) constitutes a binding valid and enforceable agreement between the participant(s) and CT Asia ("this Agreement");
 - The participant(s) has/have no basis to claim that any payment required under this Agreement is at any time improper, disputed or unauthorized in any way;
 - The participant(s) has/have read and understood all the terms and conditions herein instead.
- Governing Laws:** This Agreement shall be governed and construed in accordance with the laws of Malaysia. However, CT Asia is entitled to the exclusive right of submitting to the jurisdiction of the courts in which the participant is domiciled or located.