



Association
Materials Management,
Purchasing and Logistics

BME China Sourcing Conference 2009

**Best Value China Sourcing:
Optimizing Price, Quality and
Lead Times**

Conference 18th September 2009
Workshops 19th September 2009
Plus: Additional Supporting Program

Organizer:

BME
Bundesverband Materialwirtschaft,
Einkauf und Logistik e.V.
Association Materials Management,
Purchasing and Logistics, Germany

Location:

JW Marriott Hotel Shanghai

Premium Sponsors:

STAUFEN.

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Precisely Right.



Associates:



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Morning Session (8:30 a.m. – 1:00 p.m.)

8:30 a.m. – 9:00 a.m.

Registration and Morning Coffee



9:00 a.m.

Welcome Speech

Dr. Juergen Marquard, President, BME/AMMPL, Frankfurt; Head of Strategic Procurement, Bosch Rexroth, Lohr

ZF Case Study: Developing Underperformers to First Class Suppliers

- From action plan to sustainable partnership with a local supplier
- Lessons from a procurement project of one of the world's leading auto part suppliers

Dr. Guido Maune, Vice General Manager / Director Supply Management, ZF Drivotech, Hangzhou

Evolution of the Chinese Sourcing Market: Driven by Increased Supplier Capabilities

- Developing Chinese partners from high volume parts suppliers to medium volume system providers
- Best Practice: Strategies for setting up R&D and independent product engineering in China

Frank Benkert, Project Manager, BrainNet EAC, Shanghai / Munich

China's Steel Market: Recent Trends and Future Outlook

- Supply and demand structure
- Price development and raw materials situation
- Consequences for steel purchasing

Thomas Krümmner, Delegate China & South East Asia, Klöckner & Co SE, Duisburg

BME QualitySourcing.com:

The new professional online Tool for Supplier Identification

Olaf Holzgrebe, Project Manager, BME QualitySourcing.com, Frankfurt

Panel Discussion and Q&A (all morning session speakers)

Moderator: Martin Kühn, General Manager, BME Shanghai

1.00 p.m. – 2.30 p.m.

Lunch and Networking

6:15 p.m. – 9:00 p.m.

BME Champagne Reception & Dinner Get Together of China Community

Why you should attend

The BME China Sourcing Conference offers a unique opportunity to learn and discuss about recent purchasing trends and the future outlook for buying operations in China.

The event focuses on practical knowledge and case studies, delivered by experienced experts from the field – in order to provide real value for your daily operations.

Plus: the conference and its reception and dinner serve as a great networking opportunity. Come and join BME to meet the international sourcing community in China!

In addition and for free, you can take part in our exciting supporting program, which offers you first-hand insight into hot spots of the Yangtze River Delta. We have field-trips to Suzhou Industrial Park and Jiaying, including supplier visits, meetings with international investors and valuable government contacts.

Afternoon Session (2:30 p.m. – 6:00 p.m.)

The China Sourcing Hub of Nokia Siemens Networks

- Industry Example from a global IT leader
 - Sourcing and quality requirements
 - Supplier selection process and supplier base management
- Wolfgang Gallet**, Global Procurement, Category Group Manager Interconnection, Nokia Siemens Networks, Shanghai

Successful China Sourcing: Organizational Preconditions

- Homeworks at headquarter
- Structure and processes for localization
- Human resources: strategy and qualification profiles

Thomas Rohrbach, CEO, Staufen Shanghai

Economic Crisis Recovery - Logistical Aftermath

- Stuck between demand and ability
- Constraints to quick supply chain reactivation
- Lessons learned from a global tier 1 automotive supplier in Asia

Carsten Pfuhl, Director Logistics Asia, Continental, Shanghai

Corruption and Fraud Risk Management in Procurement Departments in China

- Legal risks and consequences in case of violation of anti-corruption legislation
- Applicable laws (international and local), implementation and enforcement
- Due diligence of suppliers and agents
- Case studies

Rainer Burkardt, Partner, Squire, Sanders & Dempsey L.L.P., Shanghai

Ben Wootliff, Director of Corporate Investigations China, Control Risks, Shanghai

Panel Discussion and Q&A (all afternoon session speakers)

Moderator: Hans-Joachim Lumbe, BME Board Member; Senior Advisor, Nokia Siemens Networks, Munich



About BME

The BME (German Association Materials Management, Purchasing and Logistics) is headquartered in Frankfurt, Germany. With over 7.000 members BME is the largest buyers association in Europe. Our objective is to coordinate and actively support the international procurement and logistics activities of business enterprises in global markets by providing services, products and organizing events.

The association has entered into bilateral cooperation with China in 2005. In response to the increasing demand for know-how exchange and services in the areas of procurement and supply chain management BME has opened its own office in Shanghai in 2008.

BME Workshops

Three parallel workshops
9:30 a.m. – 1:00 p.m.

Workshop 1: Producers and Vendors Liabilities under P.R. China Laws - The Legal Framework

- General liability and product liability
- Recall provisions and compensation obligations
- Law enforcement mechanism
- What you need to know to limit your risks

Rainer Burkardt, Partner, Squire, Sanders & Dempsey L.L.P., Shanghai

Workshop 2: The right Set-up for China sourcing: Structuring efficient Purchasing Organizations and processes

- How to standardize processes and define clear responsibilities
- case studies
- Transparent project management for localization projects
- Efficient communication and cooperation between China and the headquarter

Stephan Roßner, Senior Partner, Staufen Shanghai
Josef Lürkens, Senior Consultant, Staufen Beijing

Workshop 3: Optimization of China Sourcing in Cooperation with high quality Suppliers

- Practical strategies for identifying high potentials
- How to build sustainable long-term relationships
- Integration of innovative logistics concepts
- Case study - Körber Schleifring Machinery Shanghai: Localization based on design-to-cost and time-to-market cooperation between European and Chinese R&D department

Frank Benkert, Project Manager, BrainNet EAC, Shanghai / Munich
Thomas Schäfer, CEO, Körber Schleifring Machinery Shanghai

1:00 p.m. Closing

Location

BME Conference + Workshops + Get Together

JW Marriott Hotel Shanghai
Tomorrow Square
399 Nanjing West Road
Shanghai, 200003 PRC

Phone: +86 21 5359 4969
www.jwmarriottshanghai.com



Supporting Program, *optional*

Field Trip 1: Suzhou Industrial Park (SIP) Sunday, September 20th, 9:00 a.m. – 9:00 p.m.

See and get in touch with one of the most amazing development stories in China Government and supplier contacts, exchange with international investors, plus leisure activity

Departure by Bus

9:00 a.m. JW Marriott, People's Square, Shanghai
9:20 a.m. Renaissance Yantze Hotel, Hongqiao, Shanghai

Return by Bus

9:00 p.m. Renaissance Yantze Hotel, Hongqiao, Shanghai
9:20 p.m. JW Marriott, People's Square, Shanghai

Location

- SIP is not only one of the most developed, state-of-the-art industrial parks in China but a modern city in itself, directly attached to the cultural metropolis of Suzhou
- SIP is a cooperation project between the governments of Suzhou and Singapore

Content

- Reception by SIP government
- Meetings with foreign investors from SIP and local quality suppliers, including workshop visits
- SIP tour
- Visit to cultural site in Suzhou
- Lunch and lake-side networking dinner

Oktoberfest: Networking with BME China Community at Oktoberfest, Renaissance Yangtze Shanghai Hotel Wednesday, September 23rd, 6:30 p.m. – 11:00 p.m.

Field Trip 2: Jiaxing City (Xiuzhou New Area & Industrial Park) Friday, September 25th, 8:30 a.m. – 6:00 p.m.

Learn about an upcoming logistics and production centre in the heart of the Yangtze Delta
Visits to distribution centers of Wal-Mart and AMD, local supplier visits, government contacts, supply chain seminar and networking

Departure by Bus

8:30 a.m. JW Marriott, People's Square, Shanghai
8:50 a.m. Renaissance Yantze Hotel, Hongqiao, Shanghai

Return by Bus

6:00 p.m. Renaissance Yantze Hotel, Hongqiao, Shanghai
6:20 p.m. JW Marriott, People's Square, Shanghai

Location

- Jiaxing – with its development zone Xiuzhou - is a competitive location, right in the middle between the economic strongholds of Shanghai, Hangzhou, Suzhou and Ningbo
- The city is drawing increased attention due to its strategic location and competitive investment environment

Content

- Visits to regional distribution centers of Wal-Mart and AMD (Advanced Micro Devices)
- Speeches on logistics and sourcing in the Yangtze River Delta by Wal-Mart and international investor
- Visits to local machinery and auto parts suppliers
- Introduction to Jiaxing and government contacts
- Lunch plus networking reception

REGISTRATION FORM



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Participation Requirements

- **Registration Fee:**

3750 RMB (or 420 EUR) per person

- **Including:**

Conference, workshops, evening reception and get together with dinner (18th & 19th September 2009)

Plus: free participation in supporting programs and free of charge participation of one additional representative from the same company

- **Discount for multiple participants:**

2625 RMB (290 EUR) per person (30% off from standard price) for each additional participant per company

- **Cancellations:**

Please note that a service fee of 1200 RMB (130 EUR) will be charged for cancellations made after September 15th 2009.

I hereby register for *BME China Sourcing Conference 2009* from 18th to 19th September 2009.

Please complete with participant information:

Company Name

Street/P.O. Box

Postal Code, City

Name, First Name

E-mail

Position

Phone/Mobile

Place, Date

Signature

Please confirm your participation in (mark with "x"):

BME Champagne Reception and Get Together 18th September 2009 6:15 p.m. – 9:00 p.m.

Please choose one of our parallel workshops:

BME Workshop 1 19th September 2009 9:30 a.m. – 1.00 p.m.
"Producers and vendors liabilities under P.R. China laws - The legal framework"

BME Workshop 2 19th September 2009 9:30 a.m. – 1.00 p.m.
"The right Set-up for China sourcing: Structuring efficient purchasing organizations and processes"

BME Workshop 3 19th September 2009 9:30 a.m. – 1.00 p.m.
"Optimization of China Sourcing in cooperation with high quality suppliers"

Please confirm your participation in the supporting programs (fully included in conference package):

Field Trip 1: Suzhou Industrial Park 20th September 2009, 9:00 a.m. - 9.00 p.m.

BME-VIP-Networking Area at "Oktoberfest", Renaissance Yangzte Hotel, Shanghai 23rd September 2009, 6.30 p.m. - 11.00 p.m.

Field Trip 2: Jiaxing City (Xiuzhou New Area & Industrial Park) 25th September 2009, 8:30 a.m. - 6.00 p.m.