

REGISTRATION FORM

I HEREBY REGISTER IN THE THREE-DAY SEMINAR
SUPPLY CHAIN INNOVATION:
GAINING A COMPETITIVE ADVANTAGE FROM
SUPPLY CHAIN & LOGISTICS MANAGEMENT
NOVEMBER 14–16, 2012 IN HAMBURG

Last/Family Name, First/Given Name

Place of Birth, Date of Birth

Company

Position/Title

Street, No.

Zipcode, City, Country

Telephone

Fax

E-mail

Internet

Referred by (if applicable)

Date and Signature

Details: Please register before November 7, 2012. Please do not authorize any payments before receiving an invoice. For further details please see general terms and conditions online: www.the-klu.org/seminars.

Please fax this registration form to +49 40 328 707-109

ABOUT THE KLU

The Kühne Logistics University – Wissenschaftliche Hochschule für Logistik und Unternehmensführung (THE KLU) is an independent, state-recognized private university based in the HafenCity district of Hamburg and sponsored by the non-profit Kühne Stiftung (Foundation). THE KLU currently offers master's programs in Global Logistics and Management, a Ph.D. as well as an Executive MBA program and executive education. A Bachelor program is planned for 2013. In the future we will have a maximum of 400 students. THE KLU is establishing a strong portfolio of professorships in the area of logistics and management. In combining education and research competence, THE KLU covers the whole spectrum of teaching and research in the field of logistics, supply chain and business management.

CONTACT

KÜHNE LOGISTICS UNIVERSITY – THE KLU
Wissenschaftliche Hochschule
für Logistik und Unternehmensführung

Brooktorkai 20
20457 Hamburg, Germany
Phone: +49 40 328 707-160
E-mail: professional@the-klu.org

For further information and the application form please refer to our website:
www.the-klu.org/seminars

Follow us on



SEMINAR

SUPPLY CHAIN INNOVATION: GAINING A COMPETITIVE ADVANTAGE FROM SUPPLY CHAIN & LOGISTICS MANAGEMENT

HAMBURG, GERMANY – NOVEMBER 14–16, 2012

SUPPLY CHAIN INNOVATION: GAINING A COMPETITIVE ADVANTAGE FROM SUPPLY CHAIN & LOGISTICS MANAGEMENT

The Kühne Logistics University offers the three-day seminar *Supply Chain Innovation: Gaining a competitive advantage from Supply Chain & Logistics Management* developed by Jörn Meissner, Professor of Supply Chain Management & Pricing Strategy and Rod Franklin, Adjunct Professor of Logistics and Academic Director of Executive Education both from THE KLU, Hamburg.

ABOUT THE SEMINAR

Create opportunities for revolutionizing your operations through increased efficiencies in the design and management of your supply chain. In this program, faculty present state-of-the-art models and practical tools for supply chain management and multi-plant coordination in a collaborative learning environment. You will learn effective logistics strategies for companies operating complex networks and be inspired to integrate supply chain components into a coordinated system to increase service levels and to reduce costs. The effective management of facilities, inventories, transportation, information, outsourcing, and strategic partnering to improve operational performance are presented with real-world case studies.

Today's companies are realizing the importance of the supply chain as a revenue generator – it's not just a cost of doing business. In order to remain competitive in the global marketplace, senior executives must completely transform their business approach and conventional supply chain practices, and embrace new capabilities that drive more value. How can you leverage the latest supply chain tools, practices and capabilities to ensure that your company is poised to adapt in this rapidly changing environment and not be left behind?

In response to the growing education need about Supply Chain Strategies, Prof. Jörn Meissner and Prof. Rod Franklin have created the Supply Chain Innovation Program. The program introduces managers to the fundamentals of supply chain management, helping them to develop a framework that is applicable within the context of their industry. Participants acquire strategies, tools and best practices for rigorously tackling supply chain and logistics issues at both strategic and tactical levels. They will also be able to systematically identify opportunities to boost their firm's profits through improvements in their supply chain. Participants will leave the course with powerful insights into logistics issues and a new awareness of additional ways to drive business results via strategic supply chain choices. The bottom line result is the ability to make more profitable decisions for their companies.

ABOUT THE PRESENTERS

PROF. DR. JÖRN MEISSNER

PROF. DR. ROD FRANKLIN



Prof. Jörn Meissner and Prof. Rod Franklin have jointly developed this program. They are skilled educators and have lectured in a variety of executive education programs worldwide. They leverage their business expertise and field-based research to create new knowledge and enduring concepts that shape the practice of management. The result is a teaching team that exposes participants to multiple perspectives, challenging their thinking on many levels.

DATES

2012-11-14 to 2012-11-16 (3 days)

TARGET GROUP

- Mid- and Senior-Level Executives
- Vice-Presidents and Directors of Operations
- Finance, Sales, and Planning Executives
- Entrepreneurs and Executives in Product Development

CONTENTS

- Aligning Supply Chain with Corporate Strategy
- Performance Drivers and Measures
- Managing Supply Chain Uncertainty
- Accurate Response in a Global Supply Chain
- Supply Chain Coordination / Best Practices in Leading Companies
- Strategies to incorporate E-Commerce in the Supply Chain
- Strategies for Collaboration and Partnerships in Supply Chains

COMPLETION

Certificate from Kühne Logistics University

TUITION FEE

2,000 Euros (inclusive materials, beverages, lunch)

LANGUAGE

English

LECTURE ROOMS

Kühne Logistics University – THE KLU
Hamburg, Germany



For more information and our terms & conditions go online to: www.the-klu.org/seminars or scan the QR code. To register please send an e-mail to professional@the-klu.org or use the registration form provided.