

**International Conference on Greater China Supply Chain and Logistics 2008
& Supply Chain Asia – North Asia Dialogue**
Program Schedule

**Sho-Chieh Tsiang International Conference Room
Chung-Hua Institution for Economic Research
Taipei, Taiwan**
29 November 2008

DAY ONE : GCSCCL 2008 Industry Forum & SCA North Asia Dialogue

0800-0900 Forum Registration

0900-0930 Welcome Address

Event Moderator : Prof. Ivan Su, Soochow University
Dr. Chiu, Dean of School of Business, Soochow University
Dr. Pu, Assistant President of Southwest Jiaotong University
Dr. Liu, Associate Dean of Social and Economic Research Institute, Nankai University
Dr. Li, Director of Logistics Research Centre, The Hong Kong Polytechnic University
Mr. Su, President of Global Logistics Council of Taiwan
Mr. Pao, President of The Association of Airfreight Forwarding and Logistics
Mr. Lim, President of Supply Chain Asia

0930-1030 Opening Forum: In Search of a Better Supply Chain Collaboration between Mainland and Taiwan

The critical role of Greater China in the global business supply chain has been noticed in the past 10 years. The impacts of barriers to the direct link between Taiwan and Mainland China have been studied by many researchers with very diverse results, some are positive, while some are negative. In the coming years, these barriers are expected to be removed gradually and Greater China will be much more connected in the physical, financial and information flows. What are the opportunities available for the global supply chain professionals to cope with this change to build better supply chains? A group of expert panelists are invited to share with participants their expert

	views on this topic.	
	Moderator	English: Paul Lim (SCA), Chinese: Ivan Su (GLCT)
	Panelists	President Samson Pao, The Association of Airfreight Forwarding and Logistics President L.T. Su, Global Logistics Council of Taiwan Chairman L.Y. Wang, Roly International
1030-1100	Group Picture Taking and Tea Break	
1100-1230	Panel One: Alignment and Upgrade in the Era of Global Supply Chain for High-Technology Industry	
	<p>Greater China-based companies have been the key partners for many high-technology global firms in their global supply chain network to serve the needs of markets of almost all countries in the world. In the past 10 years, the move of many manufacturing tasks to Mainland China by high-technology global firms has dramatically changed the landscape of the business dynamics of brandname, OEM/ODM, logistics, and financial service companies in the global supply chain. Are the supply chain members aligned in pursuing the best interests of the supply chain? What are the key issues if the supply chain is not aligned? Where are the areas the supply chains can be upgraded and perform better? Expert speakers will explore these issues through dialogue and discussion.</p>	
	Moderator	English: Paul Lim (SCA), Chinese: Ivan Su (GLCT)
	Panelists	Mr Charles Chan, Consultant (PC Industry), representing GLCT Mr Lorcan Sheehan, SVP, ModusLink Mr Michael Hsu, National Sales Director, DHL Express, Taiwan Mr. Kian-Kwang Han, Business Development Regional Director, Dematic SEA Mr. Jun-Sheng Li, CEO, Toplogis
1230-1400	Luncheon Break	
1400-1530	Panel Two: Meeting Customer Needs – Challenges and Strategies	
	<p>In Taiwan, consumers are mature and expect high service standards from their purchase. In Mainland China, consumers are more diverse with different requirements in different areas, but still the service requirements from consumers are increasing. Due to the impact of high inflation of CPI, consumers are keeping their wallets even</p>	

	<p>tighter. What are the changes of consumer buying behaviors? What are the challenges of firms running business in Greater China area to win over their customers? What strategies firms can use to meet customer needs and still possess leading positions in the marketplace? The emerging trends on business channel and supply chain design will be explored by expert speakers.</p>				
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1530-1600	Tea Break				
1600-1730	Panel Three: Regional 3PLs and Logistics Innovation				
	<p>Due to the fast-pacing development of regional and global economy, there are more trades in the regions and among these regions. We have seen many movements of cargos in and out of countries for trading purpose. The needs for third party logistics services firms (3PLs) are growing very fast under this trend. Many regional-based 3PLs emerge during the past 10 years, in U.S., in Europe, in Asia, and in emerging markets. Global logistics firms are also expanding their capabilities in these growing regions. In Greater China area, how regional 3PLs are formed? What are the reasons behind the growth of these firms? And how do they innovate to meet or create the service needs of their customers in this region with unique and complex geo-political economic situations. Expert speakers will explore these issues through dialogue and discussion.</p>				
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1830-2130	GCSCS 2008 / Supply Chain Asia – Welcome Dinner				

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Int'l Conference Room, Downtown Campus, Soochow University, Taipei
30 November 2008

DAY TWO : GCSCL 2008 ACADEMIC CONFERENCE

0800-0830	Pre- and on-site Registration				
0830-0940	Academic Paper Presentation Sessions				
	A1 (English) –R 5211 Chair: Prof. Chung-Lun Li Research Methods and Applications for Supply Chain Management	B1(English) – R5213 Chair: Prof. M. Goh Relevant researches in supply chain and logistics	C1(Chinese) - R5216 Chair: Prof. Ling-Lang Tang Research on cross-strait logistics development	D1(Chinese) -R5217 Chair: Prof. Song Yuanfang IT platform for supply chain collaboration	E1(Chinese) – R5117 Chair: Prof. Zhangjin Practice and theory of product distribution
0940-0950	Tea Break (Sponsor:)				
0950-1100	A2 (English) –R 5211 Chair: Prof. Susanne Hertz Supply Chain Learning and Innovation	B2(English) –R 5213 Chair: Prof. Pieter Nagel Critical Role of Information Technology and Management in Asian Logistics Development	C2(Chinese) - R5216 Chair: Prof. W.J. Zhang Design of large-scale supply chain and logistics systems	D2(Chinese) - R5217 Chair: Prof. C.Y. Ho Managing supply chain relationship	E2(Chinese) - R5117 Chair: Prof. Liubinglian Applications and theories of manufacturing supply chain
1100-1110	Tea Break (Sponsor:)				
1110-1220	A3 (English) –R 5211 Chair: Prof. Paul T.W. Lee Emerging Issues in Asian Supply Chain and Logistics	B3(English) –R 5213 Chair: Prof. Britta Gammelgaard Global Supply Chain and Logistics Case Studies and Legal Analysis	C3(Chinese) - R5216 Chair: Prof. J.H. Ji Service supply chain and logistics industry competitiveness	D3(Chinese) - R5217 Chair: Prof. Lindu Zhao Supply chain risk management	E3(Chinese) - R5117 Chair: Prof. Chen gong-yu Upgrading the green supply chain
1220-1400	Lunch Break				
1400-1530	Panel One: Global Supply Chain Development				

	<p>The most exciting and challenging research area in supply chain is related to the study of the development of global economy on business global supply chain management. Two distinguished academic speakers from Sweden and Australia will present their recent researches and insights to participants. Dr. Hertz will reveal a multi year study findings on the global supply chain development of Swedish firms, such as IKEA. Dr. Nagel will present his innovative research framework on the linkage and relationship of key logistics cities in the global supply chain network. He will also discuss from Australia's view and how these logistics cities can be better linked through a collaborative academic and industry alliance. Panelists will follow up on discussions.</p>
1530-1600	<p>Chair: Professor S.I. Ivan Su Keynote Speech by Professor Susanne Hertz: Alignment and Upgrade in the Era of Global Supply Chain– Academic Perspective Keynote Speech by Professor Pieter J A NAGEL: Development and Research of Logistics Cities – Australian Perspective Panelists: Professor Y.H. Chiu, F.H. Han, Susanne Hertz, Pieter J A NAGEL, Amy Z. Zeng, Jin Zhang.</p>
1600-1730	Tea Break (Sponsor:)
	Panel Two: Supply Chain and Logistics Research and International Collaboration
	<p>NOFOMA is an academic collaborating alliance in Northern Europe established 20 years ago and is now an important platform for European logistics researchers. Dr. Britta is an internationally recognized scholar specializing in logistics innovation and talent development. She will provide an overview of NOFOMA. Transportation Journal is a SSCI journal with long history and contribution to transportation and logistics researches. Dr. Dresner is an expert in the area of air transport and global supply chain management. As the editor for Transportation Journal, Dr. Dresner will share his view on how researchers and practitioners can actively participate through publishing meaningful works in academic journals to facilitate the development of supply chain and logistics knowledge foundation. Panelists will follow up on discussions.</p>
1730-1745	<p>Chair: Professor Larry S.J. Lee Keynote Speech by Associate Professor Britta Gammelgaard: European Logistics Research Trends and The Evolution of NOFOMA Keynote Speech by Professor Martin Dresner: Publishing Supply Chain and Logistics Researches – Perspective of an Academic Journal Editor. Panelists: Professor Martin Dresner, Britta Gammelgaard, Paul Lee, Chung-Lun Li, Binlian Liu,</p>
	Closing Ceremony