SUPPLY CHAIN RISK REDUCTION THROUGH EFFECTIVE COLLABORATION

PUBLIC LECTURE
Wednesday 29 April 2009
4.30 pm – 6.30 pm
Exploring simple approaches to reducing supply chain risk and enhance competitive advantage.

Keynote speaker: Professor Richard Wilding
Cranfield University, England
Chair in Supply Chain Risk Management—Centre for Logistics and Supply Chain Management and Visiting Professor, RMIT School of Management

Venue: Kaleide Theatre, 368-374 Swanston Street, Melbourne (entry next to Commonwealth Bank)

RSVP: by 23 April 2009
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Professor Wilding works with European and international companies on logistics and supply chain projects in all sectors including pharmaceutical, retail, automotive, high technology, food, drink and professional services. He has published widely in the area of supply chain management and is Editorial Advisor to a number of journals in the area.

In 2008, Professor Wilding was recognised for his work in research and as a practitioner, being awarded the ‘Distinguished Service Award for Thought Leadership and Service to Supply Chain Management’. He is also a member of the Institute of Logistics and Transport Directors Forum, a group limited to the top 120 logistics and supply chain directors from Europe.

This session will explore the sources of supply chain risk, the three Ts of highly effective supply chains (time, transparency and trust), risk mitigation strategies and competitive supply chain resilience.

He will also focus on understanding and implementing C3 behaviour—from cooperation to coordination and finally collaboration. Finally, he will look at the spirals of success and failure within a collaborative project and what is needed for success.

Please ensure you arrive at 4.15 pm for a 4.30 pm start.