Dear customer,

This year, Shanghai hosted the DHL Global Technology Conference – an ideal location, as China and the entire Asia Pacific region represent the fastest growing markets for the technology industry, and support most of today’s Technology manufacturing.

Under the conference theme “Keeping Pace with Change”, more than 250 supply chain experts from leading technology companies convened with DHL to discuss market trends and their implications on the supply chain. Most global technology companies operate in a fast-changing business environment, where ideas and solutions must stay ahead of the curve. Challenges include the fact that launching new products devalues others that are close to obsolescence, there are marked changes in customer preference and buying behavior, and there is pressure on margins due to falling prices. As a result, supply chains are constantly being reviewed and adapted.

Our customers made a tremendous contribution to the success of this year’s conference. They helped set the agenda and actively engaged in sharing insights and best practice with their peers. The vast majority of speakers and panelists were from top technology brands such as Agilent, Hewlett Packard, Lenovo, NCR, Philips, Ricoh, Sony, and TCL. Speakers from Yihaodian and Alibaba confirmed the high B2C growth in China and the challenges they face each day managing their customer expectations.

Joseph Chen, Deputy GM of Shanghai Free Trade Zones United Co. Ltd. updated the audience on the development and expansion plans relevant to his FTZ area which includes the introduction of favorable policies and simplified procedures to attract and support future trade.

Despite being packed with information, our two-day gathering also proved an excellent opportunity to air problems, debate strategy, and trade best practice solutions with peers in a relaxed atmosphere.

In 2014, the DHL Global Technology Conference is taking us to the USA, and I sincerely hope you will be able to join us. Being able to exchange views and get your direct feedback at events such as these is extremely valuable and important to us. It enables us to stay close to you and your needs, so that – ultimately – we deliver the solutions that help drive your business forward.

Craig Corry,
Senior Vice President, Technology Asia Pacific
DHL Customer Solutions & Innovation

By the way, you can see recorded impressions of the participants here.
There is no day without news on product launches, along with predictions on future trends and how these will impact the market and company success. Change happens fast in a dynamic industry such as technology, where innovation creates opportunities but also nurtures an increasingly competitive environment. The globalization of markets through online sales and changing consumer preferences drives complexity in meeting customer demands. What is critical is for supply chain decision-makers to stay in tune with market trends and new logistics solutions.

**VALUE DRIVERS OF TECHNOLOGY SUPPLY CHAIN**

**Revenue & Growth**: The technology supply chain is an enabler for company growth. Essential elements are smooth product launches, a fast time to market based on more direct deliveries, and the capacity and local expertise to serve new market geographies.

**Cost Efficiency & Flexibility**: Supply chain design should be efficient, addressing direct logistics costs, but also obsolescence and inventories. Many companies are reviewing options to move to more cost-efficient transportation modes and considering “all-in-one” solutions to streamline supply chain flows. Cost efficiency has to be balanced with the need for flexibility to reflect the dynamics of the industry. For example, if customers react quickly to market developments, more alternatives must be provided by multi-channel distribution solutions, postponement, and regional customization models.

**Simplification & Control**: Another value driver is the reduction of supply chain complexity. Increasingly, companies are outsourcing functions such as manufacturing and logistics management to simplify supply chains. At the same time, these companies want full control of visibility, security, and risk in the supply chain.

**KEY INDUSTRY TRENDS AND LOGISTICS IMPLICATIONS**

The conference included discussions and workshops on the following key trends and implications, and the DHL Executive panel outlined the support provided by DHL’s logistics solutions in the technology sector.

### TECHNOLOGY INDUSTRY TRENDS – KEEPING PACE

<table>
<thead>
<tr>
<th>Industry Trends</th>
<th>Logistics Implications</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Revenue &amp; Growth</strong></td>
<td>• More direct deliveries to reduce time to market and inventory levels&lt;br&gt;• Product launch management</td>
</tr>
<tr>
<td>High innovation cycles making time to market critical</td>
<td></td>
</tr>
<tr>
<td>New sources for growth in emerging markets and product services</td>
<td>• Regional platforms and local expertise&lt;br&gt;• Integrated supply chain solutions for new product services (e.g. All-in-One)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Cost Efficiency &amp; Flexibility</strong></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Convergence, commoditization and increased price pressure</td>
<td>• Simplified (“reduced”) and lighter products&lt;br&gt;• Shift to cost efficient transportation modes&lt;br&gt;• Demand for collaborative solutions</td>
</tr>
<tr>
<td>High market volatility with changing consumer demands and buying behaviors</td>
<td>• Multi-channel solutions (B2B, B2C)&lt;br&gt;• Increasing flexibility to adjust for changing customer demands; regional customization</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Simplification &amp; Control</strong></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Trend to further outsource manufacturing with shift to new geographies</td>
<td>• Less resilient and controllable supply chains&lt;br&gt;• West China, Vietnam, Indonesia, Brazil, Mexico – logistic infrastructure, nearshoring</td>
</tr>
</tbody>
</table>
TECHNOLOGY – A HIGHLY DYNAMIC INDUSTRY

Fast, Competitive, Complex

IN 2013, MOBILE DEVICES WILL PASS PCS TO BECOME THE MOST COMMON WEB ACCESS TOOLS. BY 2015, OVER 80% OF HANDSETS IN MATURE MARKETS WILL BE SMART PHONES.

WITH 5 MILLION IPHONE 5 SOLD WITHIN 3 DAYS, APPLE SETS A NEW RECORD FOR PRODUCT LAUNCH.

CHINESE VENDORS LENOVO, YULONG, HUAWEI, ZTE AND XIAOMI SHARED 20% OF THE GLOBAL MOBILE DEVICES MARKET BY HALF 2013.

LOOKING AHEAD, SET TOP BOXES WILL OFFER MORE SMART SERVICES AND FEATURES, AT EXPENSE OF SMART TVs.

“WAR OF ECOSYSTEMS” WILL FURTHER INTENSIFY WITH DOMINATING OPERATING SYSTEMS ANDROID & IOS AND OTHERS LIKE WINDOWS, BLACKBERRY AND NEW ENTRANT FIREFOX.

FOUR OF TOP 5 COMPANIES WITH HIGHEST BRAND VALUE ARE IN TECH.

STRONG CONSUMPTION SHIFT IN FAVOR OF ULTRABOOKS AT THE EXPENSE OF HEAVY DECLINE IN NOTEBOOKS THROUGH 2016.

EMERGING MARKETS TO ACCOUNT FOR 51% OF WORLDWIDE IT GROWTH IN 2013, TWICE DEVELOPED MARKETS GROWTH.

SMARTPHONES & TABLETS WILL DRIVE ALMOST 84% OF ALL TECH MARKET INCREMENTAL GROWTH IN 2013.

KEY MARKET PLAYERS ARE FUNDAMENTALLY REVIEWING STRATEGIC DIRECTION TO KEEP PACE WITH CHANGE.
Technology is a highly dynamic industry characterized by short innovation and product lifecycles, changing customer behaviors, and volatility in demand. Change is a constant, and keeping pace with this change is key to business success.

BUSINESS CREATIVITY AND GLOBAL COMPANIES
Fredrik Härén, author of best-selling The Idea Book, opened the plenary sessions, highlighting the impact of encouraging creativity in the business environment. With over 50 different nationalities in the room, Fredrik underlined the influence of self-confidence in the creative process and how this relates to culture and background.

Especially in the technology industry, it is essential to capture behavior change – predicting and adapting to change before change actually happens – in order to capture the growth boom. With a humorist approach, Fredrick stated “All business is local, except the business that is global”. Global companies that register big growth outside their countries of origin achieve a more self-sustaining brand than ones that are associated with national history and culture.

Fredrik also talked about the concept of “Bad English”. In multinational companies, where most people are not native English speakers, people should make sure their ideas are being understood. But it is not the person with the best vocabulary that has the best ideas – practice English and your language skills improve; practice your creativity and your ideas and work become stronger. To become truly global, companies must disconnect from their country of origin, and leverage all the unique qualities of their employees.

“Global business is not the Olympics. It is F1.”
Fredrik Härén, interesting.org

CONSUMER ELECTRONICS – FAST AND FURIOUS
Takeshi Miyake presented Sony’s adaptation to the rapidly changing consumer markets, which is characterized by shifting consumer preferences and the increasing functionalities of single devices. New phablets are now starting to replace laptops, cameras, and even phones, a trend he refers to as “tech cannibalization”.

Digitalization has led to a transformation of consumer electronics manufacturing. Firstly, there has been a value shift from hardware to software. And secondly, there has been a
move from integral manufacturing to simplified modular production. This trend has accelerated the convergence and commoditization of products, resulting in faster price deterioration.

On the sales side, there is a strong focus on emerging markets, which are still difficult to capture due to less developed supply chain infrastructure, political instabilities, and ever-changing regulation. In addition, markets are going through a power-shift from dealer to customer, resulting in increased demand for individual customization and more direct deliveries to consumer (B2C).

Coming from a supply chain that is highly internally organized, Sony is increasingly looking for logistics service providers to optimize logistics fulfillment, where one of the major challenges is end-to-end visibility on demand and supply, inventories, and logistics costs.

**BUSINESS TRANSFORMATION AT NCR**

Bob Ciminera started his session with the many changes experienced by the NCR business model since the organization was founded in 1884. Today, NCR is on a continual transformation path to a hardware-enabled, software-driven business model. It aims to become an innovation leader, delivering a world-class portfolio of hardware, software, and service offerings to the retail industry. Making the everyday easier and understanding the customer needs of tomorrow are key elements of NCR's innovation strategy.

**“We live at the intersection of changing technology and what it takes to satisfy our customers.”**

*Bob Ciminera, NCR*

From a supply chain point of view, it is of paramount importance to increase focus on time-to-market, “platforming”, and new product introduction. This requires constant reevaluation of the supply base, locating factories in key regions to be closer to customers and balancing this with lead times, working capital investment, and the cost of customer delivery. Instrumental in this is leveraging the knowledge of partners to design better products and reach markets faster.

**PANEL & VOTING**

Ryan Chan and Jaya Moorthi Pillai completed the session with a panel discussion about key levers in keeping pace with change. In its voting, the auditorium clearly favored a more collaborative approach (82%) versus stronger competition (18%). High ratings were also given to value-based solutions (94%) and an end-to-end sourcing approach (95%), rather than stronger commoditization and single sourcing.
DOING BUSINESS IN ASIA PACIFIC

Asia Pacific: Pivotal Element of Global Supply Chains

The Asia Pacific region figures prominently in technology supply chains. Most of the supplier base and manufacturing reside in Asia Pacific, mainly in China. Therefore, the region is the starting point for most of the supply chains serving global consumer markets. An additional phenomenon is that rising incomes and populations make Asia Pacific one of the largest growing consumer markets. These conference sessions addressed how governments are influencing business, and highlighted how regulatory change can facilitate trade. Delegates learned how some technology companies are already successfully “Doing Business in Asia Pacific”.

GOVERNMENT ATTITUDES AND REGULATIONS

Tom Wheelwright described how governments have started to change their approach in attracting manufacturing. Under the old paradigm, foreign investors decided on locations based on their needs (considering costs, productivity, and incentives). In the new paradigm, governments of emerging economies want foreign multinationals to contribute to national goals, so it is now governments that are starting to select among competing investors according to what is best for their economy.

Joseph Chen provided insights on the further development of the Yangshan Free Trade Zone in the Port of Shanghai. It started in 2005 as the first free trade port area, and today more than 700 companies have invested in it. As an experiment to encourage expansion of the business, new regulations are due to provide valuable benefits for technology companies – tax incentives, free processing of global distribution, air-sea multimodal transportation, VAT refunds, and improved customs clearance processes.

BOOMING E-COMMERCE

In 2015, more than 600 million Chinese people will be online, of which about 60% will be purchasing online. The e-commerce market is expected to double by 2015, with B2C eventually to become the primary market. These dynamics are driving the development of Yihaodian, the fastest growing e-commerce platform in Asia with more than 8 million visitors a day.

Harvey Wang shared the challenges and supply chain approach that his company has adopted in this market, where top user requirements include low delivery costs and high delivery speed. Nationwide coverage with more than 200 distribution centers in 40 cities and a centralized supply chain IT platform integrating customers, suppliers, 3PLs, and an on-line store build the backbone of the B2C operation. About 70% is self-distributed, offering various service levels such as next-day and half-day delivery with three time-options per day.
CUSTOMER CASES: TCL AND LENOVO

Kevin Wang introduced the “Seafood Model” to drive value for the TCL supply chain. TCL is a fast-growing enterprise with presence in 130 countries and double digit growth in the consumer electronics and home appliance market. The company is third in the TV market, which is moving from multimedia to the age of internet. Key success drivers remain scale and total cost leadership. Its supply chain model has to support these drivers with extreme speed and efficiency driven by modularization and extended supply chain management from supplier to final consumer. For TCL, China holds a central position for production and supply, with branches and plants in ASEAN countries, Poland, and Mexico.

Mick Jones shared insights of Lenovo's journey from the PC to PC+ era, which means now including phones, tablets, and enterprise and cloud services as part of the company's “Protect and Attack” strategy. The new approach creates new demands on supply chains with regard to visibility, 12M and scenario planning. Lenovo invests in developing vertically integrated in-house capabilities that are targeted to reduce risk, drive innovation, deliver efficiency, and increase control. The company also finds that new products drive new 3PL requirements – for example, a flexible manufacturing network requires a responsive logistics infrastructure. Keys to success in the PC+ era are a massive increase in speed of thought and action, and using Big Data to drive analytics and innovation.

PANEL & VOTING

Preferred locations for new manufacturing investments in the next 2-3 years are China Western Provinces (28%), Vietnam (18%), Indonesia (13%), and also nearshoring (10%). Labor costs (24%) remain the key driver, followed by government incentives (19%), logistics infrastructure (18%), and proximity to market (14%). With increasing labor costs in the western provinces of China, 57% of the audience thought the cost advantages were largely offset by higher logistics costs.

Top growth markets outside China were seen as India (34%), Indonesia (23%), and Vietnam (17%). Max Liuh, who joined the panel discussion, rated language and cultural barriers as key challenges to explore new markets.
SUPPLY CHAIN INNOVATION

Customers Cases

Innovation is a key driver for growth in the technology industry. Supply chains must respond to new requirements driven by new products and high dynamics of the market. Speakers from Ricoh, Philips, and Intel shared how they are trying to make changes in distribution, procurement, and the sustainability of supply chains.

ADDING VALUE TO THE DISTRIBUTION SUPPLY CHAIN

Eugene Kersjes introduced Ricoh’s supply chain network serving Europe, the Middle East, and Africa. A key location for distribution of finished goods and supplies (all main products including printers, MFPs, and production printing) is the warehouse in Bergen op Zoom in The Netherlands. Here the company also undertakes plug-and-play pre-installation and final printer configuration, a critical element of Ricoh’s postponement strategy which allows customization closer to its customers. The full range of products is covered and short configuration times of 10-90 minutes allow order-to-end-customer-delivery lead times of just 2-3 days. Configuration has been outsourced to DHL and, to give Ricoh greater flexibility, DHL is also responsible for scaling trained resources according to demand. Strong cooperation between the parties and a continuous improvement process have resulted in a 26% reduction in costs.

VALUE BASED E2E PROCUREMENT

Frank Dingen, Philips

configuration times of 10-90 minutes allow order-to-end-customer-delivery lead times of just 2-3 days. Configuration has been outsourced to DHL and, to give Ricoh greater flexibility, DHL is also responsible for scaling trained resources according to demand. Strong cooperation between the parties and a continuous improvement process have resulted in a 26% reduction in costs.

VALUE BASED E2E PROCUREMENT

Frank Dingen shared insights about the transformation process at Philips, which also drives the rationale and approach of a value-based procurement strategy. With its three divisions – Consumer Lifestyle, Healthcare, and Lighting – traditional purchasing aims to optimize the value chain within logistics commodities such as airfreight and express across the divisions. The new end-to-end value-based approach intends to create value by x-commodity integrated solutions within a division. Key enablers are visibility, modeling capabilities, and forecast accuracy. Beyond that, a change in mindset is key to success on this journey.

SUSTAINABLE SUPPLY CHAINS

Christof Ehrhart introduced this topic by pointing out the impact of rising fuel prices, new regulatory requirements on CO₂ transparency and efficiency, increasing customer awareness of the environmental footprint, and urbanization. These are key drivers for increasing the demand for sustainable supply chains – also in the Asia Pacific region. Randy Eck and Marcel Visser confirmed the strategic importance of sustainability for their companies, which they say is mobilizing us all on an irreversible path ahead. They advised their peers in the auditorium to set clear targets, establish measurements, and take bold action.
As the direct-to-consumer technology supply chain becomes increasingly important, this workshop challenged participants to consider the key issues, and provided DHL guidance on shaping future supply chains to serve consumer markets. It also explored how to maximize product launch capabilities, the options linking mail services for final-mile deliveries, and systematic risk management in the consumer supply chain.

**PRODUCT LAUNCH – MAXIMISING YOUR SUCCESS**

The launch phase is increasingly important in any product lifecycle. For the supply chain, this means effectively managing high, unpredictable volumes, synchronizing with media and PR activities, and ensuring high standards of reliability and security. The group discussed how a logistics provider could support product launches and what should be the cornerstones of such an offering. Speed of execution and time-to-market, visibility, and security were prioritized as key requirements, and these should be addressed in a modular setup to reflect the individual characteristics of each product launch. Critical to a successful product launch supply chain are early engagement of 3PLs (preferably in the planning process) and specific features such as the ability to hold stock at destination.

**MAIL SERVICES FOR B2C DELIVERIES**

Postal logistics can provide a useful solution in the technology sector – for example, lower-value, lower-sized, and less-urgent deliveries direct to the end customer. DHL Global Mail has already established a range of products focused on the needs of major e-commerce customers. These customers are shipping a very wide range of products and have used cross-border postal logistics as their key delivery channel to customers from the inception of their businesses. Many of these items are technology products and their associated accessories, so this is certainly a solution that could be more widely adopted in the technology industry.

**MANAGING RISK IN YOUR SUPPLY CHAIN**

Supply chain disruptions typically reduce revenue, cut market share, inflate cost, and negatively influence budget. They can also threaten production and distribution, damaging company credibility. In 2011, an outcome of the DHL Global Technology Conference was that the industry needs a solution to prevent significant supply chain disruptions. Today, DHL Supply Chain Risk Management provides a tailored and innovative solution while leveraging existing core capabilities. Relevant risk incidents are tracked in real time against a mapped supply chain via the monitoring platform. A dedicated methodology enables end-to-end supply chain risk assessment, leading to more transparency on exposure and vulnerability. This allows valid resiliency ratings and the creation of suitable backup plans as well as recommendations on alternatives to avoid risk.
The Business Supply Chain breakout sessions targeted some key trends in the technology supply chain, specifically trends in manufacturing, inbound supply chains and services. Delegates explored potential implications for the supply chain, and their options for responding to changing needs and requirements.

SHIFT IN MANUFACTURING
Drivers of manufacturing decisions have always been based on cost factors, such as labor and government incentives. But now, there are also other drivers – wanting to be close to demand, reducing global supply chain risk, shortening lead times, and increasing the robustness and flexibility of the supply chain. China is expected to continue as a manufacturing hub, balancing the need to serve growing domestic demand. Secondary manufacturing hubs will continue to surface in other emerging markets, such as Vietnam and Thailand. Nearshoring decisions are, in many instances, driven by products being made and speed-to-market requirements. And often, these moves are driven by postponement strategies rather than a real shift in manufacturing.

EFFICIENCY AND RESILIENCE FOR I2M SOLUTIONS
The importance of sophisticated inbound supply chain infrastructure is often underestimated. The group reviewed the challenges and options of VMI and LLP solutions and discussed the need to improve resilience. With ever-shortening product lifecycles, it is increasingly challenging to setup a VMI model, and requires a closer partnership between OEMs and their supplier base. Meanwhile, several commercial LLP options – ranging from a neutral to an integrated sourcing approach – can address the entire spectrum of customer needs. The sustainability of savings-based commercial deals was challenged by delegates, while there was clear evidence that additional efforts in supply chain risk monitoring are likely to be key going forward.

CONVERGING SERVICES
To increase supply chain efficiency and flexibility, companies are making increasing use of technical services. Examples include pre-sales services such as postponement, which allows for later customization closer to customers, and recovery, redeployment, repair, resale, and recycle services, which result in higher efficiency in the aftermarket. The integration of these services into the logistics supply chain drives clear benefits in cost savings, lower turnaround times, and improved productivity, as demonstrated by several customer case studies.
This part of the conference addressed regulatory trends in China that simplify business, offering the best approach for supply chain resilience and collaboration on supply chain sustainability.

**SUPPLY CHAIN RESILIENCE – FINDING THE RIGHT APPROACH**
No longer a subject for debate is the importance of supply chain resilience to protect businesses from various forms of volatility and the devastating effects of natural disasters. And there is a lot to learn from how companies have developed mitigation strategies. The concept of supply chain mapping was introduced with the aim of determining the degree of knowledge of critical component suppliers, identifying where vulnerabilities lie within the semiconductor supply chain, and ascertaining points of convergence among the group. 

Roxane Desmicht of Infineon presented on how significant risks are perceived at Infineon, where the main focus is centered around demand variability and the pressures of managing inventory, customer supply, and cost effectively. Roxane discussed the characteristics of fast technological development and extremely volatile customer demand, set against high investment capital and the long setup times to manufacture silicon wafers. The bull-whip effect on year-round commercial viability ranked as a significant risk to be managed.

**REGULATORY TRENDS IN CHINA**
The development of trade and the function of customs and regulatory bodies were the focus of discussion. The hypothesis was presented that, while trade has rapidly developed from textile and low-level manufacturing to an arena of high technological mass production, the regulatory environment has failed to keep pace with this change.

Joseph Chen from Shanghai Free Trade Zone further developed the session by exploring the common issues encountered with the Shanghai customs body. While it may appear simple to propose a single administrative process regarding customs documentation across China, it is important to consider that there are different political systems in the provinces that drive different objectives. It was emphasized that the most important partner is the Trade Zone Developer – this partner is critical in gaining attention and traction with customs.

**COLLABORATION – NEXT LEVEL IN SUSTAINABILITY**
Randy Eck from Intel presented the outcome of a collaborative carbon benchmarking initiative between five semiconductor companies, facilitated by DHL over the past 12 months. For Intel, improvements in sustainability and reduction in the transportation CO₂ footprint are key objectives of their “Reduction Roadmap 2015”. This roadmap includes levers such as mode shift, multimodal solutions, packaging optimization, carrier management, and Intel’s active engagement in SmartWay, Green Freight Europe, and Green Freight Asia.

Stephan Schablinski shared experiences from various customer projects, in which it is critical to understand each company’s key motivation for sustainability (e.g., good corporate citizenship, cost reduction, legal compliance, etc.). In addition, his experiences showed that approaches must align with the corporate culture. A strong emphasis on analytics and numbers might not work in a corporate environment where key success lies in building and maintaining networks. In general, green solutions and initiatives should have a cost-saving proposition, since this is still a key to convincing companies and more importantly to engaging local players.
The Network Supply Chains breakout explored optimizing potential in the various supply chain steps of distribution and services. Key objectives of the session were understanding the challenges of the networks business, and sharing best practices and potential solutions.

**EXPLORING TRANSPORT OPTIONS WITH INCREASING VISIBILITY AND CONTROL**
Companies are facing the challenge of maintaining service levels while finding less costly ways of transporting their equipment. In response to this, there have been substantial investments to enhance rail, road and multimodal services, especially between China and Europe and within Asia. Comparing total end-to-end transit times and considering the daily cost of working capital, these options become increasingly viable. Strong progress has been made on security and traceability over the past 12 months. Several customer examples were shared, which triggered the interest of many delegates.

With more options in addition to traditional airfreight and ocean freight, there is now a need for greater control and visibility, and therefore also decision making. A Lead Logistics Provider (LLP) concept can be instrumental in ensuring optimal decision-making in balancing cost and quality.

**MOVING WITH A BLISTERING PACE**
Customers are supporting the move towards more integrated technical services; this was made clear by a number of case examples. The key benefits are reduced cost, improved cycle times, and improved return/repair avoidance. Delegates highlighted the importance of end-to-end visibility and systems integration for an external provider like DHL. Strong partnerships are critical to successfully conducting the more sophisticated services (e.g., repair, recycle, and resale, as well as configuration and customization).

**THE VALUE OF FREE TRADE ZONES IN NETWORKS SUPPLY CHAINS**
Free trade zones have developed and evolved since the first one was setup more than 50 years ago. Especially in Asia, these zones have evolved from performing a primarily export-oriented role to a role catering to growing domestic markets, especially in India and China. Delegates discussed the main benefits such as improved cash flow, faster speed to market, preferential trading/tax environments, and increased functionality, drawing on several customer case studies and experiences (e.g., Colin Soh from Cisco shared his experience on optimizing aftermarket regional distribution through the company’s Mumbai FTWZ).
EVENT HIGHLIGHTS

Excellent Customer Feedback

“High quality and presentation content from the speakers, overall I am very satisfied with the event.”

Simon Kay, Panasonic

If you have any questions or would like to send us feedback, please write us on info.technology@dhl.com

Looking to the Future –
DHL Global Technology Conference 2014

The positive feedback we received following the 2013 event encourages us to continue with our focused approach for the technology industry. After Germany in 2011/2012 and China in 2013, next year’s conference will take us to USA, timing will be May.

We hope you will be able to join us. Invitations to the event will be sent out at a future date. Until then, please join the discussions on LinkedIn in a dedicated group for the technology industry:

→ http://www.linkedin.com/

“Very well organized, eye for every detail, great networking opportunities and fantastic location.”

Eugene Kersjes, Ricoh
LIST OF SPEAKERS

External Speakers & Panelists

EUGENE KERSIES
Vice President
Ricoh Europe

FRANK DINGEN
Vice President &
Global Cluster
Manager
Forwarding &
Distribution
Philips Procurement

FREDRIK HÄRÉN
Swedish author and
speaker on business
creativity

KEVIN WANG
Deputy General
Manager
TCL Overseas
Business Group

MAX LIUH
International
Logistics & Trade
Director
Alibaba

TAKESHI MIYAKE
General Manager
Logistics Group
Sony Corp.

FRANK DINGEN
Vice President &
Global Cluster
Manager
Forwarding &
Distribution
Philips Procurement

RYAN CHAN
General Manager
Global Logistics
Agilent

HARVEY WANG
Vice President
Operations
Yihaodian

JAYA MOORTHI PILLAI
Director
APJ Logistics and
Network Strategy
Hewlett Packard

JOSEPH CHEN
Deputy GM
Shanghai Free
Trade Zones United
Development Co. Ltd.

KEVIN WANG
Deputy General
Manager
TCL Overseas
Business Group

MARCEL VISSER
Supply Chain
Management Program
Philips

MICK JONES
Vice President
Global Logistics
Lenovo

RANDY ECK
Director
Global Transportation &
Logistics Outsourcing
Intel

ROBERT J CIMINERA
Vice President
Global Strategic Sourcing
NCR Inc.

RYAN CHAN
General Manager
Global Logistics
Agilent

MAX LIUH
International
Logistics & Trade
Director
Alibaba

MARCEL VISSER
Supply Chain
Management Program
Philips

JAYA MOORTHI PILLAI
Director
APJ Logistics and
Network Strategy
Hewlett Packard

DHL Speakers & Panelists

KEN ALLEN
Member of the Board of Management Deutsche Post AG, Division Express

JERRY HSU
Chief Executive Officer, DHL Express – Asia Pacific

KELVIN LEUNG
Chief Executive Officer, DHL Global Forwarding – Asia Pacific

VICTOR MOK
Chief Executive Officer North Asia, DHL Supply Chain

CHRISTOF EHRHART
Head of Corporate Communications & Responsibility

ROB SIEGERS
President, Global Head of Technology, DHL Customer Solutions & Innovation

CRAIG CORRY
Senior Vice President, Technology Asia Pacific, DHL Customer Solutions & Innovation

DHL Technology Sector News Update September 2013 © Deutsche Post AG