

Building Global Supply Chains for Competitive Advantage

April 27-30, 2010
October 26-29, 2010



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Smeal Ranks
No. 1 in Supply
Chain Education.

Global supply chains are becoming an increasingly common element of commerce. Proactive management for operational efficiency and strategic growth will alleviate the challenges experienced by organizations whose supply chains extend to multiple regions around the world. Furthermore, knowing how to leverage geographical, political and cultural intricacies can maximize your success and profitability.

Program Objectives

Building Global Supply Chains for Competitive Advantage introduces participants to contemporary factors and issues associated with international business and extended supply chains. The techniques and strategies provided will help you master key factors of global trade management, transportation, global trade finance and regional considerations. A unique feature of this program covers building effective teams across geographies and cultures.

Program Benefits

Building Global Supply Chains for Competitive Advantage will improve your ability to:

- Understand macroeconomic factors for identifying favorable business opportunities
- Leverage global trade management technology for optimum returns
- Use financial insight when conducting global business
- Know what drives revenues and costs in global trade
- Determine cost-effective transportation for distribution of your product
- Apply broad perspective to regional business issues
- Capitalize on insight provided by business experts from around the world

Who Should Attend

This program is for senior-level supply chain managers and executives who are or will be playing a leadership role in developing and overseeing global supply chains.

Program Content

- **International Business and Global Strategies**
Understanding economic, political and competitive factors for global business, and developing a global mindset for prudent business decision-making.
- **Leading Teams Across Geographies**
Motivating teams that span cultures, languages and geographies; gathering techniques and tools to improve your leadership of and communication with worldwide work teams.
- **Global Trade Management**
Leveraging technologies for improved global commerce efficiency, as well as predicting trends and shifts across economies.
- **Global Trade Finance**
The economy has redefined even the most conventional markets for sales and sourcing. Garner important financial insight for profitably conducting global business.
- **Global Transportation**
Determine the most cost-effective transportation mode for your products' distribution.
- **Regional Supply Chain Issues – Panel Discussion**
World trade outlooks and customs regulations continually evolve. You will interact with key executives from different industries and geographies—including the Americas, Europe, the Middle East, Africa and Asia—who will provide the factors they believe will most likely impact business and supply chains.

Delivery includes action-learning sessions, in-depth discussions focused on global topics, and an interactive executive panel on regional issues. In addition, you'll participate in a trade strategy simulation that drives home the learning and allows practice in a risk-free environment.

Faculty Director

Darren Maynard, Program Director, DPM Consulting

Faculty Leaders

Dr. Paul Almeida, Associate Professor and a Dean's Faculty Fellow at the McDonough School of Business, Georgetown University

Dr. Felisa Preciado, Clinical Assistant Professor of Supply Chain Management, The Smeal College of Business, Penn State

Dr. Duane (Andy) Gustafson, Assistant Professor of Managerial Communication, The Smeal College of Business, Penn State

Mr. Martin Palmer, Director, Global Customs, TNT Express

Mr. Douglas Lee, Deputy Head, InvestHK, New York Office, Hong Kong Government

Mr. John Ahearn, Managing Director, Citibank

Program Dates

April 27-30, 2010

October 26-29, 2010

Location

This program will be conducted at the Penn State University Park campus in State College, Pennsylvania, and held in private, modern executive education facilities.

Program Hosts

Since 1954, organizations and individuals around the world have turned to Penn State Executive Programs to meet their leadership development needs. Drawing on the vast resources of one of the nation's top universities and the internationally ranked Smeal College of Business, executives and senior managers develop capabilities that translate into strategic creativity, effective leadership, innovation, and efficient business processes. We are currently ranked among the very best executive education providers by major publications including The Economist and BusinessWeek. For more information visit <http://www.smeal.psu.edu/psep/>.

Serving as a bridge between companies and supply chain knowledge, the Center for Supply Chain Research (CSCR) is one of the nation's leading institutions dedicated to supply chain research and education. It was recently named the 2006 institutional recipient of the Eccles Medal by the Executive Board of Directors of the International Society of Logistics (SOLE). CSCR and the Smeal College of Business offer one of the largest concentrations of supply chain researchers, practitioners, and supply chain students in the world. Visit <http://www.smeal.psu.edu/cscr/> for more information.



The World's Leading Source for the Supply Chain Profession.™

The Council of Supply Chain Management Professionals (CSCMP) is the preeminent worldwide professional association of supply chain management professionals. CSCMP exists to improve supply chain management skills by facilitating communications among supply chain professionals, identifying and conducting research on supply chain theory and practice, and creating awareness of the significance of supply chain to business and the economy.



Supply Chain Certificate

By completing multiple programs in the supply chain series you can now earn up to three certificates from Penn State's Center for Supply Chain Research. Military personnel who have taken one of the custom supply chain programs offered jointly with Penn State Executive Programs and your branch of service may be eligible to substitute your program for a related course. Please visit <http://www.smeal.psu.edu/psep/sccert.html> for more information.

Fees

The program fee for Building Global Supply Chains for Competitive Advantage is \$3,600. This includes all instructional materials, private room accommodations, and meals.

Association member pricing applies:

\$3,500 for members of the Council of Supply Chain Management Professionals

\$3,000 for Center for Supply Chain Research corporate sponsors

We support team participation to maximize the impact of learning. Teams of three or more receive significant savings for each additional participant. Please call for details on all of our special participation options.

We accept MasterCard, Visa, Discover, and American Express.



Related Programs

- **Designing and Leading Competitive Supply Chains**
www.smeal.psu.edu/psep/dlsc.html
- **Applying Lean Principles Across the Supply Chain**
<http://www.smeal.psu.edu/psep/lsc.html>
- **Essentials of Supply Chain Management**
www.smeal.psu.edu/psep/mesc1.html
- **Processes and Tools for Supply Chain Success**
www.smeal.psu.edu/psep/mesc2.html
- **Achieving Supply Chain Transformation**
www.smeal.psu.edu/psep/mesc3.html
- **Developing World-Class Supply Chain Collaboration**
www.smeal.psu.edu/psep/topic/programs/cpfr/

Registration

Class size is limited. Reserve space via phone or e-mail (Phone: 814-865-3435; Toll Free: 800-311-6364; FAX: 814-865-3372; E-mail: psep@psu.edu). Then apply online at <http://php.smeal.psu.edu/psep/apply/>