

Trends in Global Supply Chain Strategy:

Outsourcing, Re-shoring, Near-shoring

co-presented by
The Stanford Global Supply Chain Management Forum
The Wharton School
MIT

March 13, 2014
Stanford Graduate School of Business

Co-sponsored by Stanford University, the Wharton School, and MIT, this executive forum will focus on global supply chains managed by multinational companies. Attendees will include OEMs, contract manufacturers, service providers and lower tier suppliers in both manufacturing and service industries. Join us to hear industry leaders present their perspective on recent trends within their industries and how their companies are adapting. You'll also learn about the latest research being conducted by Professors Hau Lee of Stanford, Morris Cohen of Wharton, and David Simchi-Levi of MIT.

The following is a brief overview of the motivation and objectives of the forum.

Many manufacturing firms and OEMs are reexamining the structure of their global supply chains and associated sourcing strategies in response to uncertainty and risks. These adjustments are occurring against a backdrop of fundamental change to the environment in which global supply chains operate.

For decades, outsourcing to low cost global suppliers has been a dominant manufacturing strategy. This has led to the transfer of manufacturing jobs and development activities out of the US, Japan, and Europe and into low labor cost countries such as China, India and Vietnam. Today this trend is being challenged by a movement by some companies to “re-shore” their manufacturing by bringing it back or moving it closer to their developed country market, i.e. by “near-shoring”.

This forum will consider sourcing strategy from the perspective of major multinational firms. It will provide the opportunity to interact with senior executives from leading companies with US interests to explore current thinking and practices concerning global supply chain strategy and sourcing.

Forum interactions will facilitate an exchange of ideas that will identify managerial challenges and concerns and will also ascertain current practices and intentions of participating companies. We will focus on understanding the drivers of sourcing decisions as perceived by the participants in order to identify opportunities for improvement and barriers to implementation. The forum will adopt a full product life cycle perspective that will include value creation through product design, manufacturing, fulfillment logistics, and after-sales customer service and support. The impact of technology developments and government policies will also be considered.

The agenda at Stanford will include a series of industry speakers that will each present their perspective of their company and industry with respect to the forum theme. Professors Hau Lee of Stanford, Morris Cohen of Wharton, and David Simchi-Levi of MIT will present their current research related to the reshoring trend. The day will conclude with a panel discussion.

Trends in Global Supply Chain Strategy: Outsourcing, Re-shoring, Near-shoring

March 13, 2014

Stanford Graduate School of Business, Oberndorf Event Center

8:00 – 8:30	Registration, Networking & Continental Breakfast
8:30 – 8:45	<i>Welcome & Introduction</i> Hau Lee, Thoma Professor of Operations, Information and Technology Faculty Co-Director, Global Supply Chain Management Forum Director of Strategies and Leadership in Supply Chains Executive Program Faculty Director, Value Chain Innovations, SEED Stanford University
8:45 – 9:30	<i>Plantronics Supply Chain</i> Alejandro Bustamante, Sr. Vice President of Operations, Plantronics
9:30 – 10:15	<i>Global-Local Manufacturing and Supply Chain Strategies</i> David Simchi-Levi Professor of Engineering Systems Co-Director, Leaders for Global Operations Head, Accenture and MIT Alliance in Business Analytics Head, MIT-Technion Postdoctoral Fellowship Program MIT
10:15 – 10:30	Break
10:30 – 11:15	<i>Trends in Global Supply Chain Strategy: Outsourcing, Re-shoring, Near-shoring Operating Globally</i> Jeff Herrmann, Principal, PwC, and Alex Voloshko, Principal, PwC
11:15 – 12:00	<i>XXX</i> Morris A. Cohen, Panasonic Professor of Manufacturing & Logistics Co-Director, Fishman-Davidson Center for Service and Operations Management Professor of Operations and Information Management The Wharton School
12:00 – 1:00	Lunch
1:00 – 1:45	<i>Xxx</i> Colin Chummers Director, Network Design and Management, Cisco Greg Grimm Senior Director, Global Manufacturing Operations, Cisco
1:45 – 2:30	<i>Xxx</i> Chris Keyes, Senior Manager, Supply Chain Management, Boeing
2:30 – 3:15	<i>Panel Discussion: Global Sourcing Strategies - Challenges, Opportunities, Risks, Trends</i> Moderator: Professor Morris Cohen Chris Keyes, Senior Manager, Supply Chain Management, Boeing Cisco – speaker TBD PwC – speaker TBD
3:15 – 3:30	<i>Summary of the Day and a Look Forward</i> Professor Hau Lee
3:30 – 4:30	<i>Networking Reception</i> <i>Hosted by PwC</i> California wine selection served with local artisan cheeses and fresh fruits