

Course Title	: Executing strategy in China: How Chinese Suppliers Manage Their Largest Customers?
Course date	: Thursday, 14 June 2012
Time	: (Registration) 6.00pm – 6.30pm (Workshop) 6.30pm – 9:30pm
Venue	: CPA Australia 20/F Tai Yau Building 181 Johnston Road Wanchai, Hong Kong
Language	: <input type="checkbox"/> Cantonese, supplemented with English ** <input type="checkbox"/> English
CPD hours	: 3 hours
Cost	: Member: Non-member:
Certification	: Certificate of attainment will be issued to participants for completing the workshop
Introduction	<p>The focus is on how Chinese suppliers win contracts with large international customers? How Chinese suppliers manage their largest customer, including the types of performance measures and monitoring routines used by the customer. I also discuss the main challenge faced by Chinese suppliers and whether this challenge is associated with a specific strategy? Several specific questions will also be discussed. What emphasis do Chinese suppliers place on the use of different performance measures? Do suppliers that align their measures with the largest customer perform better? Do suppliers with customers for a longer period use different performance measures? Do Chinese suppliers manage customers from different countries differently? Do Chinese suppliers that have specific strategy for their largest customer have different performance measures? With regard to risk assessment – I will discuss how Chinese suppliers are managing the key challenges associated with rising material and labor costs.</p> <p>Material presented is based on over 650 face to face interviews with Chinese suppliers during the past 12 months.</p>
Course Outline in bullet points	<ol style="list-style-type: none"> 1. Major Challenges facing Chinese Suppliers and their response 2. Case examples of what Chinese Suppliers are doing and a framework of Chinese supplier behaviour 3. How buyers can manage their suppliers more effectively for a win win outcome?
Speakers	<p>Professional Bio Statement</p> <p>Neale O'Connor does research and consulting for companies on risk and performance measurement. His competitive advantage is being able to combine expertise in economics, business strategy, human resources management because of a diverse experience.</p> <p>Being a Certified Practising Accountant (CPA Australia), O'Connor has a diverse consulting and executive education portfolio with a wide range of companies in the Asia-Pacific region. His work has focused on controllership, financial performance metrics, and human resources management. He has also developed corporate business cases for a number of companies including HTC, PQI, EU</p>

	<p>Design, Philips, Sungod Fashion, Delphi, Alpharma, and Rescom Realestate. He is currently involved in researching how great firms manage the risk associated with their suppliers in China.</p>
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