



SOURCING FORUM: **PROFITABLE SOURCING IN CHINA – COST OF QUALITY**

**DATE and TIME:** 2015-03-05 | 13:30 - 17:30

**VENUE:** CROWNE PLAZA GUANGZHOU CITY CENTER

**ADDRESS:** 339 HUANSHI ROAD EAST YUEXIU DISTRICT, GUANGZHOU 广州越秀区环市东路 339 号

SOURCING FORUM theme intro:

A major objective of sourcing organizations is to keep costs low, while complying with quality standards and safety requirements. Tracking and reducing costs of quality has become a key priority, both at the level of the buying organization and of the manufacturer.

How to account for these costs, and what is the impact on the total landed cost?

What solutions have companies in different industries applied with success?

**AGENDA:**

13:30 – 14:00	Registration and networking
14:00 – 14:30	Presentation by <b>Dr. Neale O'Connor</b> , Founder and Director of the China Supplier 1000 Project; Senior Consultant of the China Lab at Silk Road Associates (Hong Kong)
14:30 – 15:00	Presentation by <b>Tao Zhu</b> , Vice President & Head of Global Procurement China, ANDRITZ (China) Ltd.
15:00 – 15:30	Presentation by <b>John Du</b> , General Manager & Head of Luvata Superconductors Zhongshan
15:30 – 15:45	Coffee break
15:45 – 16:15	Presentation by <b>David Collins</b> , Director, China Manufacturing Consultants
16:15 – 16:45	Presentation by <b>Heather Zhen</b> , CSR (Corporate Social Responsibility) Senior Sales Executive, TUV Rheinland China
16:45 – 17:00	Conclusion by <b>Renaud Anjoran</b> , Chair, Sourcing Forum

**European Union Chamber of Commerce in China**  
**中 国 欧 盟 商 会**

South China Office  
Guangzhou: Room 2817, 28/F, Tower A, China Shine Plaza, No.9 Linhe Xi Road, Tianhe District, Guangzhou  
Tel: 020 3801 0269  
Shenzhen: Room 308, 3/F, Chinese Overseas Scholars Venture Building, Shenzhen Hi-Tech Industry Park, Shenzhen  
Tel: 0755 8632 9114

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**GUESTS:**

**Mr. John Du General Manager & Head of Luvata Superconductors Zhongshan**



John Du, General Manager and Head of Luvata Superconductors Zhongshan. John Du has an educational background in Mechatronics Engineering. John started his professional career at Scania in Sweden where he was responsible for designing and dimensioning incorporating the principles of the Scania Production System. John joined Luvata as Global Lean Expert responsible for creating and implementing the Luvata Production System and later became the Plant Manager for Luvata Soderkoping Sweden. Currently John is the General Manager and Head of Luvata Superconductors in China

**Mr. Tao Zhu Vice President & Head of Global Procurement China, ANDRITZ (China) Ltd.**



Dr. Tao ZHU joined ANDRITZ (China) Ltd. in 2011 as the Vice President and Head of Global Procurement China. In this position, he is responsible for all purchasing related topics of all business units and legal entities. As the most components are outsourced, the procurement department is a key unit at Andritz China and manages a big portion of value added. Under his leadership, the purchasing department was developed to a business oriented and highly professional team in a very complex environment. Prior to Andritz, Dr. Zhu has developed his career mainly at Siemens, in Germany as well as in China. He joined Siemens in 1990, before he came to China in 2003 as Purchasing Head of Siemens Communication.

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**Mr. Renaud Anjoran Chair of Sourcing Forum, European Chamber of Commerce in China, South China Chapter; Founder, Sofeast Ltd**



Renaud Anjoran, founder of Sofeast Ltd, a quality assurance company based in Foshan, China. Renaud has been helping foreign buyers qualify Chinese manufacturers and secure the quality of their products since 2007. Since 2012 Renaud has also helped manufacturers improve their quality systems. In 2005 and 2006, Renaud worked for a French importer's Hong Kong branch. Renaud participated in purchasing campaigns and performed a trading activity. He received a MS of Int'l Business from Bordeaux Business School and an MBA from Wake Forest University. Renaud acts as Chair of the Sourcing Forum of the European Chamber of Commerce in China, South China Chapter, and writes practical advice for importers several times a week on his blog,

[qualityinspection.org](http://qualityinspection.org).

**Mr. David Collins Director, China Manufacturing Consultants**



David Collins is the Consulting Director at China Manufacturing Consultants. David has more than 30 years of manufacturing experience in the automobile, electronics, aerospace, furniture, and chemical industries. David has held increasingly responsible positions with international assignments for General Motors, Chrysler, as well as Foxconn (in the United States, Mexico, Canada, Germany, and China). Before devoting his time to consulting, David returned Foxconn's Mexico factory to profitability, improved morale greatly and achieved best quality in the division. Other notable assignments included managing a \$4.1 billion car plant, building and launching 3 manufacturing facilities in different countries, and applying the world's first waterborne paint process in a car plant.

**Ms. Heather Zhen CSR (Corporate Social Responsibility) Senior Sales Executive, TUV Rheinland China**



Heather Zhen is CSR (Corporate Social Responsibility) Senior Sales Executive at TUV Rheinland China. She got bachelor degree of Economics in China and master degree of Science in Accounting in United States. Heather has been worked as market analyst in Farmers Insurance and Financial Services, Chicago and took the main responsibility of making due diligence and investigations for customer development. Also, she supported to improve communication with clients through relationship building. Heather joined TUV Rheinland in 2013 and works for marketing and new business development of CSR. She is responsible of the marketing and development of new projects like Institute of Public and Environment Affairs (IPE), Conflict

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Minerals and Anti-corruption. Also, Heather manages the Financial Audit Program of TUV Rheinland.



**Dr. Neale O'Connor Founder and director of the China Supplier 1000 Project; Senior consultant of the China Lab at Silk Road Associates (Hong Kong)**

Dr Neale O'Connor is the founder and director of the China Supplier 1000 Project, the largest ever face to face academic interview study of 1000 Chinese Suppliers. He is also a senior consultant of the China Lab at Silk Road Associates (Hong Kong), which provides corporate and strategic consulting advice to SMEs and Multinationals. Neale has developed corporate business cases for a number of large multinational companies including HTC, PQI, Philips, Delphi, and Alpharma. His cases are used extensively around the world, with over 7000 purchases to date. Neale's research has focused on the modernization processes of Chinese firms, examining both intra-firm and inter-firm settings. Neale's research has examined performance measurement, management and incentives. He has received more than \$US350,000 in external grants.

Neale has also published two books: "The China Casebook on Operational Risk" and "Management Control of Multinational Enterprises in China." His publications have appeared in several international journals: Accounting, Organizations and Society, Journal of Business Research, Journal of International Accounting Research, Australian Accounting Review, Asian Pacific Journal of Management and Journal of Applied Management Studies. Neale currently serves on the editorial boards of Behavioral Research in Accounting, Management Accounting Research, Abacus and Advances in Management Accounting. More details can be found at Neale's webpage [www.nealeoconnor.com](http://www.nealeoconnor.com)

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