



# Supply Chain & Logistics Indonesia

1-2 Aug 2018

Shangri-La Hotel,  
Jakarta, Indonesia



2018



Conference Souvenir

# Supply Chain & Logistics Indonesia

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## Exhibitors



**A 0830 Registration & Coffee**

**SUPPLY CHAIN MANAGEMENT THE ART & SCIENCE**

**B 0855 Welcome Remarks by Conference Convenor : Javin Bhide, SynCore Cons.**

**C 0900 – 1000 (KEYNOTE)**

**Industry 4.0 & Supply Chain 4.0: The increasing impact of supply chains on business profitability and Digital as a pivotal force in business transformation.**

Companies face strategic challenges in their growth path whether its process streamlining or formulating future goals. Threat of disruption & failure are making deployment of digital technologies an imperative for the smooth functioning of business and to drive business performance improvement goals. New supply chain technology can power up existing operations, streamline inventory, & increase revenue-if implemented correctly. How is Indonesia Inc moving in this direction & what is the untapped potential for technology providers to partner this growth

*Nyoman Pujawan, President, Indonesian Supply Chain - Logistics Institute  
Mutia Dewi Karnadi, Director - (DCP & SMC), Microsoft Indonesia  
Ananya Nanda, Asia Pacific SAP Supply Chain Leader, EY*

**D 1000 – 1045**

**Panel Discussion :The Evolution of Supply Chain – What can Indonesia learn from Supply Chain success stories of the rest of the world?**

Given the vast geographical spread, & complexities of distribution, Indonesia has its unique set of challenges in Distribution & Logistics. Efficient Supply Chain Management is the backbone for Indonesia's succes in sustenance and growth. Successful Companies have traversed the SC learning curve and are geared up to integrate all relevant technological advances seamlessly into the SC roadmap.

*Javin Bhide, Director and Co-Founder SynCore Consulting  
Yukki Nugrahawan Hanafi, Chairman, ALFI / ILFA  
Ivan Kamadjaja, CEO, PT Kamadjaja Logistics  
Jan Willem Winkelhuijzen, Managing Director, DHL Supply Chain Indonesia  
Henry Lawis, Head of Ocean Freight, P.T Schenker Petrolog Utama Indonesia  
David Rahadian, Vice Chairman, ABUPI  
James Blewman, International Supplychain Consultant*

**E 1045-1100**

**People development and professionalization in the logistics industry**

*Charlie Villasenor, President & CEO Procurement and Supply Institute of Asia*

**F 1100 – 1115 Refreshment Break**

**G 1115 – 1145**

**How AI & Deep Learning can help in Supply Chain Decision Making**  
Artificial Intelligence is a buzzword that has taken the market by storm. But what exactly is AI? And how can it help the supply chain industry? This session discusses the use of AI in decision making for supply chain managers, the need for automation in the industry and the key metrics to track while making business decisions.

*Krishna Khandelwal, Chief Business Officer, Locus*

**H 1145 – 1210**

**Supply Chain Innovation, Analytics and Big Data for leveraging technology**

New technologies have the potential to create an accelerated business value through a network approach. Mobility, Big Data and Common Platforms are the 3 big trends for the extended Supply Chain for the next 5 years but others will follow soon or will impact individual Supply Chain processes. Companies need to understand the implications on their supply chains and trigger value based innovation.

*Veera Senthil Athiban, Associate VP- Sales ASEAN, Bristlecone*

**I 1210 – 1235**

**Integrating your supply chain from end to end**

Integrated approaches to supply chain management have done much to improve the efficiency of inter and intra-organizational supply chain networks. Ever-more sophisticated technological solutions have sought to enable the process.

*Michael Herrmann, Managing Director- Freight Forwarding, Geodis*

**J 1235 - 1330 Networking & Lunch Break**

**K 1330 - 1400**

**The future of the future ... belongs to intelligent networked companies**

Total network orchestration is the highest and most sophisticated state a global supply chain can attain. Networked companies win because they're agile, fast, and efficient. They're the first to sense and the first to respond to events, the right way. That's operational excellence.

*Charles Barrett, Pre Sales consultant, Infor*

**L 1355 – 1435**

**Transform to stay relevant in the era of on-demand logistics!**

The world of logistics is in a perennial state of change, facing numerous challenges & dynamic demands. Disruptions including the on-demand platform models are set to completely change the way logistics is done. Updating yourself with the latest technology is a must to stay ahead in this do-or-die game. Watch this conversation between Ramco Systems, a global Logistics ERP provider and their customer LBC Express, a market leader in Logistics in Philippines to know how they handle / support technology transformation of Logistics Service Providers.

*Rajesh Kumar, Head – Presales, Logistics Practice, Ramco Systems  
Alexander Francis Deato, Senior VP - Head-IT Division, LBC Express Inc*

**M 1435 – 1520**

**Panel Discussion: Building Excellence in Multichannel/ Omnichannel Customer Experience: Online, Retail, B2C and B2B**

In today's maturing consumer markets, emphasis is shifting from straightforward sales to a more holistic approach to customer life cycle management. A multi-channel, integrative customer model that delivers customer value an significant return on investment (ROI) requires both a strong understanding of customer preferences and behaviors and a robust IT architecture that supports the overarching CRM strategy.

*Ari Hatorkison Pane, Head - Central Executive Board - Air Transport Experts, Indonesian Logistics Community  
Ira Wibisono, COO, ritase.com  
Tushar Gupte, Partner, SynCore Consulting Group  
Terry Chan, Founder & Chairman, Hong Kong eComm Supply Chain Asso  
Budi Handoko, CEO, Shipper Indonesia  
Samuel Eduard Pranata, Marketing Director, Martha Tilaar Group*

**N 1520 -1605**

**IoT and Mobile applications for enhanced Supply Chain visibility**

One of the biggest trends poised to change supply chain management is asset tracking, which gives companies a way to totally overhaul their supply chain and logistics operations by giving them the tools to make better decisions and save time & money. New developments are making the traditional scanners obsolete, as the can only collect data on broad types of items, rather than the location or condition of specific items. Similarly, IoT will impact warehousing, fleet Management, inventory operations in significant ways

*Srikanth KV Director – ASEAN, SCM Cloud & IOT Applications, oracle  
Sandeep Chatterjee, Senior Manager, Deloitte India*

**O 1605 - 1625**

**IoT in Supply Chain- Key to gaining predictability of freight movement**

*Leena Patil, Strategy Head (APAC), ForEye*

**P 1625 - 1640 Refreshment Break**

**Q 1640 – 1700**

**Best-Practice in Demand Planning & Inventory Management to Reduce Stockholding & Availability Issues to Ensure You Meet Consumer Demands**

*Alak Bishnoi, Country Head, Samsonite Indonesia*

**R 1700 - 1745**

**Panel Discussion : FMCG & Retail - Integrating Supply Chain capabilities - Needs & Challenges**

The numerous retail formats pose a challenging integration approach to the FMCG players. Non availability of systems in one end and a myriad of ERP systems at the other end complicate the smooth integration of Supply Chain capabilities for mutual benefit. Intense competition and conflicting interests

*Heru A S Pribadi, Supply Chain Director & Independent Director, Pt Hero Supermarket Tbk  
Mukesh Sah, Head - logistics & stores, Rich Graviss  
Ritesh Manchanda, Head Planning & Distribution, McCain  
Rohit Batra, Head - Supplychain, Ferrero India*

**S 1745 Closing remarks and end of day 1**

**A** 0830 Registration & Coffee

**B** 0855 Welcome Remarks by Conference Convenor : Javin Bhinde, SynCore

#### BUILDING AND MANAGING AGILE SUPPLY CHAINS FOR GROWTH

**C** 0900 – 0930

#### Operational Excellence in FMCG

Sourcing, Manufacturing and Distribution in FMCG need to work in consonance to provide superior customer satisfaction. Inventory misalignment at any stage impacts the other stages and deteriorates customer experience. Forecasting errors lead to excess and shortages across places and time-lines.

*Javin Bhinde, Director and Co-Founder SynCore Consulting*

**D** 0930 – 1015

#### Panel Discussion: Challenges in implementing pull-based replenishment system

Once the need for converting from forecast to pull-based replenishment system is understood, addressing the challenges on a global and local level is the crux to successful implementation.

*Javin Bhinde, Director and Co-Founder SynCore Consulting  
Sandeep Chatterjee, Senior Manager, Deloitte India  
Tarun Kumar Guha, Director Supply Chain (Logistics & Distribution), Dr.Reddy's*

**E** 1015 – 1040

#### Untethered Orchestration of the Digital Supply Chain

In a Supply chain landscape where half of the conference topics now pivot on IoT, Digitalization, AI, Machine Learning, Smart Factory, Intelligent Warehousing, and most definitely Blockchain, it is a harsh reality that about half the players still struggle to implement or migrate their ERP systems. It would be remiss not to propose and discuss a fresh approach that could tie all the data points together. Ultimately, the factories, warehouses, robots, computers and people will need to interact (not just interface) harmoniously.

*Danny Halim, Vice President, Distribution & 3PL Strategy, JDA Software*

**F** 1040 – 1055 Tea Break & Networking

**G** 1055 – 1125

#### Applying Blockchain for more efficient supply chain logistics

- Introduction to Blockchain concepts
- Examples of how blockchain is being applied to improve supply chain logistics
- Where to start with a blockchain project

*Zelda Anthony, IBM's Head of Blockchain, ASEAN*

**H** 1125 – 1145

#### Technological trends and E-commerce in Pharma

Online sales of non-prescription drugs are revolutionizing the market, threatening major players and allowing small manufacturers to gobble up market share. With Amazon, Alibaba, and even Google and Apple talking about entering the online Pharma market, how should the industry gear up to these changes in the near future?

*Palvannan Pillai, Business Development Advisor, Haladoc*

**I** 1145 - 1205

#### Enabling your success through Optimized Supply Chains

There are hundreds of supply chain what-if questions to answer when running a Regional business. Sub-optimal supply chain decisions could result in wasting millions of dollars. Supply chain design enables fast, data-backed answers to tough supply chain questions. Model your end-to-end supply chain to visualize inefficiencies, optimize for significant improvements in cost, service and risk;

*Bruce Craig, SEA Director, LLamasoft*

**J** 1205 - 1230

#### Reinventing The Supply Chain - The Future of Fulfillment

Major disruptive forces of online shopping and increasing consumer connectivity have combined to establish a new on-demand retail economy that is blurring the lines among manufacturers, transportation and logistics (T&L) firms and retailers. Many of these companies are reaching across previously existing industry lines.

*Tan Aik Jin, Vertical Solutions Lead, Zebra Technologies Asia Pacific*

**K** 1230 – 1330 Networking Lunch

**L** 1330 - 1400

#### Automation in e-Commerce and Retail

Fully integrated systems let business owners automate their sales and marketing info, so information is automatically retrieved, catalogued, and analyzed. Back end software allows for automatic inventory tracking with data fed from a front-end sale. Automation software is benefiting and changing the e-commerce and retail industry.

*Xavier Perello Pairada, Managing Director, South & South East Asia, SSI Schaefer*

**M** 1400-1440

#### PANEL DISCUSSION – The journey to profitability in Retail Chains: from Red to Green

Given the huge variety of competition in every retail format, the customer is always the ultimate king. First driving the footfalls, and then converting them to consumer buying remains a perpetual challenge. Differentiation, segmentation, service edge, correct pricing, correct format and product mix, inventory pressures, marketing and controlling operating expenses.

*Atirak Mehra, Sr. GM Supply Chain, Pt. MAP Aktif Adiperkasa TBK  
Joseph Buntaran, President Director/CEO, PT. Lotte Shopping Indonesia  
Shivashish Pandey, CEO, KFC Indonesia*

**N** 1440-1505

#### Leveraging Smart Warehousing to Increase Supply Chain Efficiencies: IoT, Robots and Automation

What is driving the adoption of smart warehousing? Consumer expectations. Today's consumer expects immediate gratification. They want to point, click and receive their orders in days or sometimes hours. IoT devices help to reduce the use of manual labor, incidence of errors and increase the speed of processing goods.

*Jhordan Gil Solutions Advisor, JDA Software*

**O** 1505-1545

#### Inventory Management & Supply Chain – A Pharma - centric view

The pharmaceutical supply chain is one of the most complex supply chains in the world. That's no surprise when you consider the global nature of the industry and the size and scope of the companies that dominate the space. But it is also notoriously unwieldy and has historically been resistant to transformation. With the rise of generic, cold chain logistics a long with marked slow-down in mergers & acquisitions, the major transformations in this industry expected are a push into emerging markets for growth, shift towards global inventory

*Denny Fikri, President Director PT Angkasa Pura Kargo  
Harjanto Heri, CFO, PT Anugrah Argon Medica*

**P** 1545-1605

#### Supply Chain Trends & The Warehouse of the Future

*David Hudson, APAC Vice President, Honeywell Workflow Solutions*

**Q** 1605-1620 Refreshment Break

**R** 1620-1645

#### Data Interoperability in a fragmented Supplychain

*Vishnu Vardhan, Director & Founder, AIOCD Pharmsofttech AWACS*

**S** 1645-1730

#### Panel Discussion: Indonesia as an emerging exporter in FMCG : leveraging SCM for capturing markets

Most of Indonesia's success is largely homegrown. Meaning, domestic consumption (roughly 60%) has enabled Indonesia to grow faster than its neighbors, such as Singapore, whose economy is more dependent on import/export trade and therefore more vulnerable to slowing export demand. Indonesian exports are worth about 25% of the country's economy. industry.

*Pranoto Soenarto, Vice Chairman, AICE  
Charles, CS & L Lead, Mondelez Indonesia*

**T** 1730 Closing Remarks And End Of Conference

# Messages

Welcome to the New world of Logistics

Logistics & Supply Chain optimization is a challenge that every industry and every economy dabbles with during their evolution phase and Indonesia is no exception. However with the backdrop of macro and micro level policy initiatives that are currently happening in Indonesia I am confident that Indonesia will be able to rise to global competitiveness standards in terms of its logistics efficiencies.

Needless to say events like Supply Chain and Logistics Indonesia play a critical part in the development of the sector by providing interactive forum for industry leaders to meet, greet, share knowledge and transact business. The event being delivered in Jakarta adds further to its relevance as Jakarta is one of the global hubs for major supply chain activities

Indonesia Logistics and Forwarders Association( ALFI/ILFA) is pleased to endorse and support Infinity Expo in organizing this event and contribute with its global expertise in making this event more relevant and productive for all stakeholders.

We congratulate organizing team, speakers, delegates of Supply Chain and Logistics Indonesia 2018 and wish them the great success at the show.



It is with great pride and gratitude that I, on behalf of Procurement and Supply Institute of Asia (PASIA), welcoming you all to the Supply Chain & Logistics Indonesia. This event will serve as an access for us to be updated of the global trends, best knowledge and practices in the logistics industry. The volatile economies and rapid change of global economies, global trade and ecommerce are the challenges that most of organizations are experiencing. Logistics Performance Index (LPI) helps us to identify and improve those challenges and opportunities. More than ever, we need professionals and equipped team with the right knowledge and skills to generate and better manage more effective Logistics and Supply Chain as we move toward a more responsive economy and to enhance customer satisfaction (Add value), improve operational efficiencies (Manage Risk) and drive down cost (Improve total cost). Procurement and Supply Institute of Asia (PASIA) and TransProcure provides unique value propositions in the region and globally through its education, consulting, services and technology. We do bring the body of knowledge on end-to-end supply chain and certification such as "Certified Warehouse and Logistic Professional" (CWLP) which focuses on the best knowledge and practices on Warehouse, Transportation, Distribution and Logistics operations. Professional education is a key enabler for business competitiveness and nation building. Feel free to contact us and send us a message via email at [info@pasia.org](mailto:info@pasia.org) or send WhatsApp or Viber at (+63) 918 420 6449 | (+63) 917 824 3330

Visit our website:[www.pasia.org](http://www.pasia.org)



On behalf of the executive management and members of the Asia Pacific Logistics Federation (APLF) we would like to extend our wishes to the Supply Chain & Logistics Indonesia for a successful conference. The calibre of speakers and topics that are covered truly capture the essences of the supply chain for the future. Delegates will come away with knowledge to implement the leanings gained into their organisations and networks that they will develop and cherish for the future. To all involved in bringing this conference to fruition congratulations



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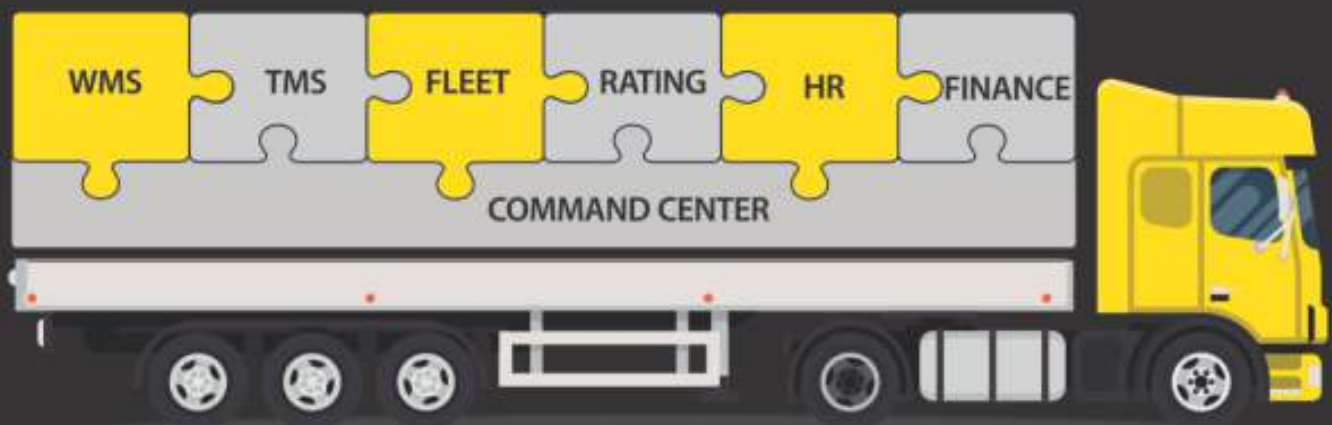
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# Speakers



**NYOMAN PUJAWAN**  
President  
Indonesian Supply Chain  
Logistics Institute

Nyoman Pujawan is Professor of Supply Chain Engineering at the Department of Industrial Engineering, Sepuluh Nopember Institute of Technology (ITS), Surabaya, Indonesia. He is currently the President of the Indonesian Supply Chain and Logistics Institute (ISLI). He received a Bachelor degree in Industrial Engineering from ITS, Indonesia, Master of Engineering in Industrial Engineering from Asian Institute of Technology (AIT) Bangkok, Thailand, and PhD in Management Science from Lancaster University, UK. He also holds Certified Supply Chain Professional (CSCP) from APICS (USA).

He was a Lecturer in Operations Management in Manchester Business School, The University of Manchester, UK in 2003 – 2004.

His papers have appeared in many international journals. He is an active consultant and trainer.

He has engaged in over 40 industry projects and deliver more than 100 training / workshop programs. He is the pioneer of Supply Chain Management education in Indonesia.



**MULIA DEWI KARNADI**  
Director Small Medium  
Corporate & One  
Commercial Partner  
Microsoft Indonesia

Mulia Dewi Karnadi serves as Director Small Medium Corporate & One Commercial Partner Microsoft Indonesia. Through her role, she helps bridge between Microsoft and entrepreneurs in Micro, Small, and Medium-Scaled Businesses (MSMB) in Indonesia with Microsoft's solutions that can be utilized to support their business growth. In alignment with the concept of digital transformation supported by Microsoft, Dewi also makes sure that Indonesia MSMBs get the highest level of safety and the best efficiency.

As the SMS&P Director, not only does Dewi bring the mission to offer the best solutions in the MSMB segment, but she also works with enterprise customers or corporate accounts to drive growth through digital transformation in this mobile first, cloud first world. Dewi also leads strategic activities in expanding the market share for technology solutions such as Dynamics and Microsoft Business Solutions (MBS).

Before joining Microsoft in March 2016, Dewi was the Country Senior Director for Systems Division at PT Oracle Indonesia. Long before developing business in Oracle, she was positioned as the Country Head of Infrastructure Solutions and Services (ISS) at PT Fujitsu Indonesia. One of her responsibilities was to lead the front line of Information Technology (IT) industry for solutions, services and products of Fujitsu. Through this said role, she was also responsible in advancing the IT solutions by expanding the market reach and improving the Go-To-Market business model.

From 1997 to 2012, Dewi held the position of Managing Director for Imaging and Printing Group division at Hewlett-Packard Indonesia where she helped increase business growth summed up to two digits each year.

Dewi's knowledge on developing market industry had become one of her specialties as she was holding various executive positions in many leading multi-national corporations. She also received the MBA degree for General Business from IPMI School of Business and Bachelor of Economics degree with specialization in Accounting from Tarumanagara University.





**ANANYA NANDA**  
Asia Pacific SAP Supply  
Chain Leader, EY

Nanda is a highly regarded authority on Digital Transformation with Enterprise Resource Planning as the key enabler. Nanda gains his acumen from more than 17 years experience of working at the frontier of business transformation, during which time he has helped multitude of global organizations across multiple industries (largely in Consumer and Industrial products).

He has been in senior leadership positions and currently leads the SAP Supply Chain for the Asia Pacific Region in Ernst and Young.

He is driving the new wave ERP renovation in the context of digital transformation for clients transitioning into the agile age of Cloud, Analytics and Mobile. Through his work speaking, writing and consulting on digital strategy, transformation and innovation, he helps business leaders build thriving, future-ready companies.

As part of his role his main focus is Supply Chain & Operations Modelling for automated, integrated, optimized processes and connected systems.



**JAVIN BHINDE**  
Director & Co Founder  
Syncore Consulting

Javin is a facilitator, coach and partner to companies wanting holistic and everlasting benefits. He is the co-author of The Path – an Amazon.com best-seller in the area of Operational Excellence for pharmaceutical companies. Over the past 20 years, Javin has worked with companies in implementing powerful and holistic changes across industries like pharmaceutical and nutraceutical sectors, engineering, retail, and consumer goods. Typical engagements include supply chain transformation, project management, sales and marketing & strategy and tactics for profitable growth. He is a sought after speaker in industry events and also teaches over weekends in Business Schools. Javin has worked closely with Dr. Eliyahu Goldratt (founder of the Theory of Constraints and author of the ground-breaking book, The Goal). Javin has also worked with industry associations such as FICCI, PPMI, PMI, ACMA and OPPI.



**Yukki Nugrahawan Hanafi**  
Chairman  
ALFI / ILFA

As a Chairman of National Board of Asosiasi Logistik dan Forwarder Indonesia / Indonesian Logistics and Forwarders Association, Yukki is responsible for coordinate all regional board throughout Indonesia, leading and also represent association in International Event. And also, in 2016 Yukki elected as a Chairman of ASEAN Federation of Forwarders Associations (AFFA) which is before, between 2012 and 2016 he was a Vice Chairman of ASEAN Federation of Forwarders Associations (AFFA).

Yukki is actively involved and invited as a speaker in many agenda especially in logistics event. Convey his thoughts for the logistics development, and providing actual data so that it can be used to make the logistics growth even better. And he sharpened the strategic in partnering governments to develop and sustain viable solutions.

From 2014 Yukki starts his journey as a Chairman of Asosiasi Logistik dan Forwarder Indonesia / Indonesian Logistics and Forwarders Association, and prior to that he held various key positions in several institutions in Indonesia. Between 2004 and 2008 he was a Chairman of Jakarta Young Entrepreneur (BPD HIPMI Jaya), and he then assumed the role of Vice Chairman of Indonesia Young Entrepreneur (BPP HIPMI) in 2008. And then in 2015 Yukki held a position as a Chairman of ALFI Institute Foundation which still occupied until now, for this position he was responsible for developing human resources in Logistics and Supply Chain. And in 2016 he held a position as Commissioner of PT Logistik Insan Prima which is a licensed institution in charge of conducting competency certification, verification, standardization for Profession in Logistics and Transportation and become professional reference for Logistic industry in Indonesia.

In running his business, Yukki as a Chief Executive Officer (CEO) of Forway Group, and he also as a Commissioner of several company in Indonesia such as Siskem Group, and PT Nusa Inti Daya Energi. As a Chief Executive Officer and Commissioner, Yukki needs to set the direction and strategy of the company and responsible for all the business operations. The business scope is not only on National but also reaching the wider area of International in service.

Yukki studied at AHLEI - Florida USA, and HIM, Switzerland. For the informal education, Yukki just nished Higher Diploma in Supplychain Management Program from FIATA (Fédération Internationale des Associations de Transitaires et Assimilés / International Federation of Freight Forwarders Associations), and FIATA Diploma - Glattrugg - Switzerland, and also Basic International Forwarding Course from ALFI Institute with United Nation ESCAP standard.



**IVAN KAMADJAJA**  
CEO  
PT Kamadjaja Logistics

Ivan Kamadjaja is an industry veteran with deep financial and logistics expertise, Leading Kamadjaja Group as their CEO, Ivan, is keen on furthering technological advancements in logistics to increase productivity and customer satisfaction. Before taking the reigns of Kamadjaja Group, Ivan had made a career in financial auditing and consulting. With a focus on improving distribution movement for multiple companies, Ivan has raised standards at Kamadjaja Group through a decade and a half.



**JAN WILLEM  
WINKELHUIJZEN**  
Managing Director  
DHL Supply Chain Indonesia

Jan Willem has over 18 years of logistics experience. His career started with Intexo Netherlands which was first bought by MSAS and later by Exel, then finally by DHL. He has lived and worked for DHL in Asia for the past 16 years in Singapore, India, Sri Lanka, Thailand and Vietnam prior to moving to Indonesia in the summer of 2014

Prior to Indonesia, he was the country manager for DHL Supply Chain Vietnam and chairman for the Dutch Business Association in Vietnam. He has held numerous executive and management positions in various sectors and services such as Spare part logistics, freight forwarding, retail, consumer, technology, transport, project management to even managing construction of high bay warehouses in India and Cambodia. His vast and wide experience has propelled him to where he is right now.

On the personal front, Jan is originally from Beemster, Netherlands. He is married and has 3 boys. He and his family love sports and travelling. In his spare time, he enjoys sports, reading and collecting antiques. He was graduated from International Law Faculty at the University of Amsterdam



**HENRY LOWIS**  
Head of Ocean Freight  
P.T Schenker Petrolog  
Utama Indonesia

Henry Lewis took on the Head of Ocean Freight role of PT Schenker Petrolog Utama in July 2018 after a 4-year stint as the Chief Commercial Officer. As an Indonesian citizen with a Canadian permanent residence, Henry joined the DB Schenker Group back in April 2006 and is currently in his tenth role within the company. A graduate of the Beedie School of Business and the Alliance Manchester Business School, Henry was heavily involved with the Indonesian subsidiary's innovation projects



**JAMES BLEWMAN**  
International Supply Chain  
Consultant

Originally from New Zealand, James has spent over 23 year's living abroad in the Far East, South Asia, Middle East, Africa and Europe.

He has over 15 years of liner shipping, container terminal and logistics experience in numerous senior management roles, both locally and in regional covering operations, commercial, marketing, project management, and country management.

His career started with P&O Containers in Singapore, and following the merger with Nedlloyd in 1997 worked for P&O Nedlloyd in Dubai as Regional Operations Manager - Gulf, and the Owners Representative in Sri Lanka.

After 10 years in the shipping industry he joined DP World working in Jeddah as Commercial & Marketing Manager. There after he joined Hutchison Port Holdings (HPH) in 2005, and after several project management roles in Tanzania & Netherlands, he was seconded to Sultanate of Oman in 2006 as Operations Manager responsible for setting up and establishing a new container terminal. In 2007 he was appointed Chief Operating Officer for their container terminal in Dar es Salaam, Tanzania.

James has been residing in Jakarta since 2013 undertaking various consultancy and project management roles, as well as advising start-ups. Most recently he was Supply Chain Excellence Advisor for Sinar Mas Agribusiness and Food.

James is married to an Indonesian and has twin boys. In his spare time, he is an avid reader, passionate about Rugby, close follower of current affairs & politics, and enjoys working out. He graduated with a Bachelor of Business Studies at Massey University, New Zealand.



**CHARLIE VILLASENOR**  
President & CEO Procurement  
and Supply Institute of Asia

Chairman of the Board, Procurement & Supply Institute of Asia (PASIA)  
CEO, TransProcure Corporation

Charlie Villaseñor is known as a supply chain, procurement and logistics management icon in Asia for his mission and advancement in promoting ethics, excellence & e-enablement in supply management field.

Charlie has multiple industry exposure in supply chain, procurement and logistics management, particularly oil & gas, manufacturing, telecom, financial services, transportation, construction and retail industries where he was formerly with companies like LBC Express, ARIBA, BayanTrade, Caltex (Chevron Texaco), Coca-Cola, 3M Company and China Bank. He founded the B2B marketplace funded by a consortium of the country's six multi-industry large business conglomerates in the Philippines.

He is a multinational supply chain & operations leader with strong background in B2B eCommerce, and experience in three successful start-ups.



**KRISHNA KHANDELWAL**  
Chief Business Officer  
Locus

Krishna Khandelwal has over 10 years of experience in varied fields including Polymer Research, Investment Banking (Barclays Capital & Deutsche Bank), and Technology Sales. He is an IIT Kanpur 2008 graduate.



**VEERA SENTHIL ATHIBAN**  
Associate Vice President Sales  
ASEAN, Bristlecone

Veera Senthil has over 15+ years of experience in Supply Chain Planning and Optimization solution consulting and implementation in APAC Region (India, China, Japan, Australia, Singapore, Indonesia and Malaysia). He is an expert in manufacturing, retail and logistics planning for variety of industries including food & beverages, consumer products, in Hi-Tech, Steel, & Semiconductor. He has worked with i2 Technologies, JDA and FuturMaster before joining Bristlecone.



**MICHAEL HERRMANN**  
Managing Director  
GEODIS

**20 years of international experience, including:**

- Managing Director GEODIS Indonesia
- Several Commercial Director level positions at GEODIS Asia Pacific
- Ambassador for Germany, Netherlands and Spain in GEODIS
- Extensive international experience in EMEA, AMERICAS and APAC
- Married, with 1 son and 1 daughter



**CHARLES BARRETT**

Pre Sales consultant  
Infor

Charles Barrett, a domain expert in the field of innovative supply chain solutions.

Over the last 10 years, Charles have been working closely together on numerous Supply Chain Transformation initiatives with leading companies in the Asia Pacific region. He will be an excellent presenter.



**RAJESH KUMAR**

Head – Presales, Logistics  
Practice, Ramco Systems

A technically sophisticated Business Manager, Rajesh Kumar heads Solution Development and Presales functions of Ramco Logistics Practice. With a decade plus experience of having been associated with some of the largest Logistics Service Providers globally and credentials from APICS, a premier professional association for supply chain management, Rajesh has been supporting logistics organizations in their endeavours to be digitized and contemporized.



**ALEXANDER FRANCIS DEATO**

Senior VP - Head-IT  
Division, LBC Express Inc

Alexander Francis "Alfie" D. Deato is the Senior Vice President and Head of the Information Technology division of LBC Express Inc. He is also elected as Board of Director in LBC Express Holdings, Inc.

Prior to joining LBC, Alfie held key positions in Senior Management roles in HSBC (Philippines) such as Senior Vice President for IT Operations and Software Delivery and Senior Vice President for Service Delivery in his 20 years with the company.

He earned his Bachelor's Degree in Engineering Major in Electronic & Communications from De La Salle University.



**Ari Hatorkisan Pane**  
Head - Central Executive  
Board - Air Transport Experts  
Indonesian Logistics Community

Commissioner of PT. Uninet (FinTech)  
Head of the Central Executive Board of Air Transport experts – Indonesian Logistics Community ( ILC )

#### **QUALIFICATION SUMMARY**

- Twenty seven plus years of working experience in multinational as well as local companies, including twelve years of managing Cargo Airline, Airport Warehousing, Logistics, and ten years in Foreign Airline Industry. While at the same time teaching Airline Cargo Basic Knowledge for four years.
- Develop strategic project and managing its execution.

#### **ORGANIZATION**

- Indonesian Logistics Community - Head of Central Executive Board of Air Transportation Experts
- Soekarno-Hatta Trade Facility - Co Chairman
- Soekarno-Hatta Trade Facility - Head of Economic Affairs



**IRA WIBISONO**  
COO, ritase.com

Ira is responsible for the overall business operations strategy and excellence at Ritase.com, a logistics digital platform that simplifies shipping processes for businesses. It connects shippers and transporters using a digital process that can be directly monitored through a detailed real-time reporting system.

Prior to joining Ritase.com, she was a regional executive at a leading third party international logistics company following an enriching career that spanned across several southeast asian countries.

She is an APICS - Certified Supply Chain Professional, holds the Chartered Institute of Logistics and Transport (CILT) Certification, and has an MBA in Supply Chain Management. Her international work experience in operations and delivery excellence includes roles that were based in Indonesia, United States, and Vietnam, covering industries such as Energy, Construction, FMCG, retail, and high-technology.



**TUSHAR GUPTA**  
Partner  
SynCore Consulting Group

Tushar is an experienced professional who has worked in key positions in many successful companies in India and abroad. He has worked with some of the most successful brands in the country helping some of them reach MegaBrand status. This rich and diversified experience that Tushar brings to any client, together with years of implementation experience in the consulting space as well.

He is an alumnus of Symbiosis Institute of Business Management, Pune and a qualified B.Pharm graduate. His resume also features certifications in Theory of Constraints (TOC), supply chain and Logistics. Tushar has successfully led and delivered consulting projects in India and Indonesia in a variety of Industry including but not limited to FMCG, organized retail, pharmaceuticals, personal care and industrial consumables.



**TERRY CHAN**

Founder & Chairman  
Hong Kong eCommerce  
Supply Chain Association  
(HKeCSC)

Terry Chan has over 20 years of e-Commerce/New Retail Supply Chain experience in marketplace and 3PL, e-commerce supply chain entrepreneur, postal expert, columnist, advisor, consultant and keynote speakers over 70 conferences across Asia Pacific and Europe.

He is the founder and Chairman of Hong Kong eCommerce Supply Chain Association (HKeCSC) – The first & only one in Hong Kong. He is the founder & CEO of eC-Post Worldwide Co Ltd – an eCommerce Supply Chain Accelerator, former GM, 3PL of Lazada – the leading B2C eCommerce Marketplace in South East Asia (Alibaba Group of Companies), and he held senior management positions in multinational companies such as, FedEx, DHL eCommerce, Swedish & Danish Post, S.F. Express, Yamato...etc.

He acts as e-Commerce Supply Chain advisor/mentor to Hong Kong Special Administrative Region (HKSAR), Hong Kong Trade Development Council (HKTDC), GS1, Chartered Institute of Logistics & Transport (CILT), Asia Pacific Postal Union (APPU), various chambers (i.e. British Chamber of Commerce), universities (i.e. City University of Hong Kong, Lingnan University of Hong Kong, Hang Seng Management College, HKU SPACE) and eCommerce/retail/supply chain event organizers (i.e. UBM, Terrapinn). Columnist for e-Commerce/Supply Chain/Logistics magazine.

He held the role of chairman, keynote speaker, moderator and panelist for 70+ conferences in Asia Pacific & Europe about eCommerce/New Retail/Supply Chain/Blockchain for HKTDC, APICS, Global Supply Chain Council, KPMG, World Bank, GS1, Union Postal Union (UPU), Asian Pacific Postal Union (APPU), government authority (i.e. Singapore, Vietnam), various Universities and Chamber of Commerce, ASEAN Embassy.

He acts as advisory/steering committee for Chartered Member & Logistics Policy Committee & e-Commerce Focus Group committee of the Chartered Institute of Logistics and Transport in Hong Kong (CILTHK), GS1 HK Summit 2017, and various key conferences such as, Retail Asia Expo 2018...etc.

He acts as the board member for Hong Kong Federation of eCommerce. He acts as judges for the 2017 top 10 e-Commerce website awards by GS1, for the E Hub, a tripartite project 2018 of the Qianhai Authority, the Shenzhen Youth Federation and the HKFYG, Hong Kong B2B eCommerce Youth Festival organized by Alibaba.



**SAMUEL EDUARD PRANATA**

Marketing Director  
Martha Tilaar Group

Samuel Pranata graduated from Boston University, Massachusetts, USA with a degree in Administration, concentration in Financial Economic & Innovation Technology.

Immediately after graduated he worked as Personal Assistant to legal consultant, William Greg Sandler, followed by another two years as Financial Advisor in PT Triton Konsultan Indonesia. His specialization is in marketing with eleven years in this field including four years in Business Development for Martha Tilaar Group.





**SRIKANTH KV**

Director – ASEAN, SCM  
Cloud & IOT Applications  
Oracle

Srikanth has over 19 years of rich experience in technology & Solutions consulting covering organizations in Manufacturing, CPG & Logistics industries across APAC. He works with many leading organizations and helps them to transform their Supply Chain with an approach that is cross-functional and based on overall supply chain efficiencies which requires new thinking and best-in-class tools and people.

He currently leads Oracle's Supply chain & IOT cloud applications for ASEAN.



**SANDEEP CHATTERJEE**

Senior Manager  
Deloitte India

Sandeep is a Senior Manager with Deloitte with responsibility for advisory practices. Prior to Deloitte, he has worked with KPMG, Tata Motors, Lafarge, Infosys and Oracle Consulting and his key strengths lie in the areas of supply chain management, business process reengineering, emerging countries enablement, network optimization, ERP Implementation and ERP Footprint Review across multiple industries and geographies.

Sandeep is currently pursuing his PhD in Supply Chain Management. He holds an MBA from Indian Institute of Management, Kozhikode and a Bachelor of Engineering (Mechanical), Bengal Engineering and Science University, Shibpur (formerly Bengal Engineering College). He has presented several academic and technical papers at Int'l Conferences. He has written several supply chain cases for IIM Kozhikode, NITIE, XLRI Jamshedpur and IIT Bombay. Among his various accolades and awards, recently Sandeep became the recipient of the coveted MTC Global Awards for Excellence, 2017 as an outstanding Corporate Award: Consulting. He is also the Board member at KARE School Hyderabad where his role is to chalk out the roadmap for a sustainable model for the first generation learners from not-so-privileged background.



**Leena Patil**

Strategy Head (APAC)  
FarEye

A dynamic business leader with an entrepreneurial mindset, Leena leads the expansion of FarEye in the APAC region responsible for defining the strategy, business development, account management and customer experience.

With 7 years of rich experience, Leena started her career as a systems analyst in a diverse range of sectors and then launched a startup to fuel her passion of solving challenges in the service industry and inventory replenishment.



**ALOK BISHNOI**  
Country Head  
Samsonite Indonesia

2018 Onwards-Country Head - Indonesia

2010 - 2017-Sales Director at Samsonite India, a 1200 Cr Consumer Goods MNC. Globally a \$ 4 bn Company. Sales turnover quadrupled during this period.

2008 - 2009-Channel Head of Pan India Retail Chains at Samsonite during the recessionary period. Successfully drove market share growth and demonstrated an ability to build and sustain relationships

2005 - 2008-Moved to Samsonite as the Business Head for ME and South-Central Asia Region and carried out a major Retail EBO driven re-strategizing exercise.

1998 – 2004-Started his career with Rallis, a Tata group agrochemical major as the Business Head for SAARC, ME and Africa Region. Set up a strong foundation in otherwise unexplored geography.



**HERU A S PRIBADI**  
Supply Chain Director &  
Independent Director  
PT Hero Supermarket Tbk

Expert of end to end Supply Chain, 27 years experience in various Industry: FMCG Cosmetic & FOOD and RETAIL especially in field of Manufacture and Supply Chain.

Consist of 13 years in Manufacture and 14 years in Supply Chain , include 1 years in working in Manchester - UK

Experience on introducing Change Management, of which is experience to take through teams to adapt and adopt new ways of working which key point on implementation new system and or new technique / new way of working.

A team Leader with deep experience to manage Cross Functions team on improving company profit.

Project Leader on Introducing Sales and Operation Planning (SnOP) which is a basic step to roll out Business Integration within company.



**MUKESH SAH**  
Head - logistics & stores  
Rich Graviss

Gained rich & diverse experience more then 17+ years of working in hard-core areas with companies of national and International repute.

Mukesh Sah is Heading the Logistics for Rich Graviss and prior to this, He worked with various companies such as Reliance, Texas Pacific Group, Jubilant Life Science , Jubilant woodworks etc .He has vast experience in Logistics Management with regards to setup of Cold & Dry Tpt, Warehouse Management, Project Management, , Inventory Management, Reverse Logistics, Distribution networking, Contract Management, Insurance Management, Processes etc.



**RITESH MANCHANDA**  
Head Planning & Distribution  
McCain

Ritesh is a seasoned Supply chain leader having 14+ Years of experience in leading value chain across verticals and Industry domains especially FMCG, Food Retail, Manufacturing & Cold Chain.

An ardent SCM leader with multi-faceted business acumen, Strategic orientation and People management skills across verticals; high on influencing & collaboration abilities with a proven track on improvements in working Process n Procedures

Area of expertise:

Demand & Supply Planning, Network design & rationalization, Distribution & Logistics  
Purchase & Procurement  
People Management & Team building  
Process transformations  
Productivity Improvement

Certifications/ Courses:

PG- Supply Chain Management from NITIE, Mumbai  
CSCP Certification from APICS



**ROHIT BATRA**  
Head  
Supplychain Ferrero India

As part of Ferrero India Leadership team, He responsible for End to End Supply Chain for Ferrero India Sub Continent, set up and drive Supply Chain strategic Initiatives in line with Ferrero Global objectives and vision.

He have direct control over Commercial and Plant Supply Chain operations with interfaces as New Product Development, Sales, Marketing, Business Development and Manufacturing.

Leading a team of competent leaders from diversified culture and Geographies handling Demand and Supply Planning, S&OP, Resource Planning, Logistics & Warehouse management, Import & Export Management.



**TARUN KUMAR GUHA**  
Director Supply Chain  
(Logistics & Distribution)  
Dr.Reddy's

Tarun is working with Dr.Reddy's Laboratories Ltd., for last 9 years and currently handling Distribution, warehousing, Transportations, process improvements and cost excellence program related to Dr.Reddy's India Business. Tarun has over 20 years of work experience in different Pharmaceuticals organisation like Franco – India, Torrent Pharma, and Bharat Biotech. He has played a key role in his current organisation in building WHO GMP compliant warehouse infrastructure, selection and appointment of 3PL service providers for transportation and warehouse management and distribution processes especially for cold chain products to take care of patient safety till last mile. He is well known in the Industry for his contribution to improve cold chain integrity across supply chain nodes. He also worked very closely with one of the largest global biosimilar (innovator) company for successful launch of their products in India through Dr.Reddys and awarded the best Entrepreneurial Initiative award which known as "Dr.Anji Reddy Award for Excellence".



**DANNY HALIM**

Vice President, Distribution  
& 3PL Strategy, JDA Software

In his 17-year tenure with JDA, Danny has built a reputation for driving supply chain transformations for many leading manufacturing, distribution and 3PL companies around the world that span across supply chain planning, execution, and category management. His earlier experience in solution delivery and product management helped him focus on pragmatic and value-driven approaches. In his current role, Danny leads the industry go-to market and thought leaderships where he engages with leading companies to develop digital transformational road maps and actively seeks co-innovation opportunities with customers and partners. Prior to JDA, he held several positions with Price water house Coopers and Manugistics. Danny lives in Fairfax, Virginia where he and his wife are growing their two young children.



**ZELDA ANTHONY**

Head of Blockchain Asean  
IBM

Zelda Anthony is IBM's Head of Blockchain, ASEAN, based in Singapore.

She is responsible for developing IBM's blockchain business in the ASEAN region including understanding the key blockchain trends and opportunities and how they can benefit IBM's customers across all industries, developing IBM's blockchain strategy for the region and building an ecosystem with partners and Fintechs.

Prior to the Blockchain leadership role, Zelda was Head of Payments for APAC at IBM and prior to that she spent 7 years at SWIFT where she held roles including, Head of Compliance products APAC, Head of ASEAN, Head of New Customers APAC and Head of Oceania.



**PALVANNAN PILLAI**  
Business Development Advisor  
Halodoc

Palvannan Pillai have rich multi country, multi role pharma experience of over 40 years. From June 1,2017 working as Business Development Advisor with a Healthcare Digital Start-up in Indonesia called Halodoc, that has a mission to simplify access to healthcare for all Indonesians through a holistic healthcare ecosystem.

#### As Expat in Indonesia

Dec 2001 – Jul 2014

Expat posting in 2001 to Aventis Indonesia from Aventis India, as Profit Center Head for the Respiratory and Anti-Inflammatory Businesses, after being nominated into the Global Talent Management Program. Based on high performance on a sustained basis was given expanded and multiple roles to handle parallelly across the entire Commercial Operations resulting in extension of the expat posting for over 12 years up to July 2014. These other parallel roles included leading the Comm-Ops integration of Aventis with Sanofi following the merger in 2005, Profit Center Head for Osteoporosis and Oncology, Business Support Director for the entire Comm-Ops Business (responsible for Key Account Management, Sales Force Training, Sales Force Excellence, Budget Planning, Market Research, Strategy Development and Business Development. Was given the opportunity to lead many challenging Regional HQ driven projects. Last position held was Head of Commercial Excellence and Business Development.

Nov 2014 – May 2017

Worked as Business Development, Product Strategy and Pipeline Advisor, with a big local pharma – MENSA Group. Key responsibility was to identify molecules for portfolio building to achieve the long term vision of becoming a globally recognized company.

Diverse Multi Role and Multi Company Experience in India May 1976 – Nov 2001

Started out as Medical Rep in an MNC ( Schering Plough India ) and rose through the ranks as Area Manager, National Training Manager, Group Product Manager - Oncology and Anti- Virals in Schering Plough India.

Joined Rhone Poulenc Rorer (India) to set up their Oncology Division in India and launched original research molecules. Achieved market leadership for four consecutive years, both in terms of volume and value. Led and integrated successfully into merged entities ( Aventis in 2000 and Sanofi 2005). Promoted as Associate Director – Oncology in 1999 and as Vice President Oncology in beginning of 2001.

Education : B.Sc Chemistry, Zoology. P.G. Diploma in Advertising and Public Relations



**BRUCE CRAIG**  
SEA Director  
LLamasoft

Bruce Craig is LLamasoft's Director for South East Asia.

With over 25 years' experience in Supply Chain Optimisation, Bruce has assisted many of the region's leading companies with their business transformations in order to increase Customer Service, whilst reducing Inventory and decreasing costs throughout their total supply chain.

With deep experience in the FMCG, Food & Beverage, Oil & Gas Tech and Retail industries Bruce has enabled clients such as BHP, Intel, Woolworths, Chandra Asri,, Unilever, Kellogg's, Fonterra, Orica and Coca Cola significantly improve their Supply Chains.

Bruce is married with 3 children, and spends his spare time either chasing after them, or occasionally a golf ball.



**TAN AIK JIN**

Vertical Solutions Lead  
Zebra Technologies Asia  
Pacific

Tan Aik Jin (AJ) is currently the Asia Pacific Vertical Solutions Lead for Zebra Technologies, the market leader in rugged mobile computers, barcode scanners and barcode printers enhanced with software and services to enable real-time enterprise visibility. Aik Jin's is an evangelist for Zebra's solutions in the Manufacturing and Transport & Logistics sectors.

Prior to joining Zebra, he spent 10 years with Oberthur Technologies in various roles across R&D, Product Management, and Marketing, focusing on smart cards and solutions. Aik Jin has participated and spoken widely at numerous conferences and trade shows including Supply Chain Logistic Association Australia, Cartes Asia, Seamless Asia and SIMposium. Aik Jin has a Bachelor degree (Hons) in Electrical & Electronics Engineering from the Nanyang Technologies University in Singapore.



**XAVIER PERELLO PAIRADA**

Managing Director, South &  
South East Asia, SSI Schaefer

With over 20 years of experience in the industry, Xavier started his career with a major Material Handling Company in Spain in 1994 and later moved to Singapore in 1997; he joined SSI Schaefer by 2000 to run the South East Asia operations and to later become the Managing Director for SSI Schaefer Hub Asia. He has built up his career and helped SSI Schaefer to be the market leader in the region.



**ATIRAK MEHRA**

Sr. GM Supply Chain, Pt.  
MAP Aktif Adiperkasa TBK

Atirak is a senior business executive with over eighteen years of professional experience working internationally in India, China & Indonesia. He has held various positions of Supply Chain function – planning, forecasting, distribution & warehousing operation, in Retail, Telecom (Direct to Home) & Manufacturing Sectors

Atirak has been with PT. MAA (MAP group) in Indonesia since Jan '15 and is currently responsible for end to end supply chain for the subsidiary. He has been instrumental in streamlining physical flow of merchandise through all elements of Supply Chain at MAA

Atirak is a Post-graduate in International Trade from SIMS, one of the top management institutes in India. Atirak also attended a Leadership Program from IIM, Ahmedabad, India



**JOSEPH BUNTARAN**

President Director/CEO, PT  
Lotte Shopping Indonesia

### Working Experience

#### **Executive Position : President Director/CEO**

PT. LOTTE SHOPPING INDONESIA

(Previously known as PT. MAKRO INDONESIA) & PT. LOTTE MART INDONESIA

JL LINGKAR LUAR SELATAN KAV. 6 – CIRACAS, JAKARTA TIMUR 13750, INDONESIA

#### **Executives Committee Member as Marketing Director**

PT CARREFOUR INDONESIA

JL. LEBAK BULUS RAYA NO. 8

JAKARTA SELATAN 12310

INDONESIA



**SHIVASHISH PANDEY**

CEO  
KFC Indonesia

Shivashish is an Indian National with over 17 years of professional experience. He currently lives in Indonesia with his wife and two sons. He is a member of Rotary Club International and is dedicated to the cause of service before self for the betterment of the society. He has also served as the Vice-President of India Club, Jakarta which is a socio-cultural club with over 600 families as its members.

#### Academic Summary

2002 Master of Business Administration

Mt Eliza Business School (Now Melbourne Business School)

Melbourne University, Melbourne, Australia

2002 Certified Management Accountant

The Institute of Certified Management Accountants of

Australia, CMA, Melbourne, Australia

1999 Chartered Accountant

The Institute of Chartered Accountants of India

ICAI, New Delhi, India

1998 Bachelor of Commerce with Honours (Accounting and Business Statistics), MDS University, Rajasthan, India



**JHORDAN GIL**

Solutions Advisor  
JDA Software

Based in Sydney, Australia, Jhordan Gil is a Solutions Advisor in JDA Software's APAC Pre-Sales organisation. He specialises in Warehouse Management and Warehouse Labour Management, leveraging his deep domain knowledge to help clients identify areas of opportunity and define attainable roadmaps to achieve optimal business outcomes. Jhordan has worked in various geographies including North America, South America, and most recently APAC. These experiences have given him a unique perspective of best practices and trends in warehouse and labour management. Previously, Jhordan spent several years implementing WMS and WLM solutions for a wide variety of clients across different verticals.



**DENNY FIKRI**

President Director  
PT Angkasa Pura Kargo

Denny Fikri has over 20 years of vast experience in strategic management, comprising of Sales & Marketing and Business Development in the transportation & logistics industry. He started his career with Astra International in 1996 and began evolved with logistics in 1998 when joining FedEx, he continued his professional career with several companies, namely Citra Welgrow, TNT Express, JAS Airport Services, and Tiara Marga Trakindo Group prior his assignment with PT. Angkasa Pura Kargo, a subsidiary of PT. Angkasa Pura II (Persero) as President Director.

He is married and had four (4) beautiful children. He enjoys running and cycling also often participated in the triathlon & marathon competition. He was graduated from Mechanical Engineering University of Trisakti and held professional degrees from NUS Business School, INSEAD, Prasetya Mulya.



**HARJANTO HERI**

CFO  
PT Anugrah Argon Medica

Harjanto Heri, Finance & Supply Chain Director has an accumulated working experiences for more than 22 years both in Indonesia and Singapore. He started his carrier in Big Four Accounting Firm prior joining an integrated palm oil Company. Currently He works for pharmaceutical Company and lead finance and supplychain fuctions



**DAVID HUDSON**

APAC Vice President  
Honeywell Workflow  
Solutions

Experienced Enterprise Software Application Executive.

Building market share, driving bottom line profitability and capturing revenue opportunities for technology corporations operating in the Asia Pacific Region is where I excel. Whether challenged to create initial market presence or accelerate revenues within established markets, I have consistently delivered strong and sustainable results

Specialties: Sales and Sales Management. Driving high performance Teams. Coaching and Mentoring. Complex solution sales. Trusted client relationships. Talent acquisition.

Manufacturing and Distribution, Supply Chain Optimisation. Procurement Transformation. IT Governance and Project Portfljo Management. Software based Telecommunications and Unified Communications. IT Service Management.





**VISHNU VARDHAN**

Director & Founder, Mergeall  
Data Solutions LLP, AIOCD  
Pharmasofttech AWACS Pvt Ltd

Vishnu's 11 year career spanned in the Healthcare Industry addressing needs of Information Technology and Supply Chain Solutions for various players like Hospitals and Pharmaceutical Companies.

He is a serial entrepreneur and a founder member of AIOCD Pharmasofttech AWACS Pvt Ltd and Mergeall Data Solutions LLP.

He also led the family run business of Hospital Information System and has experience of deploying IT Solutions for Hospitals in UAE and Malaysia.

Also, Provides consultancy services to Hospitals in maximizing profitability.



**PRANOTO SOENARTO**

Vice Chairman  
AICE

• **Work Experience**

- As Banker
- Property Agent
- Insurance Agent
- Foods Traders
- Coffee Traders
- Born as Talented Coffee Cupper and Taster

• **Job**

- COO PT. Asia Sejahtera Mina, member of Kapal Api Global Year 2016 -now
- COO PT. WAPO Tbk Member of Kapal Api Global Year 2012 - 2014
- COO at PT.EXCELSO MULTIRASA Member of Kapal Api Global Year 2001 - 2012 Year 2014 - 2015
- Head of Export Import Division of Kapal Api Group Year 1991 – 2015
- Member of Sourcing Raw Materials and Business Development of Kapal Api Group, Year 1991 - 2015

• **Association**

- Vice Chairman of Association Indonesia Coffee Exporters, Year 2010 -2012 and Year 2016 - now
- Head of Specialty Coffee Department at Association of Indonesia Coffee Exporter Year 2005 – 2010 and Year 2012 – 2015
- Member of Indonesia Trade Board (KADIN)

• **Activities**

- Coffee Cupper/Judge & Traders
- As Lecturer at Indonesian University
- As Speakers at several Universities and Conference and give several Seminars Around the world
- Committee of Indonesian Trade House at Agriculture Sector
- Voluntarily as advisory to Coffee Farmers
- As special Team at Industrial Department, Agriculture Department and Legal and Law Department
- As Special Team to Minister Of Research And Technology
- Motivator to Coffee Farmers at Indonesia, Laos, Myanmar, Thailand and Brazil.
- Motivator Rice Farmers at Indonesia



**CHARLES**  
CS & L Lead, Mondelez  
Indonesia

A passionate supply chain professional with cross functional experiences in operations and commercial business function, a leader who focus in general management, people development, and KPI achievement process which drive more optimum value base point of view through the business perspective with holistic cross functional assumptions and approach.

Specialties:  
General and Supply Chain management; Value chain optimization & Integration;  
S&OP / IBP processes; Demand & Supply management; Customer Service & Logistic  
management; Key Account & Trade management



**BUDI HANDOKO**  
CEO  
Shipper Indonesia



**DAVID RAHADIAN**  
Vice Chairman  
ABUPI



# Sponsor

The logo for Locus, featuring the word "LOCUS" in a bold, black, sans-serif font. The letter "O" is replaced by a blue circle with white diagonal lines, resembling a globe or a stylized letter.

Locus is a global logistics optimization platform that uses deep learning and proprietary algorithms to provide intelligent route optimization, real-time tracking, insights, and analytics, beat optimization, efficient warehouse management, vehicle allocation and utilization, intuitive 3D packing and measurement of packages. Locus aims to automate all human decisions required to transport a package or a person, between any two points on earth, delivering gains along Efficiency, Consistency, and Transparency.

## Product Profile

### Locus Dispatcher

Not mere route planner but your algorithmic route optimization officer.

Intelligent route planning suite that generates optimal & profitable delivery routes along with efficient resource utilisation plan by using Geocoding instead of pin codes. Locus dispatcher results in efficient and optimized planning with live tracking on dashboards leading to minimum freight cost, reduction in planning time, better fleet utilization, faster deliveries, and enhanced customer experience.

#### Key Results:

25 % Increase in efficiency and productivity gains

20 % Increase in order deliveries

12 % Increase in SLA compliance

**Address** : Silverside Road, Wilmington, DE – 19810, United States of America  
**Phone** : +1-650-564-4971  
**Email** : [contact@locus.sh](mailto:contact@locus.sh)  
**Website** : [www.locus.sh](http://www.locus.sh)

## Sponsor

The logo for Ramco, featuring the word "ramco" in a lowercase, blue, sans-serif font. The logo is centered within a white rectangular box that has a red dashed border.

Ramco is a fast-growing enterprise software player disrupting the market with its multi-tenant cloud and mobile-based enterprise software in ERP, HCM, Global Payroll and M&E MRO for Aviation. Part of the USD 1 billion Ramco Group, with 1600+ employees spread across 24 offices globally, Ramco Systems focuses on Innovation and Culture to differentiate itself in the marketplace. On Innovation front, Ramco has been focusing on moving towards Cognitive and Robotic ERP.

## Product Profile

Ramco Logistics Software is an integrated cloud-based platform for logistics and courier service providers seeking a high-performance logistics software. Ramco's integrated end-to end solution links all stages of a logistics chain and bring all functionalities under a single platform. The solution is flexible, scalable and cognitive, and has attracted numerous customers worldwide.

**Address** : 64, Sardar Patel Road, Taramani, Chennai, Tamilandu – 600113  
**Phone** : +91-44- 22354510  
**Email** : Bharath.Kumar@ramco.com  
**Website** : www.ramco.com

# Partner



SynCore exists to partner with organizations to achieve their business goals in Operational, Market & Business Excellence thereby creating a path for sustainable growth. We conduct diagnostic assessments, develop breakthrough solutions and assist in implementing those solutions. Implementation includes process enhancements, people & systems alignment & designing management dashboards for effective decision making. Domains include supply chain management, new product development, marketing, sales, strategy & tactics.

## Product Profile

### Infinity Sync – Demand driven Replenishment System

Our solution helps increase the availability of all your products at all locations up to 100% on a daily basis! It also makes sure that there is no surplus the system, and thus inventory is optimized. Thus, at same or even lower inventories, the availability remains very high, leading to increased sales and higher profitability, with a higher ROI. The system is a pull-based ARS, which tells color priorities in a simple manner, and is also very helpful in supply constraint situations to allocate the stocks in a way so as to protect the availability. It is a very dynamic system and responds to the daily demand fluctuations and helps adjust buffer norms accordingly. It has a transportation planning model and a seasonality feature inbuilt. With so many advantages, it is also aligned to your production planning (PPC), and gives an end-to-end transparency and priority in the Supply Chain.

**Address** : Unit No 1509, C Wing, "Kailash Business Park", Veer Savarkar Marg  
Park Site, Vikhroli (W), Mumbai - 400079  
**Phone** : +91 9920256218 / +62 818123892  
**Email** : tushar@syncoregroup.com / rajeshk@syncoregroup.com  
**Website** : www.syncoreindia.com

# Exhibitor



Designed for progress™

Infor builds business software for specific industries in the cloud. With 16,500 employees and over 90,000 customers in more than 170 countries, Infor software is designed for progress. To learn more about Infor, please visit [www.infor.com](http://www.infor.com).

## Product Profile

### Supply Chain Management

- Sales and operations planning
- Supply chain planning
- Supply chain execution
- Warehouse management
- Global supply chain networks

**Address** : 30/F Menara Standard Chartered JL. Prof. Dr. SatrioKav. 164 Jakarta 12930, Indonesia  
**Phone** : +6221 25555630  
**Email** : [Infor.MarketingASEAN@infor.com](mailto:Infor.MarketingASEAN@infor.com)  
**Website** : [www.infor.com](http://www.infor.com)

# Exhibitor

The logo for SSI Schaefer, featuring the letters 'SSI' in red and 'SCHAEFER' in black, all on a yellow rectangular background.

The SSI Schaefer Group is the world's leading provider of modular warehousing and logistics solutions. Employing over 10,500 people worldwide, SSI Schaefer develops and implements innovative industry-specific answers to its customers' unique challenges. As a result, it plays a key role in shaping the future of intralogistics. SSI Schaefer offers highly sophisticated, turnkey systems and delivers one-stop solutions encompassing design, planning, consulting, and customer-specific aftersales services and maintenance.

In the Asia Pacific and Middle Eastern region, SSI Schaefer has been established for over 30 years, with total 19 sales offices and 2 manufacturing plants spanning over 16 countries. The products manufactured adhere to strict international industry standards such as the FEM 10.02.02, EN15512, AS 4084 and ISO 9001, with original German production technology.

## Product Profile

SSI Schaefer designs, develops and manufactures systems for warehouses, industrial plants, workshops and offices. Its portfolio includes manual and automated solutions for warehousing, conveying, picking and sorting, plus technologies for waste management and recycling. In addition, SSI Schaefer is now a leading provider of modular, regularly updated software for in-house material flows. Its IT team, with a headcount in excess of 1,100, develops high-performance applications, and provides customers with in-depth advice on the intelligent combination of software with intralogistics equipment. SSI Schaefer's broad IT offering, including its own WAMAS® and SAP products, delivers seamless support for all warehouse and material flow management processes. Solutions from SSI Schaefer improve the productivity and efficiency of customer organizations – not least through the highly precise monitoring, visualization and analysis of operational metrics for proactive intralogistics management

**Address** : Konica Building 5th floor Jl. Gunung Sahari Raya No 78, Jakarta Indonesia  
**Phone** : +62 21 425 7648  
**Email** : [Info.id@ssi-schaefer.com](mailto:Info.id@ssi-schaefer.com)  
**Website** : [www.ssi-schaefer.com](http://www.ssi-schaefer.com)

# Exhibitor



With the unparalleled visibility Zebra® provides, enterprises become as smart and connected as the world we live in. Real-time information – gleaned from visionary solutions including hardware, software and services – gives organizations the competitive edge they need to simplify operations, know more about their businesses and customers, and empower their mobile workers to succeed in today's data-centric world.

## Product Profile

Zebra offers customers a complete end-to-end solution – from mobile computers and scanners to specialty printers, RFID, software and services – for identifying, tracking and managing critical assets, people and transactions.

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**Phone** : 001 800 015 204 9126 (Indonesia) 800 1302 028 (Singapore)  
**Email** : [apac@zebra.com](mailto:apac@zebra.com)  
**Website** : [www.zebra.com](http://www.zebra.com)



# Exhibitor



JDA Software is the leading supply chain solution provider powering today's digital transformation. More than 4,000 global customers use our unmatched end-to-end best-of-breed supply chain planning & execution solutions to unify and shorten their supply chains and profitably deliver to their customers.

## Product Profile

JDA's solution portfolio includes: Luminate Control Tower, Demand, Fulfillment, Inventory Optimization, Sales & Operations Planning, Warehouse Management, Warehouse Labor Management, Transportation Management, Track & Trace, Factory Planning, Allocation, Assortment Optimization, Workforce Management, Floor & Space Planning, Planogram Generator, etc

**Address** : 8 Marina View #13-04, Asia Square Tower 1 Singapore, 018960  
**Phone** : +6564223200  
**Email** : sales-sea@jda.com  
**Website** : www.jda.com

# Exhibitor



- Officially established in 1999
- 2 Decades of proven track record of IT expertise in Business Solutions, Consulting, Implementation and Support Services
- 8 Global Solutions to offer
- With more than 150 IT Professionals
- With more than 280 Customers across different industries.
- 5,000 Retail Store installations in Southeast Asia

## Product Profile

### Solutions We Offer:

- Specialty Retail Management – Retail Pro
- Hospitality – NCR
- ERP – Microsoft Dynamics
- Customer Relationship Management – Capillary
- Sales Force Automation – Simplr
- Human Capital Management – Ramco
- Business Intelligence and Analytics – Qlik
- Supply Chain Management - JDA

**Address** : Indonesia - Menara Kuningan Floor 1 Unit H,HR Rasuna Said Kav 5 Block X-7,  
KaretKuningan Setiabudi South Jakarta, Indonesia, 12940

**Phone** : +63 846 1239

**Email** : [marketing@gti.com.ph](mailto:marketing@gti.com.ph)

**Website** : [www.gti.com.ph](http://www.gti.com.ph)

# Exhibitor



**WITH OVER 7,500 CUSTOMERS IN 112 COUNTRIES, WE KNOW A THING OR TWO ABOUT DELIVERING VALUE TO THE WORLD'S LEADING COMPANIES.**

BluJay was formed in 1972, as a logistics business consulting group, and in 1985 transformed into a logistics product solution company. In the decades since, the company has grown to be a market leader, introducing Transportation Management, International Trade, and Freight Forwarding solutions, among many other products and services, while expanding its footprint globally. Today, BluJay's purpose is to transform supply chain logistics with the Global Trade Network - unlocking the power of 40,000 universally connected partners, so companies can achieve greater trade velocity, transform their supply chain economics for disruptive advantage, and see beyond the horizon to optimize their future in the global economy.

## Product Profile

BluJay Solutions is transforming supply chain logistics strategies for thousands of the world's largest companies with the BluJay Global Trade Network, a fundamentally new model that goes beyond automation to harness the full power of the global supply chain ecosystem.

BluJay's expansive technology portfolio is the first ever Global Trade Network ecosystem that includes integrated solutions grouped into core product families by functionality.

In addition, BluJay offers our customers a portfolio of service options to enhance their products, from global customer support, implementation services, training, procurement, and strategic services.

**Address** : BluJay Solutions PTE Ltd 298 Tiong Bahru Road #11-01/02 Central Plaza  
Singapore 168 730  
**Phone** : +65 6491 3999  
**Email** : [Joseph.lim@blujaysolutions.com](mailto:Joseph.lim@blujaysolutions.com)  
**Website** : [www.blujaysolutions.com](http://www.blujaysolutions.com)

# Exhibitor



FarEye digitalizes last mile deliveries and supply chains for businesses across the world. With a BPM framework as its undisputed differentiator against the competition, we are working with the biggest companies globally including Walmart, Amway, DHL, Noon, Hilti and Blue Dart. Our platform is scalable, flexible and supports all business needs with a quick turnaround time.

## Product Profile

FarEye's offering for Supply Chain allows enterprises to have complete visibility of goods while in transit from the plant right through to the final destination.

The solution includes capability to design organization's custom logistics process, integrates with TMS and WMS systems, allows data driven transporter allocation, digital proof of delivery and provides live ETA during the entire journey.

**Address** : Lotus Business Park, Plot No 8, 5th Floor, Sector- 127, Noida- 201301, U.P. India  
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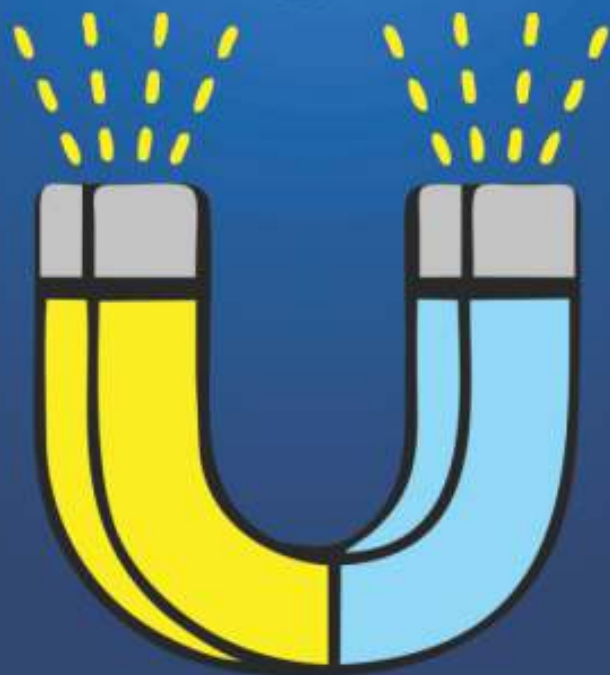
**Tushar Gupte**  
+91 9920256218  
[tushar@syncoregroup.com](mailto:tushar@syncoregroup.com)

**Ravi Manek**  
+91 9833053347  
[ravi.manek@syncoregroup.com](mailto:ravi.manek@syncoregroup.com)



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