



# MEDICAL DEVICE SUPPLY CHAIN AND DISTRIBUTION — SUMMIT 2018 —

3<sup>rd</sup> - 4<sup>th</sup> May 2018

Furama RiverFront, Singapore

[www.medicaldevicesupplychain.com](http://www.medicaldevicesupplychain.com)

Developing a robust, cohesive and strategic supply chain & distribution network for the medical devices industry in Asia-Pacific region

## SPEAKER PANEL



**Chee Yong Ng,**  
Director Sales and Commercial Operations Region SEA, Philips Health Systems, Singapore & Emerging Markets



**Kelly Lim,**  
Director, Customer Support & Delivery - APAC, COOK Medical



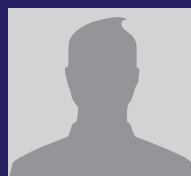
**Leon Lam,**  
Vice President – Asia, Merit Medicals



**Mark Goh K. H.,**  
Director (Industry Research), The Logistics Institute - APAC, NUS



**Seow Min-Yuan,**  
Senior Director - Supply Chain Management Greater Asia, Becton Dickinson



**Robert Baxter,**  
Senior Director Supply Chain APAC, Smith & Nephew Pty Limited



**Sundaraj Balakrishnan,**  
Director - Supply Chain Management Services, IDSMED

GOLD PARTNER

**TNETS**

EXHIBIT PARTNER

**Heraeus**

SUPPORTING ASSOCIATION

**AiMED**

CONCEPTUALISED BY

**INVENTICON**  
BUSINESS INTELLIGENCE

## OVERVIEW:

The size of the medical devices market in Asia-Pacific region from year 2016 – 2020 is being measured in 68 Billion US Dollars. Medical device company supply chains are in transition because of the expected growth. Therefore, there is a need to retool and gain greater competency in supply chain management to better manage costs, weather the storm of impending legislation, and manage the complications of increasingly complex global supply chains. The demand for medical devices is growing, there are new developments evolving and country specific regulations in the region, with this the capabilities of supply chain are pushed to the limit and

SCM practitioners are expected to be cost-efficient and ensure high quality care. Medical Device supply chain functions are required to be more resilient and flexible to accommodate the growing market, government regulations and demands from internal and external stakeholders.

**The Medical Device Supply Chain and Distribution Summit** will offer an excellent platform to discuss the transformative process of supply chain, implementing robust SCM practices, integrate innovative systems, curb rising costs and ultimately improve outcomes as well as develop cross – country distribution network.

## KEY CONFERENCE FOCUS AREA:

Understanding the APAC distribution network design

Benchmarking medical device supply chain talent

Identifying how to optimize your end-to-end supply chain

Supplier partner optimization & risk management

Discussions on niche challenges and solutions specific to your industry

Finding the right partner for temperature sensitive products during storage and distribution

## WHO SHOULD ATTEND?

### FUNCTIONAL HEADS OF:

- Supply Chain (International and Domestic)
- Regulatory & Government Affairs
- Demand & Supply Planning
- Transportation
- Commercial
- Manufacturing
- Warehousing & Inventory Management
- Logistics & Transportation
- Procurement / Purchase
- Operations
- Distribution
- Sales, Marketing & International Business Development

### FROM THESE INDUSTRIES:

- Medical Device Manufacturers
- Medical Device Distributors
- Medical Device Logistic and Transportation companies
- Supply chain solution providers

## FROM WHICH COUNTRIES?

SINGAPORE

MALAYSIA

INDONESIA

PHILIPPINES

THAILAND

VIETNAM

INDIAN SUBCONTINENT

AUSTRALIA

EMEA

USA

## GLIMPSES FROM MEDICAL DEVICE SUMMIT INDIA 2016 & 2017



## TESTIMONIALS

The information and knowledge you give here, cannot be attained anywhere else

**Sandeep Dosajh,**  
Sysmex India Pvt. Ltd.

Very relevant topics

**Pauline Law,**  
PerkinElmer

This forum gives us a platform to hear best leaders from medical devices in public & private sectors

**Benaulim Girdhar,**  
Stryker Global Technology Center

Highly Credible speakers and very professional event management

**Dr. Asmita Nimkar,**  
Serdia Pharmaceuticals (I) Ltd.

This is a great conference to connect with the medical device fraternity

**Manoj Jain,**  
Boston Scientific Technology & Engineering Services Pvt. Ltd.

Good platform for the industry experts to come together to discuss challenges & determine possible solutions.

**Zoheb Muhammad,**  
Abbott

It is one of the best places to network with the like minded people & exchange ideas and thoughts provoking discussion & debates

**Pradip Kumar,**  
Medtronic India

This summit is a place where we can get A-Z information about medical devices

**S. Haribabu,**  
UL India Pvt. Ltd.

It is only by attending such seminars, you get enlightened where most of your doubts get cleared.

**Randolph C Alves,**  
Goldwin Medicare

Experienced speakers, Good arrangement, Friendly environment during programme

**Ajit Kuchekar,**  
Nipro India Corporation Pvt. Ltd.

## EXHIBITION, MEETING AND PROMOTION OPPORTUNITIES

Sponsoring or exhibiting at **Medical Device Supply Chain and Distribution Summit 2018** is an excellent way to promote your business to a highly targeted group of key decision makers within medical devices industry.

### WHAT CAN SPONSORSHIP DO FOR YOU?



#### BROKERING NEW BUSINESS PARTNERSHIPS:

Target your best prospects in a positive, collaborative environment where they are open to new ideas. Attendees are always looking for exciting new partnering opportunities. Our conferences offer you an ideal opportunity to make contact and future business.

#### UNVEIL NEW PRODUCTS OR SERVICES:

Draw attention to your products and brand by using this conference as a launch pad for new products or services

#### POSITION YOUR COMPANY'S BRAND:

Showcasing your company at leading industry events establishes your company, in the eyes of your prospect or existing client.

#### BUILD CUSTOMER LOYALTY:

Face-to-face contact at conferences shows continued support of a market and helps you to develop client loyalty as well as cementing your position as a market leader.

#### NEW SALES LEADS:

Only the most senior-level decision makers attend our conferences, connect with them in a pressure free, collaborative environment by showcasing your services either by exhibiting or taking part in the programme

#### ENTER NEW MARKETS:

Exhibiting is one of the most cost-effective and time-efficient ways of opening up a window to a wide section of buyers.



### WHY CHOOSE OUR EVENTS?

As conference experts, we know how best to utilise events to promote, develop and generate business for our clients. To find out more about how you can make the most of your participation at this event, Contact:

**Karan Tandon**, Sales Director

**Singapore** - Tel: +65 65898830

**India** - Tel: +91 22 6608 9532 | Mob: +91 9769648855

**Email:** [karan.tandon@inventicon.in](mailto:karan.tandon@inventicon.in)

[www.medicaldevicesupplychain.com](http://www.medicaldevicesupplychain.com)



## 8.00 Registration and Coffee

## 8.50 Welcome note by Inventicon Business Intelligence

## 9.00 Opening remarks by the Chairperson

## 9.10 Managing the challenges of ever evolving regulatory environment

- Identifying perceived vs. actual challenges resulting from the current regulatory environment and game plans to manage these challenges
- Forecasting the trends in APAC and how medical device firms can be prepared
- Ensuring you have the right experience in house or the right partners to guide your operations through the changing regulatory landscape

**Leon Lam**, Vice President – Asia, Merit Medicals

## 9.40 Building a flexible and a scalable medical device supply chain

- What are the factors to consider in selecting potential supply chain outsourcing partners?
- Key considerations when selling your supply chain objectives cross-functionally within your organization
- Leveraging best-in-class systems to drive lean initiatives and continued process improvement

## 10.10 Partner session: Insights into how successful medical device supply chains are optimizing for better outcomes

- Key supply chain trends and their impact on medical device logistics
- Pain points in the supply chain and strategies to overcome them
- Latest innovation for supply chains that cannot be disrupted

## 10.40 Coffee/ Tea and Networking break

## 11.10 Panel Discussion: Best practices for managing the ever-changing country-specific regulatory requirements for importing products



- How can medical device firms stay ahead of increasing, changing country regulatory requirements? Which countries are difficult to deal with?
- Working effectively with IT departments to write programs that support your country-specific supply chain process
- Identifying labelling and international software solutions can assist you in managing country-specific importing regulations

## 12.00 Successfully achieving supply chain integration following mergers & acquisitions

- Getting rid of complexity before you take steps towards change and integration
- Outlining data management best practices
- Describing strategies for integrating your logistics networks, ERP systems, customer service solutions, and more

## 12.30 Product recall decisions in medical device supply chains

- Product recalls and associated consequences
- How to proactively detect and respond to signals of potential product recalls
- Fundamentals to avoid or minimizing supply chain disruptions

## 13.00 Lunch and Networking break

## 14.00 Panel Discussion: Identifying the right supply chain partners, creating better collaborations to support business growth



- Need for evaluating your relationships with your current supply chain partners
- Communicating with your partners about your business growth and how it is a success for them too
- Continuously monitoring the status of your supplier and partner relationships to ensure long-term business relations

### Panelists:

**Kelly Lim**, Director, Customer Support & Delivery - APAC, COOK Medical

**Sundaraj Balakrishnan**, Director - Supply Chain Management Services, IDSMED

## 14.40 Developing a supply chain risk management program

- Developing a supply chain security baseline using benchmarking and best practices
- How to identify your supply chain security-sensitive suppliers and determining what is the criteria to measure them?
- Outlining supply chain security procedures and necessary written documentation

## 15.10 Coffee/ Tea and Networking break

## 15.40 Future of consignment inventory management, how to align your operations for greater success

- Optimal inventory process management and determining who should own the responsibility
- Managing your consignment inventory and the best payment structure to meet your needs
- What to expect from the future; Will there be consignment inventory management in the future

## 16.10 Defining perfect order fulfilment to enrich your customer experience

- Assessing industry trends in perfect order fulfilment – Is this something to continue to strive for?
- Debating if the perfect order is a more accurate reflection of the customer experience
- Determining the best way to measure perfect order fulfilment

## 16.40 Closing remarks by Chairperson & end of day

## 8.30 Registration and Coffee

## 9.00 Opening remarks by the Chairperson

### 9.10 Changing medical device logistics model in emerging markets

- The current state of medical device logistics model
- Capturing the new 'value' segment in medical devices
- Best ways to manage emerging market supply chains

### 9.40 Progressing from a manual environment to efficiency in distribution throughout Asia-Pacific

- Improving the warehouse environment to better utilize storage space
- Implementing technology and automated systems that can optimize your distribution operations
- Change management and essential steps for transitioning

### 10.10 Strengthening your transportation and distribution strategy for cost savings and efficiency

- Outlining changes in the current market entry models to ultimately cut costs
- Identifying which potential partners are experts and can support your transportation and distribution strategy
- Assessing whether you need to modify your postponement strategy to manage recent labelling initiative

## 10.40 Coffee/ Tea and Networking break

### 11.10 Panel Discussion: Finding and choosing a cold chain 3PL partner for your temperature control needs



- Why are med device firms struggling to find the right cold chain partners, and how can this challenge be alleviated?
- Uncovering which 3PLs offer multi-client facilities vs. running a whole warehouse for one client
- Establishing an effective partnership with your cold chain 3PL for long term success

### 12.00 Developing a sales and supply chain strategy for emerging markets with a focus on Asia-Pacific

- Gaining necessary licensing to sell and lessons learned from the past
- Country specific regulatory environment, how to navigate through these
- Efficiently shipping capital equipment into emerging markets

### 12.30 Re-Evaluating your warehouse operations - creating a lean warehouse

- Necessary tools to carry out lean warehousing, required equipment, processes, and a culture that embraces a lean warehouse
- Eliminate wastes using lean management in your warehouse or distribution center
- Building a culture for continuous improvement that engages all state holders and continues to provide value

## 13.00 Lunch and Networking break

### 14.00 Panel Discussion: Identifying the best tools to find the right supply chain talent



- Best ways to measure internal performance and reward your team
- How to better develop your team and educating stakeholders within the supply chain
- Best practices to increase employee engagement

### 14.45 Future of consignment inventory management, how to align your operations for greater success

- Optimal inventory process management and determining who should own the responsibility
- Managing your consignment inventory and the best payment structure to meet your needs
- What to expect from the future; Will there be consignment inventory management in the future

### 15.00 Interactive Roundtable Discussions



Participants are free to join which ever theme they are most related to, and discuss the current trends and what strategies can be used and implemented. Each participant shares their views and insights on the given theme. Post discussion one of the participants concludes by sharing the points discussed by their respective table with the entire audience.

- Building a supply chain packaging optimization plan to reduce damage and cost
- Optimized Customer-Centric Supply Chain

### 15.45 Closing remarks by Chairperson

## 16.00 Coffee & end of conference

## SPEAKER PROFILES



**Kelly Lim**, Director, Customer Support & Delivery - APAC, **COOK Medical**

Ms. Kelly Lim has been a professional in the supply chain logistics and manufacturing industries for the last 20 years, with high-value strategic and business development

background. Kelly's experiences includes directing sales, operations, employees, and customer service strategies to drive business development and enhance overall performance. From overseeing variable and fixed operations and cutting operational costs to spearheading staff hiring / coaching and implementing new programs and process improvements, she excels in building long-term relationships with customers, establishing strategic alliances, improving profit margins, and developing and evaluating employees. Kelly is known for her positive approach in her leadership management, tireless work ethic, energetic presentation and a believer in building trust and mutual respect in every part of the business relationship. Kelly has joined Cook Medical in Oct 1 2017 and heading the Customer Support and Delivery (CSD) department as Regional Director for APAC in supply chain. She has a determined drive to project a broader impact than just delivering results in this role. In addition, I forgot that I will be on leave and will return to office on the 21 February. I have reached out to a few people to confirm interest and availability for the delegation. Will contact you again once I get confirmation.

in the supply chain industry, having assumed various regional supply chain leadership positions in top companies like HP, STMicroelectronics and DB Schenker. A recognized supply chain and logistics thought leader, who has spoken in various seminars such as Supply Chain Leadership Forum under Global Entrepolis Singapore and Biopharma Asia Convention. A Chartered Professional Logistician (CILT Singapore), MBA from IE Business School, Madrid, M.Sc. in Industrial & Systems Engineering from National University of Singapore and Engineering Honors degree from Nanyang Technological University.



**Leon Lam**, Vice President – Asia, **Merit Medicals**

Leon is currently vice president and head of Merit Medical Asia. He is a veteran in medical device industry for Fortune 300 and US listed companies responsible for growing business in Asia. He has spearheaded Merit's rapid expansion from China to across Asia in only a few years. Leon has a bachelor's degree from the University of Toronto, a master degree in neuroscience from the University of Hong Kong and currently undertaking a doctoral studies in business administration. He has attended leadership and execution programs from Harvard, University of Michigan and London School of Economic (LSE).



**Seow Min-Yuan**, Senior Director - Supply Chain Management Greater Asia, **Becton Dickinson**

Supply chain leader of BD in Greater Asia region. Over 20 years of experience



### SUPPORTING ASSOCIATION



AiMeD is an Umbrella Association of Indian Manufacturers of Medical Devices covering all types of Medical Devices including Consumables, Disposables, Equipments, Instruments, Electronics, Diagnostics and Implants. With a Primary Membership of over 300 Manufacturers and additionally of over 200 Associate Members representing the interest of over 700 Manufacturers of Medical Devices to address the manufacturer's problems. The aim behind forming AiMeD is allow the Indian Government to access a single point of contact and provide various services to the manufacturers like Advocacy on policy issues, Information services, Regulations for Medical Devices, Education and Training, services, Testing Assistance and guidance for Quality Certification (ISO, CE, GMP), Lobbying for funding for R&D from the Government, encourage innovations from member units, Improve clinician and patient access to the modern, innovative and reliable Medical Device technologies through organizing and supporting Meeting, Seminars, Symposia, Exhibitions and Demonstrations and also, to promote global harmonization and respect for the Indian Device Industry.

[www.aimedindia.com](http://www.aimedindia.com)

