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SMALL BUSINESS IN THE GLOBAL SUPPLY CHAINS

SEMINAR

10:00am to 11:45am

Global Supply Chains and the Opportunities They Bring

Luncheon – Noon to 1:30pm

Keynote Speakers

Stella Ludovicy, Government and Institutions Services, SGS North America Inc. www.sgs.com

SGS is one of the world's leading inspection, verification, testing and certification companies in the world and recognized as the global benchmark for quality and integrity in the certification and inspection sector of the global supply chain. SGS employs over 55,000 people and operates a network of more than 1,000 offices and laboratories around the world.

SGS Services will present all of its services with a focus on the foreign country destination requirements involving PCA (Program of Conformity), also known as Certificates of Quality) and Pre-shipment Inspection certificates which are required for designated countries.

Company data sheets and other valuable handouts on SGS services will be provided to attendees.

Robert Krieger, President, Krieger Worldwide www.kriegerworldwide.com

Robert Krieger is president of **Norman Krieger, Inc.** and **Krieger American Transportation LLC** with offices in Los Angeles, Otay Mesa, Calexico, and Hong Kong. Krieger has more than 25 years industry experience in all phases of Customs Brokerage and Freight Forwarding operations and has been a licensed Customs Broker since 1982.

Krieger will analyze the significant challenges facing California's goods movement capabilities and deficiencies and what remedies are being proposed to revitalize the state's multidimensional transportation network.

William W. Goldsborough
Partner, Logistics Alliance Strategies and Associates

Today firms everywhere are experiencing difficult economic times. Before things get better, many will shut their doors permanently while many more will become footnotes in the annual reports of their new owners. Others will try and ride out the financial storm, conserving cash and hoping for better times.

These are the firms that recognize that in this "new era" of competition, the marketplace winners will be those that can consistently deliver high quality products through extended, fragmented and constantly shifting global supply chain channels in a cost-effective manner.

Large firms have been working hard to improve their global supply chains for some years now. Many have successfully aligned people, processes and technology to drive productivity improvement and meet increasingly demanding customer requirements.

But for a variety of reasons, smaller firms have often been reluctant or unable to incorporate logistics management practices into their global strategies.

This seminar will examine key macro economic conditions that firms will confront as the global recession recedes. It will examine what large multinationals are doing to develop supply chain logistics excellence, review emerging logistics trends and tools, and conclude with suggestions about what small enterprises in particular must do to stay globally competitive going forward.

This seminar will be conducted by William Goldsborough, Ph.D., who holds a Doctorate in international political economy from the University of Nebraska. In addition to his work in strategic alliances and performance improvement, he has conducted seminars on strategic supply chain management in multiple U.S. and European locations and has published for Macmillan Press and Stanford Research Institute on the subjects of alliance and global supply chain strategy.

Presented by



Date	Friday, July 31st, 2009
Place	Fuji International Buffet 525 Water St. Santa Cruz, CA – 95060
Price:	Lunch only: \$40 non-member, \$30 member Seminar only: \$40 Seminar & Lunch: \$60 non-member, \$50 member AT DOOR: CASH OR CHECKS ONLY

Visit www.mbita.org/events/globalsupplychains.html for agenda and registration.

LIMITED SEATING – RESERVATIONS REQUIRED

Contact the MBITA office at 831-335-4780 or email cristina@mbita.org

Online registration at www.mbita.org/events/globalsupplychains.html