SCRS SUPPLY CHAIN RESILIENCE & SUSTAINABILITY CONFERENCE 2024

NEXTGEN SUPPLY CHAINS: RESILIENCE & BRAND PROTECTION | SHANGHAI, CHINA | TRANSPORTED ASSET PROTECTION ASSOCIATION ASIA PACIFIC

2 DAYS OF ENGAGEMENT FOR OVER 250 DELEGATES

Read the highlights from all transformative discussions that took place at SCRS 2024.

READ SUMMARY >

KEY INSIGHTS: TOP-RATED KEYNOTES & PANELS

Read the highlights from all transformative discussions that took place at SCRS 2024.

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LAUNCH OF TAPA APAC BRAND PROTECTION INITIATIVE

Announcing TAPA APAC's new direction towards developing the TAPA Brand Protection Standard (BPS) against counterfeiting and tampering.

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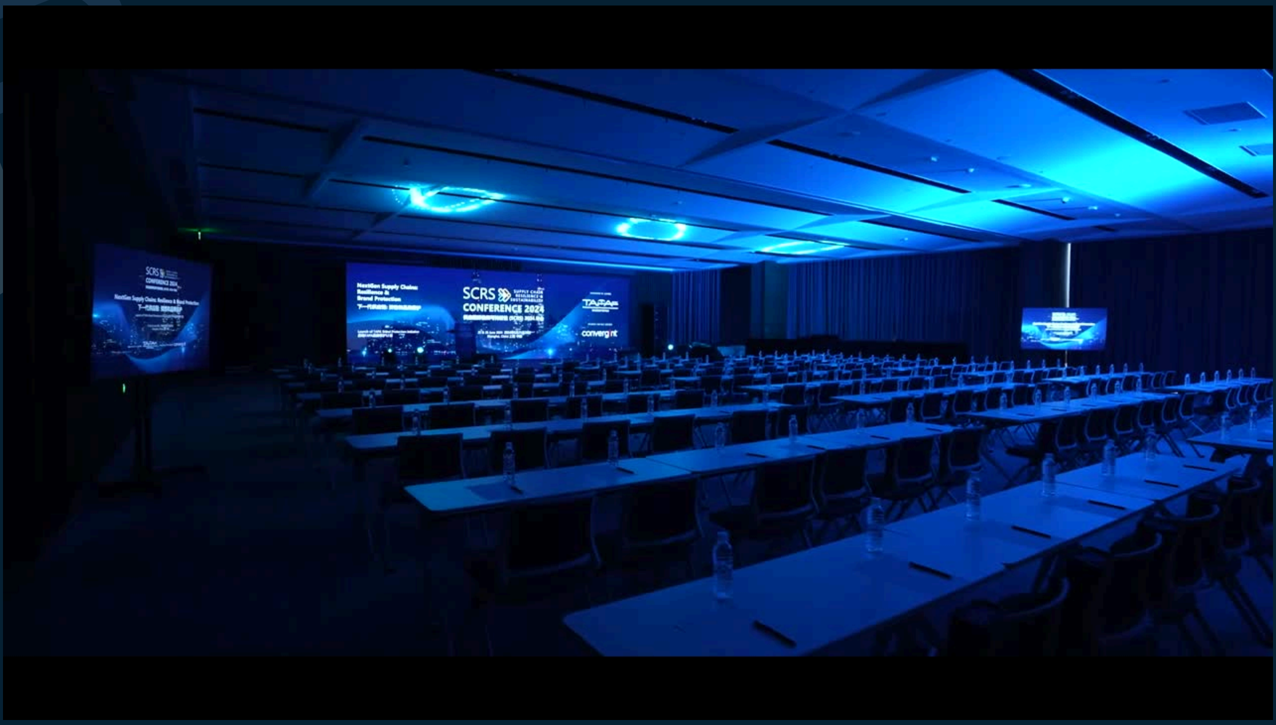
TAPA APAC Hosts Successful Supply Chain Resilience & Sustainability (SCRS) Conference in Shanghai for 250 Global Experts

NextGen Supply Chains: Resilience & Brand Protection



SCRS Conference Experience Video 2024

Supply Chain Resilience and Sustainability (SCRS) Conference and Awards Gala Dinner 2024 were held in Shanghai, China on June 25th and 26th, 2024. SCRS is the trademark event of the Association across Asia Pacific, attracting hundreds of supply chain leaders and changemakers each year to delve deep into the strategies, technologies, and practices essential for creating resilient and sustainable supply chains. With the theme of "NextGen Supply Chains: Resilience & Brand Protection", SCRS Conference 2024 focused on major discussions for supply chains to navigate in an ever-evolving global landscape, including the need for resilient supply chain brand protection strategies to combat against the rising losses from counterfeits.

This year, SCRS Conference marked the launch of the TAPA APAC's Brand Protection Initiative with the end-goal of launching the TAPA Brand Protection Standard (BPS), a framework for ensuring the protection of brands across the entire supply chain, from manufacturing to distribution and beyond. TAPA BPS aims to set forth comprehensive guidelines and best practices for safeguarding products, assets, and intellectual property against various threats such as theft, counterfeiting, and tampering, enhancing resilience while also bolstering consumer trust and confidence in their brands. Over two dynamic days, the conference featured inspiring keynote speeches, thought-provoking panel discussions, engaging collaborative activities, and immersive exhibitions for more than 250 delegates.

The conference officially opened on the morning of June 25th with a welcome address by Mr. Tony Lugg, Chairman of TAPA APAC, and graced by Guest-of-Honour, Ms. Liu Xiaodan, Director of the Shipping Department of the Pudong New Area Commercial Committee of Shanghai. The first day of the conference featured a series of insightful presentations and panel discussions centered around enhancing supply chain resilience with the key topics of Risk and Resilience; Risk Assessment and Business Continuity Planning; Warehousing and Transportation Security; and Technology and Cyber Security. Speakers emphasized the need for adaptive strategies in a disruptive global market, and highlighted China's pivotal role for global supply chains. Delegates engaged in conversations for risk assessment and business continuity planning with an emphasis on the integration of technology and leadership in fostering organizational resilience.

Marking the launch of TAPA APAC Brand Protection Initiative, second day of the conference focused on Brand Protection opportunities and challenges in the supply chain, while looking into major areas of Environmental, Social, and Governance (ESG); Scrap Management; and Data Analytics and Intelligence. Speakers discussed leveraging TAPA Standards and other cross-collaborative approaches between brands, law enforcement agencies, regulatory bodies, and technology providers to share intelligence and resources for identifying counterfeiting patterns, detecting activities, and predicting future threats. Discussions also covered AI-driven solutions in enhancing supply chain security and sustainability, with presentations on integrating ESG practices and managing reverse logistics. The day concluded with a discussion on data-driven strategies and usage of analytics, highlighting the role of technology in enhancing supply chain resilience and brand protection.

Overall, the SCRS 2024 Conference concluded on a high note, emphasizing the industry's commitment to innovation and collaboration in navigating global challenges while promoting sustainable development and robust brand protection throughout the supply chain. The two-day event left delegates with great insights, risk management strategies, and valuable business connections. SCRS Conference not only strengthened industry exchanges and cooperation, but also provided practical solutions and forward-looking thinking to address the ever-changing global challenges.

Sincere Thanks All for Joining Us & Contributing to Our Success

TAPA APAC extends a heartfelt gratitude to all member company representatives, speakers, panelists, government entitles, Law Enforcement Agencies (LEA), Premier Partners, and exhibitors for their incredible support and enthusiastic participation in SCRS 2024.

We are pleased to present the conference video replays and a comprehensive written summary of the key discussion points from the SCRS Conference 2024. This collection features the exceptional presentations by our distinguished experts and speakers, providing a diverse array of perspectives and highlighting the latest developments in their fields. We encourage you to explore these materials to gain valuable insights and stay informed about the most recent advancements in your areas of interest.

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Special Appreciation to All of Our SCRS Speakers & Panelists

Thank You for Your Contributions and Insights for the Industry!

Guest-of-Honor

Ms. Liu Xiaodan
Director of the Shipping Service Department, Shanghai Pudong New Area Commerce Committee

Mr. Mark Nuttall
Geopolitics, Risk, AML & Security Expert

Ms. Vivian Xu
Head of Internal Audit, Compliance and Security, Asia Pacific, BOSE

Mr. Erek Zhuo
Senior Regional Security Manager - Greater China, Dyson Technologies

Mr. Caleb Leong
Country Security Lead, DB Schenker

Mr. Robin Luo
Senior Partner, Beijing Dongwei Law Firm Chengdu Branch Office

Mr. Jason Le Busque
Global Head of Security, Toll Holdings

Mr. Shamsir Bin Ali
Regional QA Manager, Health, Safety, Security & Environment (HSSE), Zuellig Pharma Holdings

Prof. Goh Puay Guan
Associate Professor, Academic Director of the multi-disciplinary MSc in Industry 4.0, National University of Singapore (NUS)

Mr. Ricky Du
Vice President, Strategic Accounts & Service APAC, Convergint

Mr. Rames Raj Kishore
Regional Director - Asia Pacific, Pharmaceutical Security Institute (PSI)

Mr. Kan Liang, Keven
APJ Supply Chain Security, Innovation and Brand Protection, Brand Security Group, Hewlett-Packard (HP)

Mr. Xu Kai
Chief Information Officer (CIO), Shanghai International Shipping Institute (SISI)

Mr. Victor Bai
Director, Vice President, IAEM/BCEM Consulting, Inc.

Mr. He Qiong
Director of Reverse Management, Huawei Technologies Co., Ltd

Mr. Yung Hsu
Senior Director, Microsoft

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President, ShieldCoach Security Corporation

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Chairperson, TAPA APAC

Mr. Matt Lee
Vice Chairperson, TAPA APAC

Mr. Paul Rachmadi
Secretary & Board of Director, TAPA APAC

Mr. Felix Li
Board of Director, TAPA APAC

Mr. Ratnakar Bade
CEO, IIRIS Consulting Pvt. Ltd

Mr. Chandran Mavila
Senior Manager, Amazon

Mr. Madu Lokan
Executive Director, TAPA APAC

Mr. Alvin Lau
Executive Director - Greater China, TAPA APAC

Mr. Kristoffer Arino
TAPA APAC Intelligence System (TIS) Expert, TAPA APAC

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SCRS Conference 2024 Welcome Remarks: Charting NextGen Supply Chains

By Mr. Tony Lugg, Chairman of TAPA APAC

Mr. Tony Lugg, Chairman of TAPA APAC, delivered a captivating and insightful opening keynote at the SCRS Conference in Shanghai on 25th June, marking the beginning of the two-day event dedicated to exploring the intricacies of supply chain resilience and security. His address commenced by celebrating TAPA APAC's recent accolade, the Dell Technologies Partner Excellence Award, which recognizes TAPA's pivotal role in elevating global supply chain standards through strategic partnerships.

Strategic Vision for Supply Chain Innovation and Resilience

Tony commenced by setting the stage with a reflection on the prevailing challenges in today's global supply chain landscape. He emphasized the impact of geopolitical tensions and logistical complexities that have not only escalated costs but also necessitated increased inventory management across various sectors, illustrating the critical need for resilient supply chain strategies.

“Global brands faced challenges such as geopolitical issues, increased costs, and inventory pressures, which stressed not only the supply chain but also e-commerce,” said Tony. “We saw more manufacturing companies moving to Asia, especially Southeast Asia, which experienced growing demand. This meant that our members needed more than just freight security requirements; they also needed knowledge about resilience, risk assessment, and business continuity standards. TAPA continuously addressed these needs.”

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Shanghai Pudong Commission of Commerce Guest-of-Honour Speech & Opening Ceremony

By Ms. Liu Xiaodan, Director of Shipping Department, Shanghai Pudong New Area Commission of Commerce

TAPA APAC was honored to invite Ms. Liu Xiaodan, Director of Shipping Department from the Shanghai Pudong Commission of Commerce, to deliver a compelling address at the beginning of the conference and to augurate the opening ceremony.

Ms. Liu Xiaodan pointed out the challenges posed by the current international political and economic climate, which have introduced numerous uncertainties into supply chain operations, but there is also an immense potential in the green, intelligent, and digital transformations of supply chains. In the past, many transportation concepts and standards had not aligned with current quality systems and green, low-carbon requirements due to a lack of exposure to advanced concepts. Pudong New Area needed the involvement of influential international supply chain organizations like TAPA APAC to align businesses across the region with industry best practices and as a common language between stakeholders.

She also emphasized TAPA APAC's significant role in supporting the region's supply chain development by helping companies to stay resilient against evolving threats and tap into the latest trends and technological solutions. The establishment of TAPA APAC China Office in Pudong underscores further the association's commitment to develop and promote TAPA's global standards that maintain the resilience, stability, and sustainable development of the global supply chain. With the conference announcing the launch of TAPA APAC's Brand Protection Initiative towards developing a standard, she looks forward to the standard which will significantly enhance the safety and sustainability of the global

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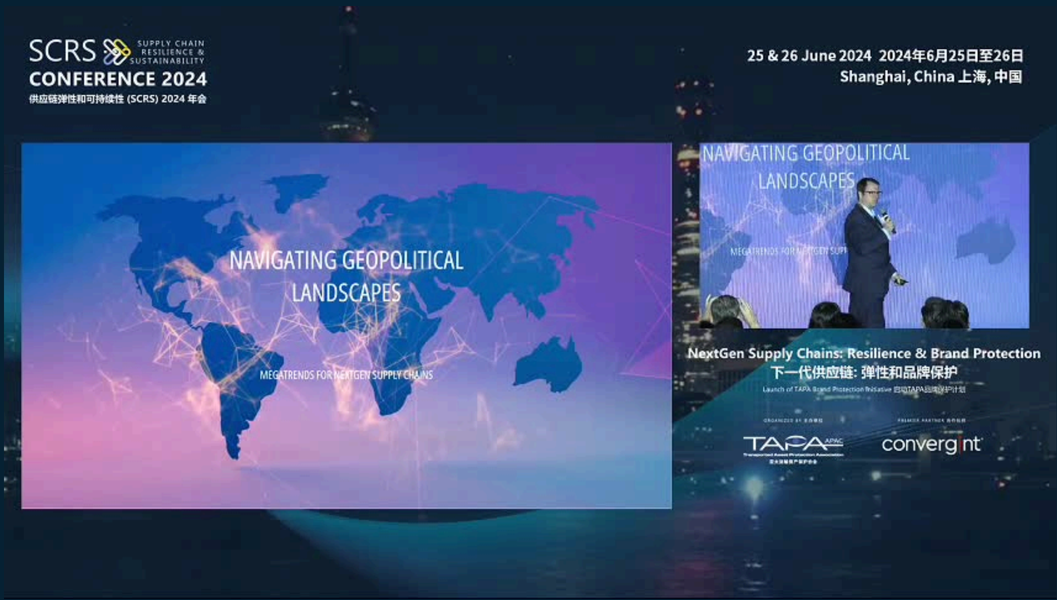
Navigating Geopolitical Landscapes: Megatrends & Brand Resilience for NextGen Supply Chains

By Mr. Mark Nuttall, Geopolitics, Risk, AML & Security Expert



“Everything that the geopolitical community does trickles down globally, and every action has a reaction.”

Mark emphasized as he urged companies to remain agile and prepared for such transformative shifts.

Emerging Trends in Geopolitics and Supply Chain Management

Nuttal’s presentation, steeped in geopolitical insights, delved into critical themes spanning technological advancements and economic disruptions to environmental challenges and global governance. He discussed the emerging trends in supply chain management, emphasizing the significant impact of geopolitical shifts and resource scarcity.

Trend #1: Technological Governance

The integration of AI, quantum computing, and blockchain technologies has revolutionized supply chain processes, providing unprecedented efficiency and transparency. According to Mark, “China is leading in artificial intelligence at the moment, and AI will fundamentally change the dynamics of processing and how quickly products reach the market. This advancement will influence thought processes and leverage quantum computing.”

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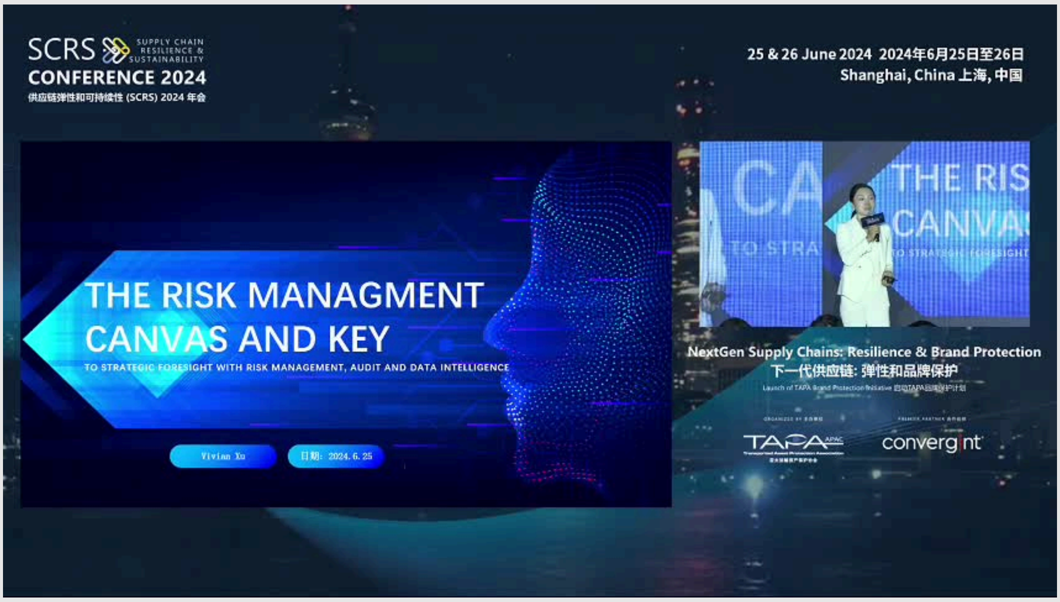
K DAY 1 SESSION #4

The Risk Management Canvas and Key to Strategic Foresight with Risk Management, Audit and Data Intelligence

By Ms. Vivian Xu, Head of Internal Audit, Compliance and Security, Asia Pacific, Bose



Vivian delivered a thought-provoking keynote at the SCRS Conference, focusing on the intricate dynamics of risk management, audit practices, and data intelligence within corporate frameworks. Addressing the audience in Mandarin, Vivian immediately captured attention by outlining the foundational principles of effective risk management planning. Vivian's keynote was structured into four comprehensive segments – Risk Management Canvas; Risk Management and Corporate Strategy; Internal Audit, Compliance and Security; and Game Modeling Case, each shedding light on critical aspects of corporate governance and risk mitigation strategies.

Risk Management Planning: Identifying and Prioritizing Corporate Risks

She began by outlining the fundamental elements of risk management planning, emphasizing the need for companies to identify and prioritize risks effectively. Companies should meticulously identify and prioritize risks across 7 dimensions – Market risk, Operational risk, Environmental risk, Reputation risk, Financial risk, Technical risk and Legal risk.

"Understanding these seven fundamental risks is essential for sustaining business resilience and ensuring long-term growth."

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Securing a Sustainable Businesses with Supply Chain Risk Mitigation Strategies

Moderator: Mr. Felix Li, Board of Director, TAPA APAC
Panelists: Mr. Mark Nuttall, Geopolitics, Risk, AML & Security Expert;
Mr. Victor Bai, Asia Council President, International Association of Emergency Managers (IAEM);
Ms. Vivian Xu, Head of Internal Audit, Compliance and Security, Asia Pacific, Bose

The panel delved into three pivotal questions that explored the critical intersections of geopolitical dynamics, supply chain resilience, and sustainability practices, shedding light on strategies to mitigate risks and ensure operational continuity in an increasingly volatile global landscape.

Question #1: What are the key indicators that businesses should monitor to anticipate potential disruption in their supply chain due to geopolitical factors and how can they effectively respond to this in a timely manner?

Mark emphasized the critical importance of staying informed through platforms like TAPA APAC and World Economic Forum. He highlighted the need to monitor central geopolitical events and strategic plans outlined by international organizations to align supply chain strategies accordingly. Mark also underscored the rising significance of Environmental, Social, and Governance (ESG) reporting, urging companies to integrate these metrics comprehensively into their risk management frameworks to enhance sustainability and resilience. Companies should focus on understanding the risks and their impact, thereafter, strategically plan out a system as a tool to handle and eliminate all those impacts.

Vivian echoed Mark's sentiments by stressing the importance of sensitivity to global political and economic shifts. She advised companies to deploy robust monitoring systems capable of real-time data collection to pre-emptively address potential disruptions. She emphasized that proactive monitoring allows businesses to adapt swiftly to changing geopolitical landscapes and mitigate operational risks effectively.

Question #2: What are the top 3 trends and opportunities you would recommend for companies to focus on?

The panel agreed that the top 3 trends and opportunities for supply chains are diversification, ESG and technology. Victor emphasized the need for companies to avoid over-reliance on single-source suppliers and to explore diversified sourcing strategies to enhance flexibility and resilience against geopolitical disruptions. He highlighted the growing importance of ESG considerations in corporate strategies. He noted that adherence to environmental, social, and governance standards not only enhances corporate reputation but also mitigates risks associated with regulatory changes and stakeholder expectations. He also discussed the transformative potential of advanced technologies such as artificial intelligence and quantum computing in predicting and mitigating supply chain risks. He emphasized the role of these technologies in enhancing predictive capabilities and operational efficiencies, thereby enabling businesses to stay ahead of geopolitical challenges. Adding on, Mark highlighted how Artificial Intelligence (AI) can help to predict what is going to occur within the next 100 years that we can then cope with physically and then design a strategy for a sustainable future.

Question #3: In what ways can companies integrate resilience into their supply chain management practices to address both geopolitical risks and security challenges effectively?

Vivian answered that diversification within supply chains is very crucial, cautioning against concentration in one geographic region. She then advocated for enhanced supply chain visibility through technological innovations, enabling businesses to proactively identify and mitigate potential disruptions.
Victor expanded on this by emphasizing the necessity of systematic risk assessments and strategic planning. He underscored the importance of preparedness and readiness, likening effective supply chain management to a robust defense system equipped to respond swiftly to emerging threats. He continued to stress the importance of integrating comprehensive monitoring systems, rapid response mechanisms, and resource acquisition strategies as essential components of resilient supply chain practices.

The panel concluded the critical need for businesses to adopt robust standards and industry best practices to safeguard their supply chain operations against geopolitical risks. They highlighted the role of organizations like TAPA APAC in providing comprehensive frameworks for securing supply chains, which include guidelines for enhancing preparedness and responsiveness amid global uncertainties. By adhering to these standards, companies can fortify their operations, build resilience, and ensure continuity in the face of geopolitical complexities.

“At TAPA APAC, we are developing a lot of standards and tools to help our members’ businesses to build sustainability into supply chain.”

I would appreciate it if all of our members can spend more time and effort in these standards that we are developing more to help businesses fight against the challenging situation that we are facing”, Felix commented at the end of the panel.

K DAY 1 SESSION #6

End-to-end Supply Chain Resilience: Completing Risk Assessment with Business Continuity Planning (BCP)

By Mr. Ratnakar Bade, CEO, IIRIS Consulting Pvt. Ltd (CPP, CFE, CBCP, TAPA FSR & TSR)

Mr. Ratnakar Bade, CEO of IIRIS Consulting and Board of Director at TAPA APAC, presented a compelling keynote on the synergy and role of BCP with supply chain risk assessment. Drawing reference on the panel discussion before his presentation, he emphasized that "execution is equally important as equal to strategy" for BCP and risk assessment. He delved into the execution of BCP and associated risk assessments, emphasizing their importance in navigating complexities of today's global supply chains - complex supply chain; diverse risk landscape, operational complexity; regulatory compliances; resource constraints; tech integration; communication challenges; human factor; customer expectations; and continual improvement.

"BCP is only one step in building up business resilience. TAPA Standards definitely help and contribute heavily to building up the BCP in any organization."

Resilience in business is not achieved overnight; it is a dynamic, ongoing process that involves continuous improvement and adaptation. Building resilience requires more than just having plans in place; it demands a structured approach encompassing infrastructure readiness, technology, people, and processes.

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K DAY 1 SESSION #7

NextGen Manufacturers: Securing Business Continuity Through Risk Assessment & Supplier Collaboration

By Mr. Erek Zhou, Senior Regional Security Manager, Greater China, Dyson Technologies

In the dynamic field of next-generation manufacturing, securing business continuity through effective risk management and robust buyer-supplier collaboration is essential. Mr. Erek Zhou, Senior Regional Security Manager at Dyson for Greater China, highlighted the importance of robust risk assessment and effective supplier collaboration in ensuring business continuity for next generation manufacturers and provided valuable lessons for industry leaders striving to navigate the complexities of today's global supply chains.

Buyer-Supplier Relationships and Diversified Supply Chain Network

Erek commenced with an insightful overview of Dyson's supply chain roadmap and analysis, focusing on impacting factors from start to end points, such as impact to capacities, label leakage, market demands, and some external threats such as chip shortage. Partnership with logistics suppliers, including brokers, carriers, and IoT solutions, plays a pivotal role in enhancing visibility and coordination throughout the supply chain.

"If you only work with your supplier or auditor, it's hard for them to implement the standards and make necessary influence inside without the involvement of organizational governance, leadership, and a special task force."

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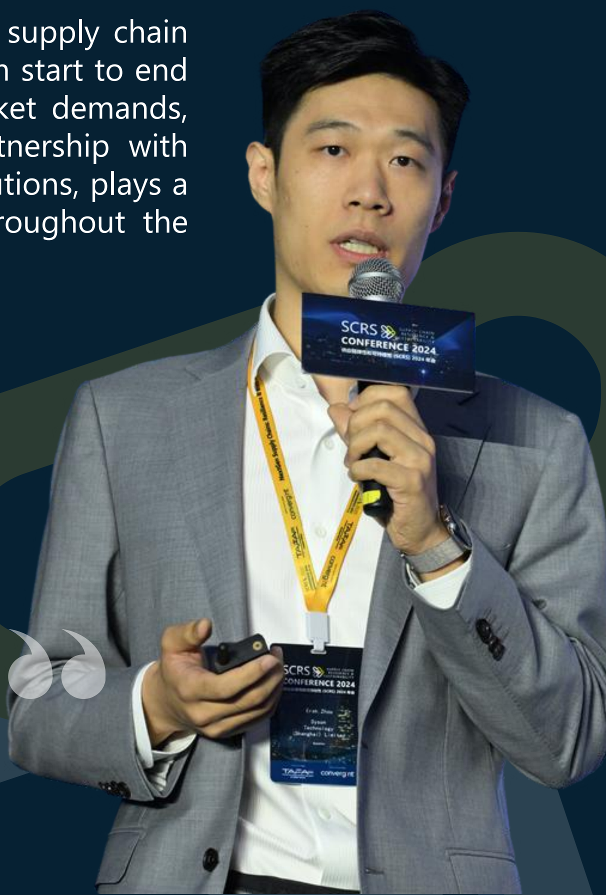
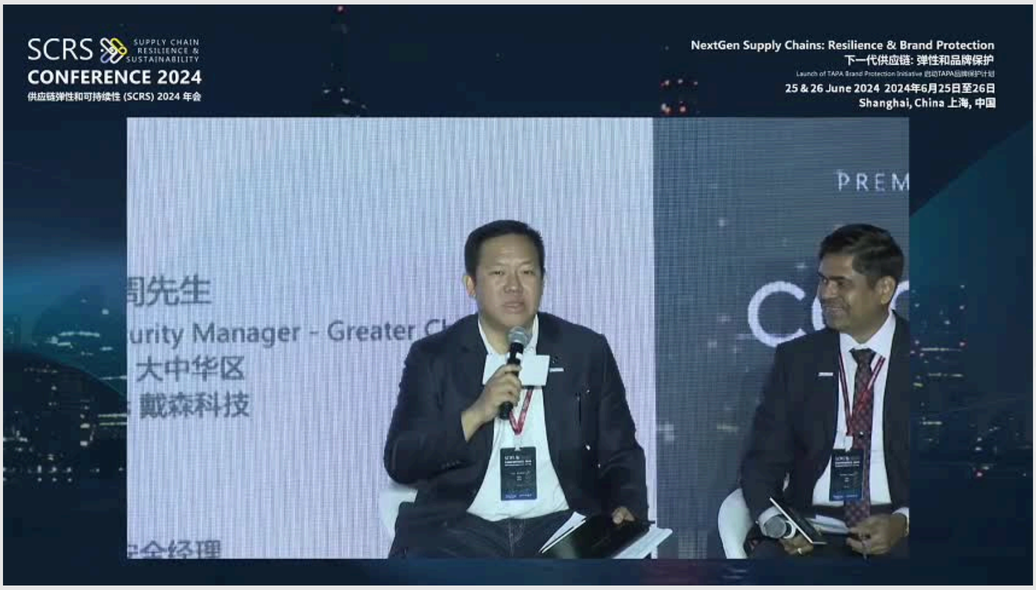


P DAY 1 SESSION #8

From Strategy to Execution Excellence: Building Long-Term Business Continuity

Moderator: Mr. Paul Rachmadi, Board of Director, TAPA APAC
Panelists: Mr. Erek Zhou, Senior Regional Security Manager – Greater China, Dyson Technologies;
Mr. Ratnakar Bade, CEO, IIRIS Consulting Pvt. Ltd (CPP, CFE, CBCP, TAPA FSR & TSR);
Mr. Vincent Ow, Security Manager, Maersk



With the focus to remain resilient and capable of maintaining business operations under various scenarios, more businesses are integrating advanced technologies and agile methodologies into their BCP, adopting a more dynamic approach to risk assessment and resource allocation. Real-time data and AI can forecast disruptions before they occur, allowing for pre-emptive measures rather than reactive responses. The role of leadership, organizational culture, and adherence to industry standards is crucial in ensuring that these plans are not only effective but also agile enough to meet the demands of an ever-changing threat landscape.

Question #1: How do companies prioritize risks and allocate resources effectively when implementing business continuity plans, especially in a dynamic and uncertain environment?

It is important to align resource allocation with the company's strategic objectives, highlighting that recognizing these objectives helps in prioritizing resources to meet corporate goals.

He added that resource allocation is an ongoing process and periodical review on whether the resources meet the BCP objectives is crucial so that companies can adapt to changing needs and ensure that critical areas receive timely support.

Erek added that understanding specific risks and the company's tolerance levels is crucial for effective resource allocation. "As we identify resource risk and allocate resources, we should be very specific on what risk we are facing," he stated. This specificity allows for a more targeted approach, ensuring that each line of business participates fully in the resource allocation process. "Allocating resources requires the full participation of each line of business," he noted, underscoring the collaborative effort needed to support the BCP plan effectively. This integrative approach ensures that all departments are aligned and equipped to handle disruptions, maintaining business continuity even in the face of unforeseen challenges.

Question #2: What are some of the best practices for maintaining strategic vision and adaptability and business continuity planning to accommodate evolving organization needs and external challenges?

Maintaining strategic vision and adaptability in business continuity planning requires a comprehensive and long-term approach. Ratnakar highlighted that business continuity is not just a short-term fix but a strategic program integral to organizational resilience. "Business continuity is a strategic program. A program that lasts for a longer duration of time and it is part of resilience for the organization," he explained. This necessitates leadership buy-in, approval, and resource allocation to ensure its effectiveness. He emphasized the competitive advantage gained by resilient businesses, stating, "It gives a huge competitive advantage to the business to run in the face of disruption, possibly when competitors are not able to do it." Such companies can scale up quickly, capitalizing on their preparedness to navigate disruptions.

Ratnakar pointed out, "Business continuity is all about threat assessment, risk assessments, or looking at what is the emerging threat for the business." He stressed the importance of addressing reputation damage due to issues like counterfeiting and the need for technological adaptation. "The most important aspect is also about the reputation that gets damaged because of counterfeit," he noted, adding, "Technologies required for resilience include crisis reporting, incident management, and business continuity tools." By focusing on emerging threats and incorporating advanced technologies, organizations can build robust BCPs that adapt to new challenges and ensure ongoing operational resilience.

Question #3: How do companies ensure that their business continuity plans remain agile and adaptable in the face of rapidly revolving technology advancements and emerging threats?

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NextGen Logistics: Smart Warehouse & Transportation Security

By Mr. Jason Le Busque, Global Head of Protective Security, Toll Holdings

As the warehousing and logistics industry evolves, so do the challenges and opportunities within security. The latest advancements in smart warehouse and transportation security offer significant benefits that extend beyond traditional protective measures. At the forefront of this transformation is Mr. Jason Le Busque, Global Head of Protective Security at Toll Group, who has leveraged his extensive background in law enforcement to champion smart solutions designed to address modern security challenges while delivering substantial business benefits.

Jason began his presentation by discussing the AI checkpoints implemented in their company's Smart Warehouse & Transportation Security system, which has been successfully utilized in Melbourne, Australia. He showed a video to the attendees to highlight how this system prioritizes transportation security and continues to be a cutting-edge solution today.

"The real value of these next-generation systems lies in their ability to deliver both security and business-enhancing benefits"

Jason stressed how integrating advanced systems into logistics operations can provide a multifaceted solution to these needs. One of the significant challenges faced by security professionals is justifying the expenditure on advanced security systems. Often, organizations are inclined to adopt a "race to the bottom" mentality, prioritizing minimal costs over comprehensive protection.

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K DAY 1 SESSION #10

Boosting Resilience & Physical Security through AI-Driven Automation & Intelligent Systems

By Mr. Shamsir Bin Ali, Regional QA Manager, Health, Safety, Security & Environment (HSSE), Zuellig Pharma

With a robust background in integrating various organizational functions to enhance business continuity and sustainability, Shamsir's keynote presentation provided critical insights and strategies into leveraging Artificial Intelligence (AI) for boosting resilience and physical security through automation and intelligent systems.

> **AI is not just about staying competitive; it's about ensuring that our supply chains are robust, secure, and capable of withstanding future challenges**

AI is not just a technological trend but a fundamental tool for navigating the complexities of modern supply chains. Shamsir highlighted the increasing vulnerabilities organizations face due to interconnectedness, including cybersecurity threats, physical theft, natural disasters, and geopolitical tensions.

"When you talk about resilience, we are talking about the preparedness of an organization in the event of disasters, in the event of any challenges that is going to be faced by the organization," Shamsir explained. He highlighted that organizations must be ready to tackle various challenges. He then emphasized the potential of AI technology to streamline processes traditionally requiring manual intervention, thereby enhancing organizational resilience, and ensuring preparedness for potential hazards and disasters.

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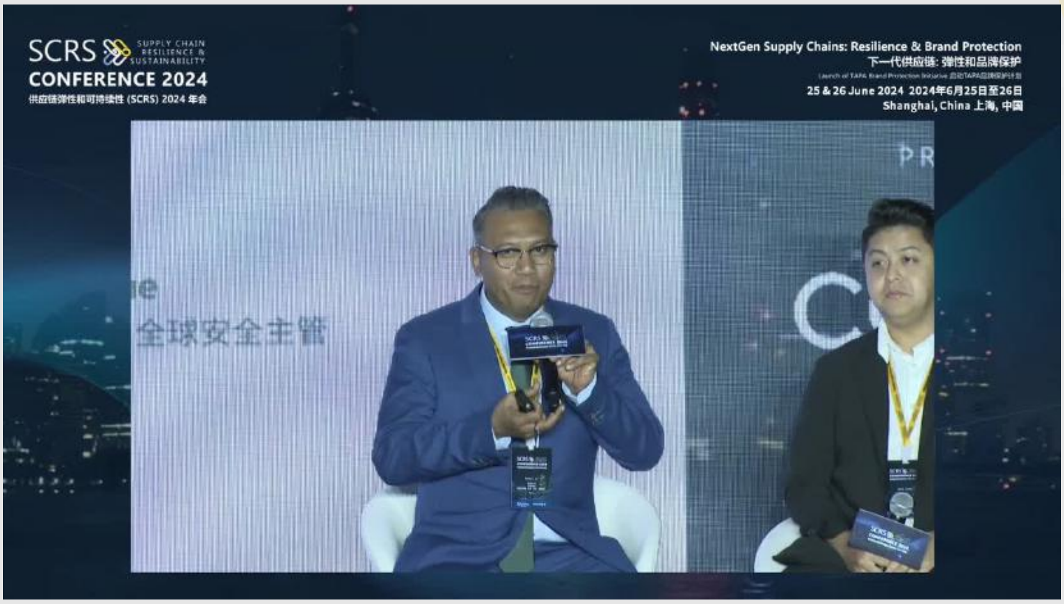
Evolving Strategies and Preparation for Advanced Warehouse & Transportation Security

Moderator: Mr. Shamsir Bin Ali, Regional QA Manager, Health, Safety, Security & Environment (HSSE), Zuellig Pharma
Panelists: Mr. Jason Le Busque, Global Head of Security, Toll Holdings;
Mr. Caleb Leong, Country Security Lead, DB Schenker;
Mr. Ricky Du, Vice President, Strategic Accounts & Service APAC, Convergint



The landscape of warehouse and transportation security has evolved rapidly with rising threats ranging from sophisticated cyberattacks to sophisticated physical breaches. It is crucial for businesses to stay ahead of emerging risks and adapt their security strategies accordingly. The need for advanced security measures has never been more pressing, as organizations face challenges such as unauthorized access, theft, and the dynamic nature of modern logistics. This panel serves as a critical platform for industry leaders to share their expertise and insights on addressing these contemporary security challenges.

The panelists shared their expertise on the dynamic challenges and evolving strategies in warehouse and transportation security. They explored the integration of advanced technologies, the critical role of stakeholder collaboration, and the balance between cost-effectiveness and technological investment, offering a comprehensive overview of how organizations can adapt to the rapid evolution of security threats.

Question 1: In what ways can technology aid in mitigating risks associated with facility and trucking security, especially concerning unauthorized access and theft?

Ricky elaborated on how technology can significantly reduce risks related to unauthorized access and theft. He noted that while foundational security measures such as CCTV surveillance, access control, and alarm systems are essential, the integration of advanced technologies offers enhanced protection. Specifically, Ricky highlighted the use of data utilization applications, such as vehicle and visitor management systems, which leverage real-time data to monitor and manage security more effectively. By incorporating GPS tracking and condition monitoring, organizations can gain insights into vehicle behavior and equipment status, helping to prevent unauthorized activities and streamline security processes.

In addition, Ricky emphasized the role of artificial intelligence (AI) in advancing security measures. AI-powered solutions can automate threat detection and response, making security operations more efficient and less dependent on human intervention.

Caleb supported this view, adding that technology-driven monitoring and intervention systems can greatly improve security effectiveness. He advocated for moving towards smart command centers rather than relying solely on human intervention. “Systems should have a sequence of processes in place to identify ‘dos’ and ‘don’ts’ and guide the next steps. It’s up to us to configure these systems to support both automated processes and human interventions,” he explained. This approach enhances the efficiency and productivity of security operations, making AI and advanced technologies integral to modern security strategies. “This is the next level of controlling and making AI work for us by giving the right decision-making process and understanding our risks,” Caleb concluded.

Question 2: How important is collaboration between different stakeholders in ensuring comprehensive security measures? Can you share a successful case where collaboration played a crucial role?

Caleb stressed the crucial role of collaboration between internal stakeholders and external partners in developing comprehensive security measures. He explained that security in a third-party logistics environment often requires alignment with various internal departments and customers, each with their own security requirements. Effective collaboration ensures that security measures and global standards like TAPA Standards are properly integrated into all aspects of the operation, from commercial to operational needs. Caleb shared a successful case where enhanced internal collaboration led to improved security solutions for third-party logistics, demonstrating how coordinated efforts can address diverse security needs and achieve better outcomes.

Jason echoed the importance of early and proactive collaboration with security teams, particularly in the context of new projects. He highlighted that involving security experts early in the planning stages of new sites ensures that security measures are appropriately budgeted and implemented. Jason recounted an instance where late-stage involvement led to a significant discrepancy between budgeted and actual costs for security systems. Ricky echoed this sentiment, noting that pre-planning, budgeting, and executing security measures early in the process make a significant difference. “Security is never a convenient way, but it’s essential for the organization as well.” By engaging with security professionals early, organizations can better manage costs and ensure that security infrastructure is aligned with operational requirements.

Question 3: How can organizations balance the implementation of advanced security technologies with maintaining cost effectiveness and operational efficiency?

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Supply Chain Digital Transformation & Innovation: Redefining Resilience in AI Era

By Prof. Goh Puay Guan, Associate Professor, Academic Director of the Multi-Disciplinary MSc in Industry 4.0, National University of Singapore (NUS)

Prof. Goh articulated that the COVID-19 pandemic acted as a catalyst for profound changes, pushing organizations from a just-in-time approach to a more cautious just-in-case strategy. This shift is a response to the persistent disruptions in global trade, fluctuating freight rates, and stringent environmental, social, and governance (ESG) regulations. Organizations are now adopting a just-in-case mindset, focusing on business continuity planning and robust risk management. This shift is not merely a reactive measure but a strategic realignment towards greater resilience. The rise in freight rates, which have surged four to five times from pre-pandemic levels, exemplifies the economic pressures companies face. Such disruptions necessitate a reevaluation of traditional practices and a greater emphasis on flexibility and risk mitigation.

Macroeconomic Trends: The Ongoing Imperative for Supply Chain Resilience

- Top of mindshare competition
- Rising freight costs
- Climate and ESG regulations
- Acceleration of digitalization
- Geopolitical issues
- Fluctuating material prices

AI enhances decision-making processes by analyzing vast amounts of data to detect, predict and optimize.

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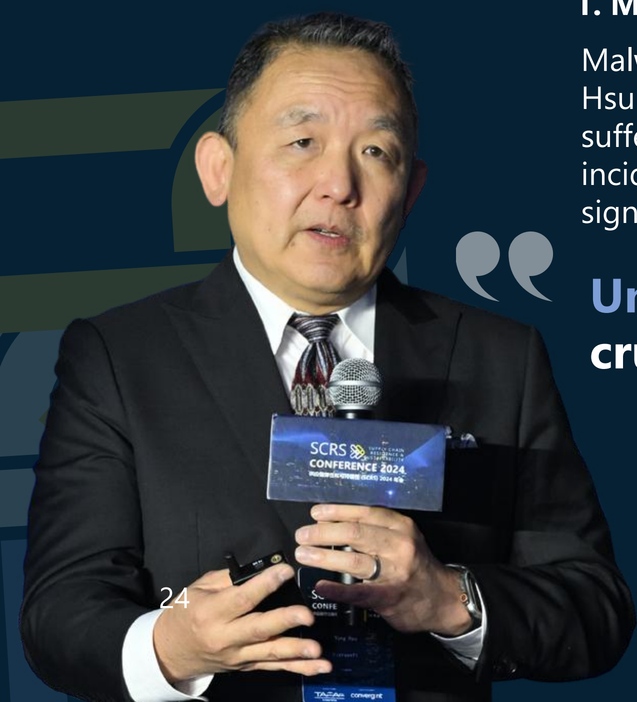
Cyber Resilience and Challenges in Securing Today's Hardware Supply Chain

By Mr. Yung Hsu, Senior Director, Microsoft

In a world where digital transformation drives progress, ensuring the security of technological and operational infrastructures is paramount. At the Supply Chain Resilience and Sustainability (SCRS) Conference 2024 in Shanghai, Mr. Yung Hsu, Senior Director at Microsoft, delivered an enlightening keynote on cybersecurity. His address was both timely and critical, highlighting the complexities of modern cyber threats and offering strategic insights for safeguarding digital and physical supply chains.

The Evolving Landscape of Cyber Threats

Yung Hsu's keynote commenced with a stark reminder of the evolving nature of cyber threats. As technology continues to advance, so do the tactics of cybercriminals. The four main areas of concern he identified were malware, targeted attacks, insider threats, and supply chain attacks.



1. Malware

Malware remains one of the most pervasive threats. Yung Hsu cited the case of a major chip manufacturer that suffered a malware attack disrupting its production line. This incident underscored the potential for malware to cause significant operational downtime and financial loss.

> **Understanding where risks lie is crucial for effective cybersecurity.**

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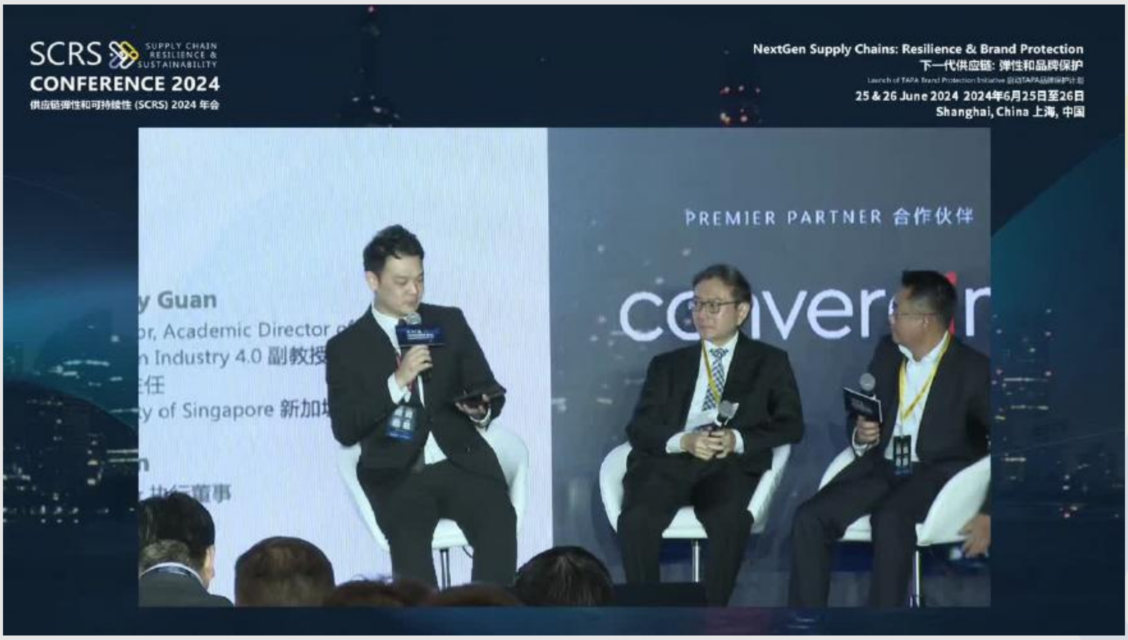
DAY 1 SESSION #14

Synergy of Cyber Resilience and Innovation in Supply Chain Security

Moderator: Mr. Alvin Lau, Executive Director, TAPA APAC
Panelists: Mr. Yung Hsu, Senior Director Microsoft;
Prof. Goh Puay Guan, Associate Professor, Academic Director of the Multidisciplinary MSc in Industry 4.0, National University of Singapore (NUS);
Mr. Alvin Chan, Executive Director, Calsius



The rapid advancement of technology has brought both opportunities and challenges to the global supply chain. Cybersecurity remains a paramount concern as supply chains become more interconnected and complex. Artificial Intelligence (AI) and machine learning have become powerful tools in identifying and mitigating cyber risks, offering improved resilience and efficiency for supply chains.

Question 1: What role can AI and machine learning play in identifying and mitigating cyber risk within the supply chain?

Prof. Goh opened the discussion by highlighting the transformative potential of AI and machine learning in cybersecurity. He explained AI’s ability to handle vast amounts of data and identify patterns beyond human capacity means that it can significantly enhance fraud detection processes. “If AI is able to do that job well, then potentially it can scale up and make us a lot more efficient in that fraud detection,” Prof. Goh added. By replicating real-life scenarios on a larger scale, AI can enhance efficiency and effectiveness in identifying potential threats.

Yung Hsu added that AI's role in cybersecurity is significant, particularly in proactive monitoring. In large corporations with dedicated information security teams, traditional monitoring often detects threats too late. “The hope is with AI, they can, instead of monitoring reactively, they can monitor proactively,” Yung Hsu said. This shift from reactive to proactive monitoring can help organizations detect and mitigate threats before they cause considerable damage. This proactive capability allows organizations to address potential breaches before they escalate, thus improving overall security posture.

Question 2: What are some of the key considerations for organizations when integrating technology solutions into their supply chain, particularly concerning scalability and interoperability?

Alvin Chan provided valuable insights on the integration of technology solutions, emphasizing the importance of balancing technology with people and processes. He shared an example of implementing augmented reality for maintenance tasks, demonstrating how technology can be scaled and integrated effectively. The approach involved gaining buy-in from personnel, restructuring processes, and leveraging data for long-term analysis. He shared about the importance of data for those managing modern technologies, “it is also important to look at what was before and after in terms of performance matrix so that they can do your measurement of our success and effectiveness".

Prof. Goh highlighted the need for industry standards to ensure interoperability among different systems. “We need to have standards in order to have systems be able to talk to each other,” he said. The integration of diverse systems through APIs enables seamless information sharing across different software platforms. He discussed the challenges of proprietary standards and the role of system integration and industry-wide standards in facilitating seamless communication between disparate technologies. TAPA Standards were noted as an example of industry efforts to create common frameworks that enhance interoperability and collaboration. Such collaboration is crucial for building a resilient and interconnected supply chain ecosystem.

Question 3: How can organizations adapt their cybersecurity strategies to address emerging threats in the supply chain?

Adapting cybersecurity strategies to address emerging threats requires a multifaceted approach. Yung Hsu underscored the necessity of having knowledgeable Information Technology (IT) personnel or engaging external firms to implement robust security controls. “If you don’t have an IT person that understands security or you don’t have an information security organization, you have to either get somebody in your organization to implement these controls or hire an outside firm,” he advised. Ensuring that organizations have the right expertise is crucial for defending against sophisticated cyber threats.

Alvin Chan emphasized the importance of understanding the intentions behind cyber threats and employing a structured intelligence cycle. “In terms of the strategy or process that we look at, for example, the intelligence cycles your plan, you direct, you process, analyze, and you designate information,” he outlined a process of data collection and analysis to develop actional insights. He advised analysts to consider the implications of their findings and how potential threats could impact the organization, guiding their recommendations for mitigating risks.

As cybersecurity continues to evolve, the collaborative efforts and industry standards discussed will play a crucial role in enhancing supply chain resilience and protecting against sophisticated cyber threats. TAPA APAC plays a vital role in supporting its members by providing global security standards and fostering networking opportunities. TAPA Standards ensure a consistent approach to supply chain security, while the community of professionals offers a platform for sharing knowledge and best practices. By embracing AI, and adhering to TAPA Standards, organizations enhance their supply chains’ resilience against threats, ensuring the continuity and security of their assets, both digitally and physically.

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K DAY 1 SESSION #15

EMEA Spotlight: TAPA EMEA's Regional Developments, Updates, and Initiatives for Supply Chain Resilience

By Ms. Leonie Buthey, Board of Director, TAPA EMEA;
Senior Manager Security & Loss Prevention, Maersk

Most of the risks we are encountering are increasing, especially with various threats coming from different angles.

Ms. Leonie Buthey, Board of Director at TAPA EMEA and Senior Manager Security & Loss Prevention at Maersk, began her session by emphasizing the escalating risks that are currently impacting supply chains in Europe. She pointed to the ongoing conflict in the Middle East, disruptions in the Red Sea, and the war in Ukraine as significant contributors to the instability. Europol's identification of over 5,000 organized crime groups from 180 nationalities underscores the severity of the situation. Additionally, the cost-of-living crisis and soaring fuel prices are compounding these challenges, making it increasingly difficult for companies to operate efficiently.

One particularly pressing issue in Europe is the shortage of truck drivers. “We have a significant shortage of truck drivers, with many current drivers nearing retirement and the younger generation showing little interest in the profession,” Leonie explained. This shortage is forcing transportation companies to hire drivers with minimal vetting, increasing the risk of security breaches.

Additionally, the lack of secure parking for trucks in Europe presents significant security challenges, with only a few fully secured parking facilities available and many truckers forced to stop or park in unsafe locations, such as along highways or at petrol stations.

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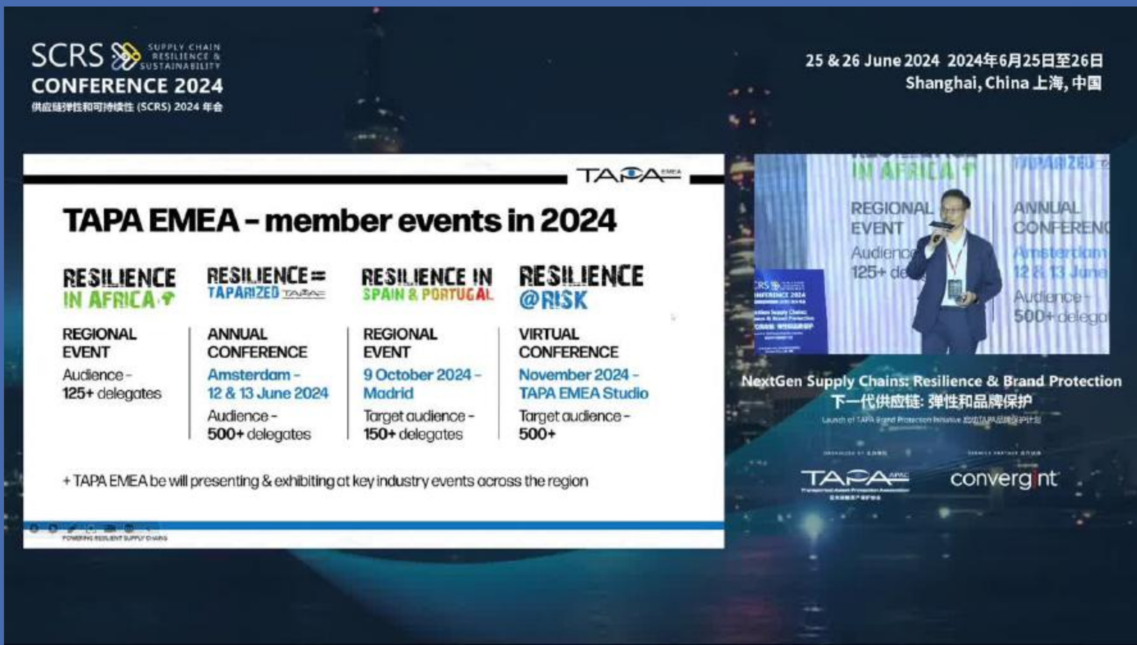
Closing Remarks: Forging Resilient Paths with NextGen Strategies for Supply Chain Resilience & Brand Protection

By Mr. Matt Lee, Vice Chairman, TAPA APAC;
Director of Corporate Security, Dell Technologies



Mr. Matt Lee, Vice Chairman of TAPA APAC, reflected on the three core themes raised across the topics throughout the day: People, Process, and Technology. These elements are pivotal in navigating the complexities of modern supply chain management and seizing the opportunities presented by modernization and hyper-automation.

1. People: Strengthening Internal Frameworks for Operational Continuity & Risk Mitigation

Matt began by emphasizing the importance of focusing on the people element within an organization. They are the cornerstone where "honest" risk assessments are done by qualified personnel towards a robust internal framework. The fact remains that there is no way to eliminate risk entirely unless we stop doing business altogether. This stark reality underscores the need for proactive risk management strategies.

> **The strength of TAPA Standards lies in their international recognition and applicability, unbound by geography.**

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Initiative Launch Remarks: Choking the Counterfeit Supply Chain with TAPA Standards for Brand Protection & Value

By Mr. Tony Lugg, Chairman, TAPA APAC

At the SCRS Conference on Day 2, Mr. Tony Lugg, Chairman of TAPA APAC, delivered a compelling keynote address that illuminated the multifaceted issue of brand protection. His presentation, rooted in personal experience and strategic insight, addressed the critical challenges of counterfeiting and offered practical strategies for safeguarding brands. Tony's keynote was not just a lecture but an in-depth exploration of the systemic issues and innovative solutions in brand protection.

In addition, Tony announced the launch of TAPA APAC's Brand Protection Initiative. This initiative aims to establish the TAPA Brand Protection Standard (BPS), a comprehensive framework designed to ensure brand security throughout the entire supply chain. From manufacturing through distribution, the BPS will provide detailed guidelines and best practices to protect products, assets, and intellectual property against threats such as theft, counterfeiting, and tampering. The goal of the BPS is to enhance supply chain resilience and strengthen consumer trust and confidence in brands by implementing robust measures for brand protection.

"Brand protection involves securing every link in the supply chain to ensure that products reaching consumers are genuine, safe, and of high quality."

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K DAY 2 SESSION #2

Advancing Asset Security with Brand Protection Standards

By Mr. Kan Liang, Keven, APJ Supply Chain Security, Innovation and Brand protection, Brand Security Group, Hewlett-Packard (HP)

Digital brand exposure has become increasingly prevalent, offering more opportunities for sharing brands globally. However, this digital shift also brought significant challenges, including counterfeit issues and manual play problems.

"In today's digital era, our brand is exposed in more ways than ever, facing numerous counterfeit issues and challenges."

The Broader Scope of Brand Protection: Supply Chain

Keven began his keynote by emphasizing that brand protection encompasses more than just trademark enforcement; it involves a comprehensive approach that spans the entire supply chain, addressing the gaps present in both upstream and downstream of the supply chain. From raw material sourcing and manufacturing to logistics and recycling, every aspect of the supply chain plays a critical role in safeguarding a brand's integrity. Keven illustrated this by detailing how even minor vulnerabilities in the supply chain can be exploited by counterfeiters, impacting not only a company's reputation but also its market position. By securing every link in the chain, organizations can mitigate risks and ensure the authenticity and reliability of their products.

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Strategies and Collaboration to Safeguard Brands from Counterfeits & Pharmaceutical Crime

By Mr. Ramesh Raj Kishore, Regional Director – Asia Pacific, Pharmaceutical Security Institute (PSI)

Mr. Ramesh Raj, Regional Director – Asia Pacific, Pharmaceutical Security Institute (PSI), provided a sobering overview of the scale of the counterfeit drug problem. He described a tragic case involving counterfeit cough syrup that caused deaths across multiple countries, including Indonesia, Africa, and Mexico. "How is it possible that syndicates are so good in their delivery system?" Ramesh questioned, highlighting the sophisticated methods used by criminals to infiltrate and corrupt supply chains. He explained that unlike established logistics companies like DHL, criminal syndicates exploit vulnerabilities in the system, including tampering with blockchain technologies to avoid detection.

Fraudulent Supply Chains and Risks to Global Brands

The presentation also addressed the impact of the COVID-19 pandemic on pharmaceutical crime. Contrary to the general slowdown in global supply chains, criminal activities related to counterfeit drugs persisted. The pandemic underscored the adaptability and persistence of criminal networks, which continued to distribute counterfeit masks and Personal Protective Equipment (PPE) despite global disruptions.

> **During COVID, the world supply chain slowed down by 85%. But criminal syndicates were still moving their products.**

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P DAY 2 SESSION #4

Guardians of Brand Integrity: Strategies for Effective Brand Protection

Moderator: Mr. Tony Lugg, Chairman, TAPA APAC
Panelists: Mr. Kan Liang, Keven, APJ Supply Chain Security, Innovation and Brand protection, Brand Security Group, Hewlett-Packard (HP);
Mr. Ramesh Raj Kishore, Regional Director – Asia Pacific, Pharmaceutical Security Institute (PSI);
Mr. Nilo Pomaloy, President, Shield Coach Security Corporation

Focusing on brand resilience as the main panel for the second day, the session delved into three major questions that aim to help brands build robust strategies against counterfeits and crime in an increasingly complex global marketplace.

Question #1: In light of the growing global marketplace, how can companies balance the need for robust brand protection measures with the varying legal landscapes and cultural considerations?

Addressing the complexities of global brand protection, Ramesh addressed this first by highlighting a significant case involving a global fashion brand and a well-known shipper to explain how shippers could be held accountable for counterfeit products. The key takeaway is the inconvenience and cost of such legal battles. Due diligence is essential, and companies must navigate cultural nuances sensitively in their branding efforts."

"Engaging legal counsel is crucial," Keven added, "Legal teams help bridge that gap and ensure compliance with local laws." He stressed that in the long-term, the key is understanding and adapting to cultural contexts. Hence, educating and addressing these perceptions to industry stakeholders are vital for effective brand protection. Tony further probed into cultural issues, noting that counterfeiting is often seen as a victimless crime. Keven recommended studying local regulations and gathering evidence to combat this perception.

Nilo contributed, "Brand protection managers must have solid organizational policies and procedures set out by industry standards. These frameworks are critical when seeking budgets and making the case for brand protection investments. It's about speaking the language of business and ensuring a significant return on security investments."

Question #2: Looking ahead, what emerging trends and technologies do you foresee shaping the future of brand protection strategies?

Keven spoke of the role of AI, "AI and machine learning are game changers. They help analyze and monitor counterfeits online and build defensive strategies. However, we must also consider the ethical implications of these technologies. While AI aids in detection, it also presents new opportunities for counterfeiters to exploit."

Ramesh noted the rapid technological advancements, "COVID accelerated our engagement with technology by five years. We now see sales and supply chains extending into platforms like TikTok and the metaverse. If you're not adapting to these new channels, you're falling behind."

Nilo mentioned the use of holograms and UV readers for product authentication. "Holograms visible to the naked eye and UV readers for main products are crucial," he stated, also highlighting the importance of private-public partnerships with organizations like the World Customs Organization.

Question #3: What are some innovative approaches or frameworks for fostering collaboration among diverse stakeholders, including competitors, government entities, and civil society organizations?

Nilo added, "Collaboration is crucial at every touchpoint in the supply chain. Implementing TAPA standards and maintaining brand integrity across various points can mitigate risks. Discreet engagement with customs organizations can also yield significant results, as demonstrated in our successes in Vietnam and Thailand."

Keven highlighted the role of government support, "TAPA's presence here in Shanghai is a testament to the support from local governments. Effective collaboration with these entities helps address brand protection issues more effectively." Agreeing with Keven, Ramesh advocated for TAPA membership and the use of intelligence systems. "Become a TAPA APAC member to access enough data mapping and build intelligence systems. Partner with government agencies to understand dynamic regulations and legal systems," he recommended. Nilo addressed the issue of counterfeit infiltration in supply chains. "Identify leakages at every supply chain touch point. TAPA Standards help protect the brand at every touch point," he added.

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Protect Your Brand Against Counterfeits with TAPA Brand Protection Standard

Safeguarding Brand Reputation & Enhances Supply Chain Resilience

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Navigating Geopolitical Landscapes: Integrating ESG for Risk Mitigation & Brand Resilience

By Mr. Dan Deng, Commodities, Industry & Facilities Division Eastern Area - Sustainable Development Center Operation Manager, Bureau Veritas

Mr. Dan Deng, the Commodities, Industry & Facilities Division Eastern Area - Sustainable Development Center Operation Manager at Bureau Veritas, led this session, bringing his extensive expertise in integrating Environmental, Social, and Governance (ESG) criteria into corporate strategies. His presentation underscored the increasing importance of ESG in enhancing brand resilience and mitigating risks, particularly within the complex landscape of counterfeiting and pharmaceutical crimes.

Understanding ESG: A Foundation for Brand Protection

ESG encompasses the following three key pillars that collectively represent a company's commitment to sustainable and ethical practices.

- Environmental: Measures a company's impact on the planet, including energy consumption, waste management, and carbon footprint.
- Social: Evaluates how a company manages relationships with employees, suppliers, customers, and communities. This includes labor practices, community engagement, and health and safety.
- Governance: Focuses on the internal practices and policies that lead to effective management and oversight, including corporate ethics, board diversity, and executive compensation.

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K DAY 2 SESSION #6

Sustainability and Reverse Management

By Mr. He Qiong, Director of Reverse Management, Huawei Technologies Co., Ltd

The SCRS Conference 2024 welcomed He Qiong, Director of Reverse Management at Huawei Technologies Co., Ltd, to present the intricate relationship between reverse management and sustainability, and how these practices contribute to Environmental, Social and Governance (ESG) principles from a manufacturer's perspective.

> **Reverse management is integral to maintaining product quality and ensuring environmental compliance throughout the product lifecycle.**

This management process encompasses various aspects, including the handling of end-of-life products, asset recovery, and compliance with environmental regulations, particularly concerning issues such as product recalls and the return of spare parts and raw materials. The keynote was structured around two focus areas – reverse supply chain management and sustainability with data security.

Reverse Supply Chain Management

The first part delved into the comprehensive management of the reverse supply chain, highlighting Huawei's approach to source management, reuse, and environmentally compliant disposal practices.

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Building Resilient Supply Chains: Integrating ESG, Circular Economy & Scrap Management for Brand Sustainability

Moderator: Mr. Alvin Lau, Executive Director, TAPA APAC
Panelists: Mr. He Qiong, Director of Reverse Management, Huawei Technologies Co., Ltd;
Mr. Dan Deng, Commodities, Industry & Facilities Division Eastern Area - Sustainable Development Center Operation Manager, Bureau Veritas;
Mr. Robin Luo, Senior Partner, Beijing Dongwei Law Firm Chengdu Branch Office

An engaging panel discussion exploring the various facets of Environmental, Social, and Governance (ESG) strategies, delving into how companies can enhance their brand integrity and supply chain sustainability by responding to three important questions.

Question 1: How can enterprises ensure that their ESG strategies support their brand and product authenticity throughout the supply chain?

Dan Deng addressed this question by emphasizing the importance of ESG reporting as a crucial tool for brand transparency and accountability. ESG reports, he explained, serve as formal channels through which companies can communicate their environmental and social responsibilities.

These reports are particularly significant for publicly traded companies, as they must adhere to stringent disclosure requirements. He highlighted that ESG reports offer a formal and credible means for companies to showcase their commitment to sustainability and ethical practices, thus reinforcing brand integrity and authenticity.

Robin added to this by discussing the role of Design for Supply Chain (DFSC) in ESG strategies. He noted that effective supply chain design, such as lightweighting products and improving their quality, can significantly reduce environmental impact and enhance operational efficiency.

Robin illustrated this with examples from Huawei, explaining how their approach to product design and supply chain management helps minimize waste and improve sustainability. He emphasized that integrating ESG principles into product design and supply chain processes not only supports environmental goals but also strengthens brand reputation by demonstrating a commitment to sustainable practices.

Question 2: How can companies attract and educate their suppliers and partners to jointly commit to ESG principles and circular economy practices?

Robin elaborated on the methods used by large corporations to align their supply chains with ESG principles. He shared his experience from Intel, where the company employs high international standards, such as the Responsible Business Alliance (RBA), to guide supplier practices. These standards often exceed local regulations, setting a high bar for ethical and sustainable practices. Robin explained that Intel integrates these standards into their supplier contracts and conducts regular audits to ensure compliance. By setting clear expectations and providing support through training and resources, companies can effectively foster ESG compliance among their suppliers.

Dan Deng provided additional insights into how companies can influence their supply chains through training and awareness. He described how large companies, like Apple, gradually introduce ESG requirements to their suppliers, starting with education and encouragement rather than immediate enforcement. This approach allows suppliers to understand the benefits of ESG practices and gradually adapt to the required standards. Dan Deng highlighted that this method not only improves compliance but also helps smaller suppliers recognize the value of ESG practices for their business growth.

Question 3: How do you envision the integration of ESG principles into future brand protection strategies for next-generation supply chains?

He Qiong discussed the future of ESG integration in brand protection strategies, focusing on how ESG principles can enhance brand credibility and market presence. He noted that as global markets, especially in regions like Europe, increasingly demand clear and actionable sustainability commitments, companies must embed ESG principles into their core strategies. This includes ensuring transparent recycling practices and meeting environmental responsibilities throughout the product's lifecycle. He emphasized that companies must address these requirements in their contracts and procurement processes to build trust and meet market expectations.

Robin concluded the panel by emphasizing the role of technology in advancing ESG goals within supply chains. He pointed out that technological solutions, such as product authentication apps and traceability systems, can significantly enhance transparency and consumer trust. By leveraging technology, companies can provide consumers with easy access to information about product authenticity and sustainability, thereby reinforcing brand protection and customer satisfaction.

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Data Intelligence with TAPA APAC Intelligence System (TIS): Safeguarding Brands in the eCommerce Era

By Mr. Chandran Mavila, Board of Director, TAPA APAC & Senior Manager, Amazon Seller Services; Mr. Kristoffer Arino (Jason), TAPA APAC Intelligence System (TIS) Expert, TAPA APAC

An insightful keynote delivered by Mr. Chandran Mavila, Senior Manager at Amazon Seller Services and Board Director at TAPA APAC, alongside Mr. Kristoffer Arino (Jason), TAPA APAC Intelligence System (TIS) Expert.

Chandran commenced by addressing the multifaceted challenges within the supply chain industry, echoing concerns raised by Ms. Leonie Buthey, Board of Director of TAPA EMEA, from her session on the first day of the conference regarding driver shortages and emphasized additional threats such as counterfeit goods and security breaches. Chandran highlighted the growing concerns of active shooters at Asia Pacific facilities, as more reports of these incidents are being recorded.

Data-Driven Insights and Analytics in Brand Protection and Risk Management

Central to the discussion was the imperative for businesses to leverage data-driven insights in daily operations, resource allocation and more importantly, for prudent risk management decision making. Chandran underscored how robust data analytics can mitigate risks by providing early warnings based on the origin of data. These insights allow businesses to understand patterns of criminal activity from the delivery of shipments to their storage locations, thereby improving their risk management strategies and identifying potential avenues for counterfeiting within the supply chain.

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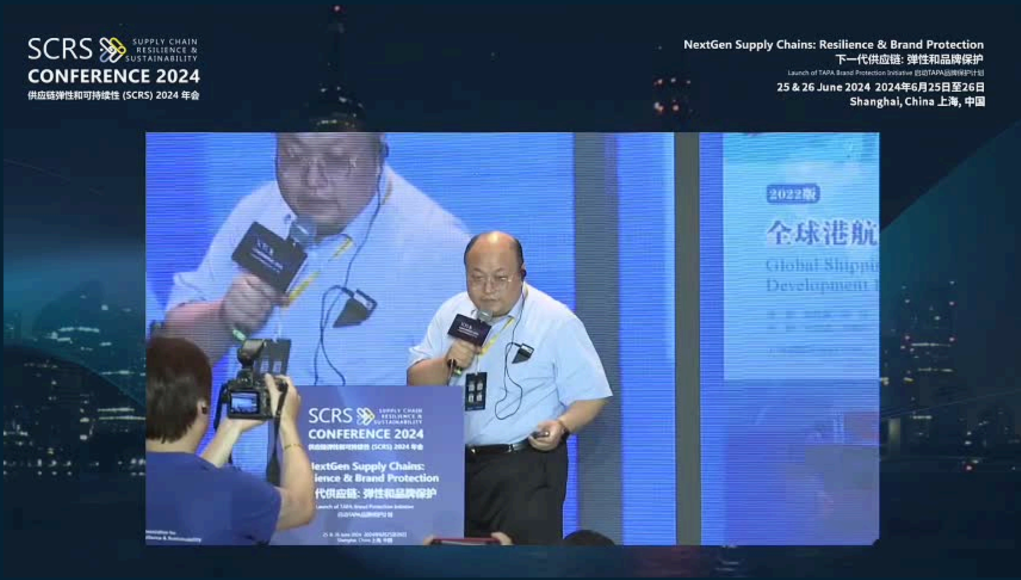
K DAY 2 SESSION #9

Data Analytics and NextGen Technologies for Securing Brands in the Supply Chain

By Dr. Xu Kai, Chief Information Officer (CIO), Shanghai International Shipping Institute (SISI)



Mr. Xu Kai, Chief Information Officer (CIO) of Shanghai International Shipping Institute (SISI) emphasized the transformative power of big data analytics in supply chain management at the beginning of his keynote.

> **Data analytics provides the insights needed to navigate complex supply chains and secure brands effectively.**

Evolution of Trade Patterns and Logistics Service Demand

Xu Kai discussed the transformation in trade patterns and the consequent shifts in logistics service demands. He highlighted that as China progresses towards becoming a manufacturing powerhouse, there is a significant push to enhance international supply chain management capabilities. This evolution is anticipated to drive the development of intelligent logistics, potentially creating a trillion-dollar emerging market within the next decade.

A key challenge identified by Xu Kai is the disparity between global logistics demand and the fragmented capacity of logistics services. He stressed the need for innovative solutions to streamline operations and improve service delivery across the supply chain. Big data, according to Xu Kai, provides stakeholders with a clearer understanding of these dynamics, enabling the development of strategies to bridge this gap. He then presented a case study on Simple Logistics, demonstrating how big data analytics can significantly enhance logistics efficiency and service quality.

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P DAY 2 SESSION #10

Data-Driven Strategies for Brand Protection and Supply Chain Security

Moderator: Prof Goh Puay Guan, Associate Professor, National University of Singapore (NUS)
Panelists: Mr. Chandran Mavila, Board of Director, TAPA APAC and Senior Manager, Amazon Seller Services;
Mr. Jason Le Busque, Global Head of Security, Toll Holdings;
Dr. Xu Kai, Chief Information Officer (CIO), Shanghai International Shipping Institute (SISI)

The panel session emphasized the crucial role of data and advanced technologies in safeguarding brands and ensuring the integrity of supply chains. Panelists shared their insights on leveraging data analytics, machine learning, and other innovative technologies to combat counterfeit products and enhance supply chain security.

Question 1: Can you share successful strategies for proactively monitoring supply chain security and detecting counterfeit products using data analytics, machine learning, and other advanced technologies?

Chandran explained that e-commerce counterfeits are often discovered when customers return products. Amazon addresses this issue by analyzing return data to profile sellers, identifying those most frequently associated with counterfeit goods. This profiling allows Amazon to perform targeted audits on high-risk sellers. Machine learning plays a significant role in this process through image analysis, which helps in detecting minute differences between genuine and counterfeit products. This technology assists in identifying counterfeits during the inbound process, and future advancements in artificial intelligence are expected to further reduce the need for manual intervention. “By understanding onboarded sellers thoroughly and identifying counterfeits through returned items, we can leverage artificial intelligence to gain even more insights,” Chandran elaborated.

Jason concurred with Chandran’s perspective, adding that extensive use of data analytics and third-party providers like Data Minor is crucial. “We analyze information to predict future trends and monitor ongoing activities, which helps us stay ahead of potential threats,” he explained. He highlighted the importance of utilizing comprehensive data analysis to anticipate and mitigate risks effectively.

Question 2: Can you share insights on the use of data analysis in the shipping industry, particularly for ports and routes and its future developments?

Xu Kai discussed the operational challenges faced by ports, which function like factories with various production plans and frequent bottlenecks, such as limited docking sites and storage capacity. These limitations often lead to congestion and operational disruptions. Data analysis is crucial for managing these constraints. Historically, ports relied on estimated arrival times from ship agents, leading to frequent data exchanges and uncertainties. Modern predictive models and historical data analysis can optimize port operations by forecasting arrival times and managing storage capacity more effectively. Combining these insights with financial and insurance tools can further mitigate risks and enhance operational efficiency.

When asked how data is used in managing transportation and supply chain security, Chandran explain, "data analysis helps us understand actual rules and enables us to track and monitor activities such as road planning, resource utilization, and the right placement of resources". He pointed out that data is essential for addressing issues like theft and fraud by drivers. Data can also be utilized to ensure that trucking partners involved in theft and fraud are not used for high-value cargo transportation. "We identify certain corridors as hotspots and ensure these are avoided. If unavoidable, we implement mitigating measures, including connecting with law enforcement agencies," Chandran explained. He also emphasized the role of driver biometric authentication in maintaining security. "Drivers found involved in theft and fraud are separated from the system, red-flagged, and denied re-entry," Chandran noted, highlighting a proactive approach to maintaining the integrity of the supply chain.

Question 3: How do companies balance real-time supply chain monitoring with data privacy and brand security?

Jason highlighted the legislative landscape in Australia, which mandates real-time monitoring due to infrastructural security and government requirements. "We actually don't have an option in relation to real-time monitoring," he explained. Jason emphasized the importance of ensuring that third-party companies handling supply chain data are thoroughly vetted to protect data privacy and brand security. "Making sure anyone we work with uses third-party companies vetted through the department to ensure data privacy is crucial for protecting the brand," he stated. Additionally, Jason mentioned the setup of crisis management protocols as part of real-time monitoring efforts.

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K DAY 2 SESSION #11

Closing Remarks: Empowering Businesses & Brands for a Resilient Future with TAPA APAC

By Mr. Madu Lokan, Executive Director, TAPA APAC

As the SCRS Conference drew to a close, Mr. Madu Lokan, Executive Director of TAPA APAC, delivered the final keynote address, reflecting on the rich content and insights shared over the past two days.

The essence of Madu's closing remarks centered on the key takeaways from the conference. He posed a crucial question to the audience, “What have we learned, and how can these insights be integrated into our workflows and personal lives?” Emphasizing the importance of actionable takeaways, he encouraged attendees to reflect on how the shared knowledge could be applied to enhance both their professional practices and personal development.

Fostering a Culture of Resilience for the Future

Madu began by discussing various strategic approaches essential for fortifying supply chains against disruptions, focusing on TAPA Standards that have been discussed across the keynotes and panels. Emphasizing risk management frameworks, crisis communication plans, and agile supply chain strategies, Madu illustrated how these elements are foundational to resilience. He also discussed the role of technology in enhancing supply chain security and efficiency, such as AI-driven analytics for predictive modeling and automation, contributing to continuous efficiency and growth.

“If we do a risk assessment, we could easily see the gaps and fill it up through various mechanisms and TAPA Standards.”

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Hear from Our Attendees:
Full Satisfaction, Most Insightful & Well-Balanced Conference!

We are excited to share the highlights from our recent conference, where delegates experienced a truly transformative event. Our survey results reveal the sessions that left the strongest impact and showcase the unparalleled quality of the conference experience. Here's a closer look at what made this year's event so exceptional and why you won't want to miss next year's gathering.

100%
Satisfaction
overall conference experience

95%
of attendees are pleased with the programme
well-balanced!

3/4
of attendees find the conference topics
insightful

>200
attendees said they will attend SCRS Conference
again next year!

Top 3 Most Insightful SCRS Sessions

Chosen by Delegates

Conference Day 1

1. #12 Digital Transformation and Innovation: Redefining Resilience in the AI Era — READ NOW >
2. #3 Navigating Geopolitical Landscapes: MegaTrends & Brand Resilience for NextGen Supply Chains — READ NOW >
3. #5 Securing a Sustainable Businesses with Supply Chain Risk Mitigation Strategies — READ NOW >

Conference Day 2

1. #9 Data Analytics and NextGen Technologies for Securing Brands in the Supply Chain — READ NOW >
2. #2 Advancing Asset Security with Brand Protection Standards — READ NOW >
3. #4 Guardians of Brand Integrity: Strategies for Effective Brand Protection — READ NOW >

This impressive feedback is a result of meticulous curation and thoughtful selection of topics that resonated with the diverse interests and needs of our attendees. The value and impact of these topics were evident throughout the conference, fostering an environment where participants could learn, exchange ideas, and gain fresh perspectives. We are committed to delivering a meaningful and impactful experience for all TAPA APAC members and SCRS delegates. We look forward to welcoming you again next year for another round of insightful discussions and valuable networking opportunities!

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https://tapa-apac.org/member-companies/

SCRS SUPPLY CHAIN RESILIENCE & SUSTAINABILITY

CONFERENCE 2024

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