

The Center for Marketing and Supply Chain Management
The Hong Kong University of Science and Technology

Seminar Announcement

SCM and Network Orchestration - Li & Fung's Perspective

by

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Date: 6 September 2010 (Monday)

Time: 10:00 – 11:00 am

Venue: Room 4379, ISOM Conference Room (L17/18)

~~~~~ All interested are welcome ~~~~~

The Li & Fung Research Centre serves as a knowledge bank for the Li & Fung Group on China's economy, industries, logistics and distribution sector, with its research scope covering the whole spectrum of the entire supply chain, from ideas, production, distribution, retailing to consumers. The three major functions of the Centre are offering research analyses and consulting services on China, coordinating China corporate affairs for the Group and establishing the reputation of Li & Fung as the thought-leader in the industry.

The Centre has been actively promoting the application of SCM. In 2003, the Centre published the book "The Orchestrator of Global Supply Chain Management", which is regarded as a very useful reference among businessmen and academics in China. The revised and expanded edition was published in August 2009.