



THE HONG KONG
POLYTECHNIC UNIVERSITY
香港理工大學



DEPARTMENT OF COMPUTING SEMINAR SERIES



Inherent simplicity in a supply chain

Speakers :

Mr. Eli Schragenheim

International Director, Goldratt Schools

Mr. Henry Soo

Director of Operation, International Supply Chain Education Alliance-Hong Kong, China

Date : *29th November, 2007 (Thursday)*

Time : *7:30 pm – 9:15 pm*

Venue : *Y305, Lee Shau Kee Building*

The Hong Kong Polytechnic University

Remarks: Mr. Eli Schragenheim will deliver speech via internet web conference tool from Israel

Abstract

The pressure to pull time and cost out of a supply chain is relentless, such as the product life becomes shorter, and customer's tolerate time of product availability becomes shorter, service levels become higher, prices do not go as fast as cost, etc. The competition between supply chains is pretty tough and going to be tougher. The criticality of time-to-market and maintaining availability at the selling points are at the core of the competition.

Theory of Constraints (TOC, created by Eli Goldratt, the best-selling books are *The Goal*, *It is not Luck*, *Critical Chain*, and *Necessary but not Sufficient*.) mobilizes the logic of inherent simplicity in a complex system to innovate decisive competitive edges, not only for sustaining continuous growth but more important for establishing a long lasting organization.

Effectively and confidently focusing on a few leverage points in a supply-chain system is the key paradigm shift. The focus is on satisfying the end customer. The logistical tools of TOC, supported by the right kind of IT, are directed to provide availability while holding only a fraction of the inventory.

A well cooperative supply chain, including internal and external supply chains, is the foundation for moving materials through effectively and efficiently and making profits. The effort of all members in a cooperative supply chain is aligned to increasing inventory turns in retailers. IT systems are subordinated to enhance the visibility of materials flow. As the theme in *Necessary but not Sufficient*, without knowing the rule of game, IT to a supply chain is like a blind leading a blind.

Supply Chain Management the TOC way demonstrates the common sense, which is not commonly practiced, residing in the head and heart of management and waiting to be revealed for an exponential growth.

Biography

Eli Schragenheim is associated with Dr. Goldratt and TOC for the last 22 years. He was a partner with the A.Y. Goldratt Institute and now he is part of the Goldratt Group and Goldratt Schools.

Mr. Schragenheim had published two books:

1. Management Dilemmas.
2. Manufacturing at Warp Speed (with William H. Dettmer)

He also participated in two more books: Necessary But Not Sufficient, by (mainly) Dr. Goldratt (also with Carol Ptak), and with Carol Prak's book: ERP Tools, Techniques and Applications for Integrating the Supply Chain.

Mr. Schragenheim published many papers in both the academic and practitioner magazines. He spoke in several of the annual APICS conferences and in most of the TOC conferences.

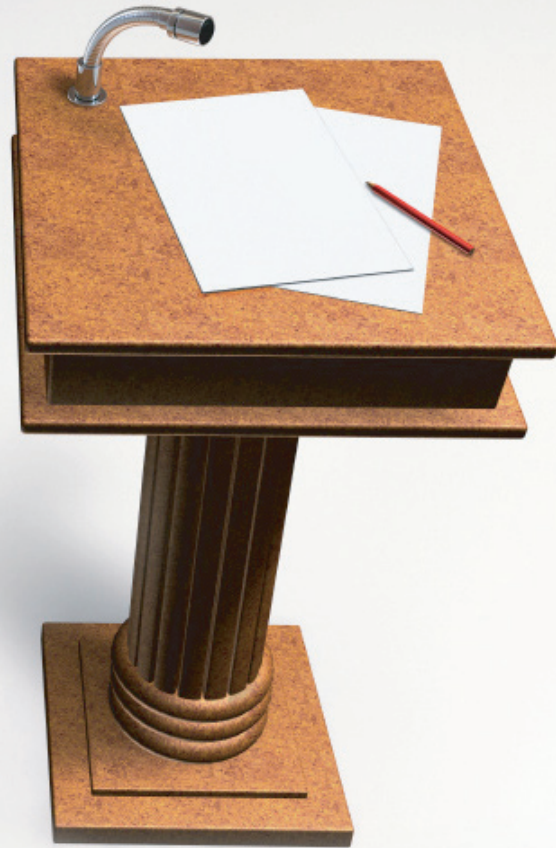
In the last three years Mr. Schragenheim trained 150 consultants, all over the world, to be effective in supporting the ambitious "Viable Vision" projects. He also mentors several of these consultants during the actual implementation.

Prior to his association with Dr. Goldratt, Eli Schragenheim was a software developer. Actually all the computerized educational tools (the "simulators") for teaching the Theory of Constraints, used by either the Goldratt Institute and Goldratt Group were developed by Mr. Schragenheim.

Prior to becoming a software developer, Mr. Schragenheim was a TV director (for about 9 years).

Eli Schragenheim holds a MBA degree from Tel-Aviv University, and B.Sc from the Hebrew University in Jerusalem.

Eli Schragenheim has a wife and three children and is a citizen of Israel.



Mr. Henry Soo, Director of Operation (ISCEA.HK, China) and Managing Director of DataDevelop Consulting Ltd. He is a Certified Practitioner by TOCICO (Theory of Constraints International Certification Organization) in Supply Chain Logistics and TOC Fundamental and a Trained Project Manager (by Goldratt Consulting and Goldratt Schools) for handling the million US dollar TOC projects in the Greater China region. He is a Certified Six Sigma Black Belt by IAQC (International Academic for Quality Certification).

Seminar Registration Form

Please fill in the registration form and send it to us by fax or email before 27 November 2007.

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