

THE FRESH CONNECTION

the ultimate supply chain experience

Launched in Australia by the world's preeminent Supply Chain authority, apics, The Fresh Connection is a web based cross functional Supply Chain simulation tool that is quite literally taking the world by storm. Developed in the Netherlands in 2008, The Fresh Connection has rapidly gained acceptance as a sophisticated and enjoyable Supply Chain simulation tool that provides participants with a truly unique Supply Chain experience. Used internationally by most of the world's leading organisations such as Johnson & Johnson, Unilever, Nestle, Cadbury and Nike, The Fresh Connection has an enviable list of participants that serve to validate the claim that it is the ultimate supply chain experience, and a tool that has taken experiential learning to new levels.

What is it?

Addressing contemporary supply chain issues such as Strategic and Tactical Decisions, S&OP, Supplier Selection and Management, Procurement Terms and Contract Negotiations, Demand Management, Inventory Management, and Customer Relationship Management, The Fresh Connection is a sophisticated web based simulation tool that enables Supply Chain teams to experience, understand and learn.

How it works - The Challenge

The challenge faced is the fruit juice producer, The Fresh Connection, is on the brink of financial ruin due to sub-optimal decisions, lack of a clear strategy, and poor cross-functional communication. Your Challenge is to form a management team that will make strategic and tactical decisions to turn the business around and bring it back into profit. By encouraging team work, integrating decisions, balancing priorities, managing crises, handling misaligned KPI's, and measuring performance, The

Fresh Connection offers an environment which will challenge the knowledge of professionals at all levels within an organisation, or even between organisations.

The Fresh Connection 2 Day Short Course - 7th and 8th December, 2010

Facilitated by Supply Chain expert, accredited Fresh Connection facilitator, and apics Victoria President Phil Heenan, this two day learning experience will provide participants with a hands-on opportunity to gain a greater awareness of both specific concepts within the supply chain, but also the inter-relationship of these concepts within the Supply Chain as a whole.

For two days participants will be challenged to not only demonstrate their conceptual knowledge, but also their practical application of that knowledge. This experiential learning model will enable participants the opportunity to learn, experience, evaluate and then again re-apply that knowledge, this ensuring enhanced understanding of theoretical concepts as well as understanding the importance of team work.

Cost: \$1,200 per participant (excluding GST)

The Fresh Connection in my organisation

Rather than training one or two people at the short course, why not train your whole Supply Chain team in-house? To find out how to provide your business with a competitive edge by giving your staff the ultimate Supply Chain experience, contact:

For info: Matthew Gardner on 0449088771
matthew.gardner@apics.org.au OR

Registrations: apics Victoria on 03 9328
4477 apicsvic@bigpond.com

