

SCL Canada - Vancouver Chapter Dinner Presentation

**Direct to Market Distribution:
Increasing reliability while reducing
logistics costs**

Featuring Special Guest Speaker:
*Shakeel Bharmal, General Manager
Purolator Global Supply Chain Services*

Monday, January 19, 2009

Eagle Creek Banquet Facilities; Burnaby Mountain Golf Course
7600 Halifax Street, Burnaby, BC

Traditional supply chain networks set up to support global sourcing usually involve transportation of an imported container from a port to a distribution centre, where the contents are unloaded and, perhaps after being placed into storage temporarily, are assembled into smaller lots and then shipped to stores. This mode of distribution is often accompanied by delays, limited shipment visibility, unpredictable delivery times and a deeper environmental footprint given the frequent trips back and forth between the deconsolidation facility and stores across the country.

By contrast, direct-to-market distribution, one of the latest approaches to global supply chain management, involves unloading contents of a container at a deconsolidation facility near the port, immediately creating specific shipments of the merchandise at that facility, and transporting the merchandise directly to its final destination - bypassing the distribution centre entirely. Not only does this process reduce overall transit time and miles traveled, it also eliminates the costs of sending container contents to a second location and allows for a more efficient use of storage space in existing warehouses.

Shakeel Bharmal, General Manager of Global Supply Chain Services at Purolator, would like to share insights on how efficient logistics systems like direct-to-market distribution can be used to create a balance in environmental efficiency and import distribution, driving product availability and improving costs. Through real life case studies, Mr. Bharmal will also discuss how this process can enable a company to cut its distribution mileage in half and significantly reduce fuel consumption and emissions.

About Your Guest Speaker:

Shakeel Bharmal

has had a long interest in helping Canadian businesses succeed. He is currently the General Manager of Purolator Global Supply Chain Services, a service launched by Purolator to help Canadian businesses increase the speed and efficiency by which they bring products to their customers. Since launching this service, his team has been developing solutions in collaboration with large enterprises and SMB's to increase supply chain reliability and speed, lower total logistics costs and increase revenue. Prior to this he was a Director of Marketing, where his focus was on delivering value to SMB customers.



Prior to his arrival at Purolator, Shakeel was a management consultant with Oliver Wyman. His work crossed many sectors including aviation, rail, healthcare, utilities and trucking. His areas of specialty were business strategy development, service improvement through the supply chain and process redesign. He also held a variety of positions at Mohawk Oil Co. Ltd. where he helped independent franchise operators improve the performance of their retail locations.

Need More Information?

Contact: Yana Verbitskaia:

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SCHEDULE:

Registration & Cash Bar	5:30 pm
Buffet Dinner	6:30 pm
Presentation and Q&A	7:00 pm
Event ends	8:00 pm

Payment & Registration Information

Payment Information:

SCL Member: \$30.00 + \$1.50 GST = \$31.50

Affiliated Organization: \$35.00 + \$1.75 GST = \$36.75

Non-Member: \$40.00 + \$2.00 GST = \$42.00

Registration fees include dinner & presentation.

SCL GST # R123253130

On-Line Registration:

www.sclcanada.org/index.php?id=599

Cancellations Policy:

Cancellations must be received by **5:00 pm on January 9, 2009** to receive a refund. Cancellations received after January 9, 2009 and no-shows will be charged in full. Substitutions are welcome.