

## Reverse logistics expo features John Mehrmann

The Reverse Logistics Conference and Expo in Singapore will feature two leading authorities on Supply Chain Solutions and Reverse Logistics. John Mehrmann, author and industry expert, will present "Evolve or Become Extinct, A Reverse Logistics Model to Deliver Expanded Shareholder Value". Ron Kula, Vice President of Supply Chain Solutions at DEX, will participate in the panel discussion, "Methods of Outsourcing".



In the evolution of Supply Chain Management Services and Solutions, Reverse Logistics evolved from a requirement for merely managing returns into a competitive advantage for Retail, OEMs and Branded companies that manage the process wisely. Reverse Logistics has become a keystone for balancing customer satisfaction, supply demand responsiveness and bottom line performance. Properly managing Reverse Logistics and the Supply Chain Solutions can make or break the financial stability of an organisation.

"In the Supply Chain you are either the one driving the truck, the one pumping the gas or the one paying the other two. The old paradigm was consolidation, moving product faster, more direct and with lower cost. The new secret to success is learning to measure the value that lies within the product and making intelligent business decisions in real time," said Mehrmann.

At the Reverse Logistics Trade Show Conference and Expo in Singapore, Third Party Service Providers (3PSPs) will demonstrate Reverse Logistics services and solutions on a global basis to OEMs, retailers and branded companies.

Reverse supply chain providers working independently have difficulty achieving and demonstrating value. Technology is essential to leverage integration and expedite intelligent decisions with multiple tiered operators. Collaboration is required to provide Best Practices, increase revenue, reduce expense and optimize capital.

"In service, to be competitive is to be the first to provide the services that would otherwise put you out of business. If you can do this, you will place your competitors out of business or have them working for you," said Mehrmann.

Conference highlights will include:

- "Industry Overview Size and Forecast", by Gailen Vick, President & CEO of Reverse Logistics Trends, Inc
- "Major Challenges Facing Reverse Logistics", by Kerry Mok, Senior Vice President for Strategy & Marketing and Service Logistics of DHL Exel Supply Chain, Asia Pacific
- "Challenges in Business and Technical Operations Associated with Global Support", by Gopal Mudivedu, Manager of Technical Operations at Juniper Networks
- "Design and Implementation of RFID based Product Lifecycle Tracking", by Yoon Seok Chang, PhD Professor at Korea Aerospace University
- "Reverse Logistics Requirements of Home Depot", by Shima Adyorough, Business Analyst at The Home Depot
- "Evolve or Become Extinct, a Reverse Logistics Model to Deliver Expanded Shareholder Value", by John Mehrmann, Regional Director at DEX
- "Reverse Logistics in Singapore", by Fan Chiew, Reverse Logistics manager at Palm, Inc

Among those scheduled to attend the conference and expo in Singapore are representatives from Sun Microsystems, Seagate Technologies, Palm, Spring Global Mail, Teleplan Service Solutions Asia BV, OnProcess Technology Inc, AER Worldwide, RGL, Image Microsystems, Pelican Products Inc, Green Oak Solutions, Li Tong Group Hong Kong, Network Appliance Inc, Jabil Global Services, BMI, RTG Industries, Round2 Technologies, FRS Europe BV, 3D Networks (Aust) Pty Ltd, Juniper Networks Inc, Yemnik Nig Ltd, Click Commerce, Electronic Recycling & Trading, CompuVest Corp, DELL Global BV, DHL and Grundfos (Singapore) Pte Ltd Regional Headquarters. Supplier company executives and members of the press will also be attending.

Registration and a schedule of forthcoming Reverse Logistics Trade Show Conferences and Expos is available at <http://www.rltshows.com>

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