



Continuing Education Hours Documentation Form

To: Wenbin Feng, Baini Guo, CHEN QING, JIE XIONG, Li Yan, Li Qin, Yanchun Qin, Xingwei Han, Haixue Zhou, MI MI, gaofei, Lu tingjue, KELI LI, Hong PEI, Lin Peng, TANG HUI LING, PING ZHU, Zhu Lingling, Wenjuan huang, Ai He, JUN SHENG, Qisha Ma, Cheng Huang, Lizhong Xiao, WEIQI LIAO, Hong Xie, Wei Wang, Zheng Lei, xiang feng, ZHANG HUI, Ma Ying, Zhu Bingwei, Sun Boyang, Huiting Yao, Shenxi Ai, Liang Cao, Huabin Peng, xiaofei yan, Dongyi Liu, liuying, Xiao Feng, Weizhen Chen, SHEN YING, SHENJIE, YaFeiZhu, WANG LIYU, Tingting Zhang, Shi Tiantian, Wenyu Chen, Zhengrong Yu, Jingyi ZHOU, Yue Nian, hua jun, Jieting Liang, Changlei Wang, JIE SUN, Xuan Zhang, Junying Zhang, Yifan WANG, JIANWEN XU, Na Ji, Du Sen, Yanfang Tan, Junhui Zhou, Lijing, Jidong lu, YEONSOO HONG, Li Yanli, Zhangquan, YUE PAN, Weiyi Lu, Yuwei ZHENG, XiuNong Lin

From: SCOM

Event Description:

The poster hyperlink: <https://mp.weixin.qq.com/s/pu3fypsGcPcfk0T6vPYJXA>

Event Name: The Truth of Inaccurate Forecasting and Breaking Through —— Q&A on Forecasting and Demand Management

Venue: online ; **Event No.** 25500 ; **Date & Time:** April 9th, 2025; 20:00-21:30

Event Hours: 1.5h ; **Professional Development Points:** 1.5

Event Content

- Is demand management the same as demand forecasting?
- Is it worth spending so much time on forecasting for supply, when it could be better spent on sales? Why not focus more on securing orders?
- The historical data is already there; can't the supply chain just handle demand forecasting?
- Since demand is never completely accurate anyway, wouldn't it be better to spend time and money on improving supply capabilities rather than on forecasting?
- With forecasting software becoming increasingly intelligent, shouldn't we just use software algorithms for demand forecasting directly?
- Are intuitive guesses more accurate than using various algorithms?
- If the forecast accuracy is not high, is forecasting still meaningful?
- Will involving more people in demand forecasting make it more precise?



- Is the supply chain only interested in constrained forecasts, and not unconstrained forecasts?
- Should constrained demand planning be adjusted based on financial plans?
- Does “perfect forecasting” mean 100% accuracy?
- Does a high model forecast accuracy rate mean strong forecasting capability?
- If different experts give us different forecast values, how should we proceed?
- Should we assess forecast accuracy?
- Which is more important: improving forecast accuracy or keeping errors within an acceptable range?

Instructor Introduction

Susanna

- Over 20 years of experience working in global Fortune 500 foreign - funded manufacturing enterprises, covering roles in engineering, procurement and supply chain, production, safety, and quality
- Managed the supply chain of over 20 factories across the Asia - Pacific region, spanning industries such as electronics, automotive, telecommunications, chemical materials, and fast - moving consumer goods
- In procurement and supply chain practices, she has driven and led numerous local and global supply chain improvement initiatives, focusing on the application of lean principles and IT in supply chains. Her long - term experience in cross - industry, cross - country, cross - cultural, and cross - functional leadership positions has given her innovative thinking and strategic decision - making skills
- She is also skilled in talent motivation and leading multicultural teams. Her career progression from supervisor to manager, director, and vice president has equipped her with a hands - on approach to supply chain solutions

Employer/Presenter's signature: _____

