



Continuing Education Hours Documentation Form

To: yan Ming, WU XUEJIAO, Weizhen Chen, Yi Zhang, Shenzhen Zhang, Zhiyong Ji, Qi Guo, Jiao ruyi, Chen yue, Jidong lu, Junhui Zhou, mingxiang mu, Yanli Xu, Yezhen Ding, xiang feng, jun hu, xiaofei yan, Dongyi Liu, YALING JIN, YUAN YAO, Lin Peng, Huanhuan Li, Shenghui Zhai, jinzhou qiu, Pengbo Chen, Lizhaohui, WEIHUI SUN, yuequan sun, Wei Wang, Shaohua Li, Yanfang Tan, Zhongping Zhang, Liang Song, MEIHUI WANG, Wang Liyu, Wei Yang, Jieying Zhu, Guan Wang, Nan Li, Gu Zhi, Yanyan Yu, Haibing Jiang, Shenxi Ai, Wei Fang, WANG SHAN, Zhihong Chen, LING WANG, WEIHUA TANG, Yan YANG, Yuqing Zhao, Ying Zhang, Zheng Jiayuan, Xiaozhou Wen, Yangou Zhou, Yue Chen

From: SCOM

Event Description:

The poster hyperlink: <http://event.31huiyi.com/1986579464>

Event Name: Post-covid-19 Era: Changes and enlightenment of overseas FMCG demand

Venue: online; Event No. 20290; Date & Time: December 29, 2020; 20:00-21:30

Event Hours: 1.5 h; Professional Development Points: 1.5

Event Introduction :

The impact of COVID-19 on the world is unprecedented, as is the supply chain. What about the demand side of the overseas FMCG industry? We have invited Nick, a senior supply chain expert in the industry, to share with you the challenges facing FMCG demand in overseas markets, especially in Southeast Asia, and the implications for demand planning.

1. Changes in consumption patterns
2. Evolution of channel pattern
3. Opportunities for expansion of new categories
4. Impact on distributors
5. Comment on the business strategy and analyze the changes that need to be made in the demand plan

Instructor Introduction

Nick

上海史考姆企业管理咨询咨询有限公司 上海市七莘路1839号财富108广场南座3005 邮政编码201101 电话86-21-54281551



我们助您创未来



He holds a master's degree from the National University of Singapore and has more than 10 years of experience in supply chain optimization and management. He is currently the senior Director of Demand Management for a fortune 500 company.

Employer/Presenter's signature:

