2016 GSCMI CONFERENCE & INTERCOLLEGE CASE COMPETITION

TRANS-PACIFIC PARTNERSHIP (TPP) & THE GLOBAL SUPPLY CHAIN IMPACT
We recently closed the Spring Conference of the Global Supply Chain Management Initiative at the Krannert School of Management, Purdue University on January 29, 2016 focusing on new trade agreements – the Trans-Pacific Partnership involving twelve countries including the United States and its impact on the global supply chain. We had a wonderful set of speakers, including Edward Gresser, Policy Planning Director at the US Trade Representative’s office in Washington DC and Kent Anderson, Vice-President of Business Development at the Indiana Economic Development Corporation, focusing on trade issues. Our Dean David Hummels and intellectual property attorney Eyal Barash, our executive program alumnus Eduardo Huerta discussing the impact on the country of Peru, our local industry, Wabash National, represented by Brent Yeagy, along with many others presented talks to ensure a unique opportunity for discussion and learning. We also hosted an MBA intercollege case competition, sponsored by General Motors and Arcelor Mittal, using a case written by Eyal Barash and myself. The first round selected six qualifying case teams for final presentations. Teams from Illinois, Penn State, Purdue, University of Michigan, University of North Carolina and Washington University of St. Louis competed for the final prize of $8000 in total prizes. Teams received the second round of case data and presented at the conference to select the three winners (Pg. 17). The center has been busy developing a digital footprint – please take a look at the gscmi blog with over 200 entries and videos written by center graduate assistants available at https://dcmme.wordpress.com/category/tpp-trans-pacific-partnership/. The content in this blog can be used with any classes to stimulate student discussions – there is a comment section you can use to add your own ideas to the discussion. We hope you enjoy the following newsletter, and please let us know if we can do anything further to help make this a memorable learning event.

Sincerely

(Ananth V. Iyer)

Professor Ananth Iyer
Susan Bulkeley Butler Chair in Operations Management
Professor of Management
Director, DCMME and GSCMI
Krannert School of Management
Purdue University
West Lafayette, IN 47907
aiyer@purdue.edu
765-494-4514
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OUR CENTER PARTNERS & EVENT SPONSORS

Dedicated industry partnerships are at the heart of success for the GSCMI Center. We thank our many distinguished industry partners for their significant and ongoing involvement and support. Our mission and the many important objectives set for the Center could not be accomplished without you.
Kent Anderson discussed the importance and impact of the Trans-Pacific Partnership Agreement to the United States and especially to the State of Indiana.

As the Vice President of Business Development for the Indiana Economic Development Corporation, Kent Anderson has lead projects and efforts to attract and retain companies from around the world to invest in the State of Indiana and has overseen the streamlining of the organization’s international footprint.

During his presentation Mr. Anderson explained some of the main misconceptions
of the Transpacific Partnership Agreement. For example, he discussed why the TPP is more than just tariffs since it involves other relevant topics such as intellectual property, standards, government procurement, rules of origin, among others. Moreover, the speaker explained that the agreement is more than just manufactured goods, considering that it also covers services and investments. Following his professional background, Kent Anderson discussed an example of the impact of the TPP on the automotive industry; particularly he explained how tariffs were the main driving factor behind Audi’s decision to build their first North American factory in Puebla, Mexico. Finally, Kent Anderson showed several U.S Free Trade Agreements that involve more than 20 countries and define most of the world’s economy. In this way, the speaker highlighted the relevance of the current decision regarding the TPP on the U.S economic growth, as well as mentioned the key activities that the state of Indiana is currently doing in order to guarantee the state’s development.

-Gisela Condado
(GSCMI Graduate Student Assistant)

Mr. Kent Anderson has been the Vice President of Business Development at Indiana Economic Development Corp. since March 2014. Mr. Anderson joined the state’s job hunting agency in January 2012 as the director of international business development, spearheading the state’s efforts to attract and retain companies from around the world. In addition, he oversaw the restructuring and streamlining of the IEDC’s international footprint. Mr. Anderson served tours with the Indiana National Guard in Iraq and the U.S. Navy during the Gulf War. In addition, he planned and implemented logistics processes for German luxury carmaker AUDI AG at its Ingolstadt, Germany headquarters and served with Switzerland-based Georg Utz, Inc. as its first general manager of North American operations. Most recently, Mr. Anderson lead the Columbus Area Metropolitan Planning Organization. Mr. Anderson is a 1990 graduate of the U.S. Naval Academy and holds a master of international business studies from the University of South Carolina’s Moore School of Business.
Mr. Yeagy spoke about the strategic implications of the Trans Pacific Partnership (TPP) on the United States trucking and logistics industries and the impact that it would have on Wabash National. His presentation focused on whether the TPP would be a significant driver of strategic change in the trucking industry or not. He started with a brief overview of Wabash National and the trucking industry in general, and then he stressed how trucking is the dominant transportation mode in the United States and that it would remain the dominant mode into the future. From there he discussed the
Brent Yeagy was appointed to Senior Vice President – Group President, Commercial Trailer Products on June 1, 2013. Yeagy joined Wabash National in 2005 as Director of Manufacturing and has held a number of positions of increasing responsibility, most recently serving as Vice President and General Manager of Commercial Trailer Products. Prior to Wabash National, he held the position of Director of HR/EHS at Delco Remy International from 2001 to 2003 and Manager of HR/EHS from 1998 to 2001. From 1994 to 1998, Yeagy was a Senior Engineer/Facilities Maintenance Manager at Rexnord. He also served as a Machinist Mate/Officer Candidate in the United States Navy from 1991 to 1994. Yeagy holds a Bachelor of Science in Environmental Engineering Science and a Master of Science in Occupational Health and Safety Engineering from Purdue University, as well as an MBA in Business Management from Anderson University.

Brent Yeagy is a second year MBA student at Purdue University’s Krannert School of Management with concentrations in Operations and Supply Chain Management. Originally from Indianapolis, IN, Joey completed his undergraduate degree at Purdue University, where he earned a Bachelor of Science in Mechanical Engineering Technology. Prior to coming back to Purdue, he worked for one year as a contract Mechanical Design Engineer for Sikorsky Aircraft and four years as a Mechanical Design Engineer for Juno Lighting Group. In his time as a contractor for Sikorsky he researched and designed engineering changes for their commercial and military helicopters, primarily dealing with their Blackhawk platform. During the summer Joey completed his internship at Emerson Climate Technologies.
Mr. Edward discussed the main reason why the U.S Government decided to take on the Trans-Pacific Partnership Agreement. The TPP can be considered a tool for America to create options and build a more solid base for its economy in the advent of future downturns. He also briefly covered the aspects that are included in the TPP agreement’s chapters and what products are being negotiated including trademarks and researches. His job, together with his colleagues, is also to take a look on agreements that have been done in the past and identify how they were successful, what
went wrong, and what the government can do to improve. One of the cases which he referenced included the Tokyo Round agreement in the 1970’s, showing why it is so important to foresee the incoming challenges related to internet trade. This topic he admits is particularly delicate as there are too many stakeholders involved and many that benefit from the current deficiencies, and that is where the job opportunity growth resides. Additionally, when looking at a future oriented vision, the TPP will enable more small companies to become exporters and in other numerous ways. For example, the TPP will be more transparent than previous U.S agreements by publishing all the forms they will need online by having a website dedicated to new and small firms. This is the first agreement that has gone so in depth regarding this issue. Finally, the TPP is large enough to have an impact; this was found in a model study done by Michael Bloomberg that looked at the potential effect of this agreement and what they estimated was an additional $357M in U.S exports and $131B of national income as of 2030.

- Pablo Martinez
(GSCMI Graduate Student Assistant)

Ed Gresser joined the GlobalWorks Foundation as Director of the ProgressiveEconomy project on February 15, 2011. One of America’s most influential trade analysts, he has conducted path-breaking research on the American tariff system and its effects on low-income American families and poorer nations, trade relations with the Muslim world, Asian economic integration and other topics. His research has been covered by major media outlets including the Washington Post, the New York Times, the Los Angeles Times, the Financial Times, the Far Eastern Economic Review and others, and been cited by leaders of the World Trade Organization, the World Bank, the IMF and other institutions. His first book, Freedom From Want: American Liberalism and the Global Economy, was published in 2007. He also created and edits ProgressiveEconomy’s widely praised “Trade Fact of the Week” electronic information service. Gresser came to GlobalWorks after two years at the Democratic Leadership Council, where he served as Trade and Global Markets Director and as interim President during the permanent CEO’s leave of absence in 2010. Before joining DLC, Mr. Gresser was Trade and Global Markets Director for the Progressive Policy Institute from 2001 to 2009. From April 1998 through the close of the Clinton Administration in 2001, he served as Policy Advisor to U.S. Trade Representative Charlene Barshefsky. In this position he was the USTR’s principal policy advisor, speechwriter and research aide. In a span of three years, Mr. Gresser twice received USTR’s prestigious “Special Achievement Award,” first for contribution to passage of the African Growth and Opportunity Act and Caribbean Basin Initiative enhancement, and then for accomplishment “far above and beyond the call of duty” in the negotiation of China’s WTO accession agreement and passage of permanent Normal Trade Relations. Earlier, as Legislative Assistant and then Policy Director for Senator Max Baucus (D-MT) between 1993 and 1998, Mr. Gresser was responsible for trade and foreign policy, with a particular focus on relations with China, as well as domestic extremism and “militia” issues. Before joining Baucus’ staff, Mr. Gresser worked for the consulting firm Podesta Associates, and as Legislative Assistant for Congressman Silvio Conte of Massachusetts. Mr. Gresser graduated from Stanford University with Distinction in Political Science in 1984. He earned a Master’s Degree from Columbia University and a Certificate from the Averell Harriman Institute for Advanced Study of the Soviet Union in 1987. He is married to Siriporn Gresser, and they have one son.

MBA 2016 | VP of Communications – Krannert Graduate Students Association | VP of Communications Krannert Chinese Business Association | President of Krannert Toastmasters Club | Treasurer – Krannert Energy Club

Pablo comes from Venezuela with a bachelor diploma in Electrical Engineering and three years of work experience in B2C and B2B transactions. He worked for the Generation Dept. at the largest electric service supply in Venezuela before moving into the service industry. He later found his passion in customer service and operations when he joined Eurobuilding International Hotel enterprise. A year later, he was granted the opportunity to join Krannert School of Management where he now focuses on service operations and supply chain. Over the summer, Pablo lead the Miranda Restaurant’s Administration and Training at EB Hotel Miami, located in the vicinity of the Miami International Airport.
David Hummels presented on the context nature and complexities of TPP, especially in regards to modern trade. The majority of people understand free trade to be reducing tariffs, barriers and the government getting out of the way. However, a modern Free Trade Agreement has to deal with a lot of aspects, especially IP rights, technical barriers to trade, FDI rules, Government Procurement as an agency or a government unit (Public Sector Units), subsidies by one government, antitrust laws etc. Arguably, one of the most critical aspects is the IP rights transfer from one country to another.
This is especially true if the Patent laws vary a lot between the two countries. Some of the issues are based on recognition of patents and the cost of buying patents in other countries, or if a good can even be patented in another country, and whether technology transfers need to be mandatory with the transfer of a product. This will be especially critical if the IP development was funded by a government. Thus we need a policy environment that facilitates trade, and the regulations do not end at the borders. This is especially challenging since this requires a highly complex and harmonized regulation, and we still do not have a good understanding of likely effects of a policy on firms. So, why is such a policy needed? If we look closely, a commodity trade has reduced, and today most of the trade is done in the manufacturing sector where a fast supply chain can impact a lot. The manufacturing firms need policies which reduce delays and ports, facilitate air shipments, reduce or eliminate custom processes and equitable treatment of cargo. It is very important to reduce the lead time for customs as the Tariff equivalent for time cost to import is often much higher than the actual tariff paid. In conclusion, TPP is complex, far-ranging and a potentially intrusive harmonization of economic policy. While we do not have a good evidence of the impact of such a policy, it is nevertheless required considering the complex world of modern trade that we have.

- Akshit Bajpai  
(GSCMI Graduate Student Assistant)
On January 29, 2016 Eyal Barash discussed intellectual property law and the process by which companies acquire patents, protect them, and the legal implications that these patents have on businesses and product development. A patent is a property right and a right to exclusion. This allows the patentee to prevent others from making, using, selling and importing a patented invention. Contrary to popular belief, a patent is not a right to use an invention. When one company has the patent to make and sell a product, but the other has the patent to deliver a particular service but no right to manufacture
MBA 2017

Matt Jung is a first-year MBA student at Purdue University’s Krannert School of Management with concentrations in finance and strategic management. Originally from Hawaii, Matt earned a degree in biology with a minor in biochemistry from Brigham Young University, Hawaii. Upon graduation he worked for a private government contracting firm in Honolulu. Prior to coming to Purdue, he worked for 3 years building and overseeing the supply chain department of Pelatron, Inc. As supply chain manager his responsibilities included staffing, training, and streamlining company processes to effectively manage all asset and project-based materials. These initiatives provided Matt with experience in team building, process implementation, and inventory management enhancing his leadership and problem-solving capabilities.

it, these companies form what is called a license. This allows for the continued use of products and services and allows business to move forward. In the U.S. inventions can qualify for patents if they can meet three requirements outlined by the federal government. These criteria include the usefulness of the invention, the novelty, and if it is non-obvious. With regards to the novelty of the product, it must be something new. The product, process, or intellectual property cannot have existed prior to the new invention. Drug patents filed with the FDA must use an NDA, or new drug application. This is usually done at the end of a successful phase three trial when the drug has been deemed effective and safe. If granted, the patentee will receive four years of exclusivity with respect to its data use and five years of market exclusivity. When thinking about all of the research, testing, and approval that goes into acquiring a patent, five years of market exclusivity is not very much. To really get a return on investment, 10 year market exclusivity is the key. There are several challenges that companies face when they deal with exclusivity. It only provides protection from third-parties referencing your data and does not protect against the third party developing its own data. Another factor that comes into play is the length of the exclusivity. As time goes on, it becomes more viable for the third party to create its own data and develop its own similar product and thus threaten the market share of the original product.

- Matthew Jung
  (GSCMI Graduate Student Assistant)

Eyal Barash is an Indiana University chemistry department alum (’91). Eyal received his M.S. in physical chemistry from Berkeley and a law degree from Northwestern. After practicing for 8 years in Washington, D.C. at a large patent law firm, he returned to his native West Lafayette. Barash currently serves as the chief IP counsel for Endocyte, Inc., a publicly-traded biopharmaceutical company developing targeted therapies for serious diseases.

speaker bio
At the recent Trans-Pacific Partnership (TPP) & The Global Supply Chain Impact conference hosted by Purdue’s Global Supply Chain Management Initiative, the recent approval of the TPP and its effects on diverse industries was discussed. Eduardo Huerta-Mercado, the CEO of Value Chain Consulting and Technology and Purdue University Executive MBA graduate, spoke specifically about his home country of Peru and how the TPP would affect Peru and other Latin American countries. While Eduardo was very clear that the TPP would not make Peru the most dominant force in Latin America, the

VALUE CHAIN CONSULTING & TECHNOLOGY

Eduardo Huerta

GA SPOTLIGHT

TAYLOR HAWS
potential positive effects he discussed and are listed below:

• Peru could become a trade hub between Asia and South America
• The TPP could result in knowledge and technology transfer beneficial to Peru
• The TPP can promote small business “inclusion” in global value chains
• Peru’s competitiveness would improve
• The TPP would help Peru support an image of a stable and investment friendly nation
• Peru could see an increase in exports of agricultural goods such as avocados, asparagus, saccha inchi, chia, and quinoa among others
• Peru would experience an estimated 2% increase to their GDP

Along with the many presented benefits, Eduardo also outlined a few of the major struggles that Peru, among other TPP participating countries could experience. Two of the major challenges he outlined were:

• Will the TPP result in increased health services costs?
• With easier exportation and importation of goods, will traditional agriculture come to an end in Peru, resulting in a loss of the thriving historical agricultural heritage?

One of the unique aspects of Eduardo’s discussion was its specific relation to Purdue University. As stated earlier, Eduardo is an Executive MBA alumnus and has a keen interest in creating an increased partnership with Purdue University through the executive and corporate ties he holds in Peru. Value Chain Consulting and Technology, for whom Eduardo is the CEO, has already facilitated 25 and 22 undergraduate internships in 2014 and 2015 respectively, and Eduardo placed a major emphasis on his desire to increase this number, as well as possibly expanding to graduate level students. Eduardo highlighted that these internships represent an enormous amount of knowledge and academic knowledge transfer that Peru can benefit from, as well as a learning experiences for the students involved. With the TPP now approved, Peru is poised to benefit from the new changes, and in turn assist Purdue University in benefiting from them as well.

speaker bio

Eduardo Huerta-Mercado is currently Director of Operations for River Logistics in Lima, Peru. He is also the Director of Latin American Operations for Softeon Inc., an International Consultant Public Sector for the World Bank, and CEO at Value Chain Consulting & Technology.

MBA 2017

Taylor Haws is a first year MBA student at Purdue University’s Krannert School of Management with concentrations in operations and supply chain. Taylor is originally from Arizona and earned his bachelor’s degree in Spanish Linguistics from Arizona State University. After graduating from ASU, Taylor worked for two years at State Farm Insurance before coming to Purdue University. Taylor’s most recent role at State Farm was as a Spanish Team Lead in the Express Claims Department. In this role, he directly supported a team of 10-12 Spanish Express associates, as well as 588 other Express associates in nine different locations. Taylor’s main duties were to assist in solving complex claim issues as well as provide coaching for associate development. Additionally, Taylor worked directly with the Estimates, Business Process, and Underwriting departments to streamline the duties of the Express claims associates throughout the entire claims system.
Ford Withdraws from Japan

In a recent article in The Japan Times, details about Ford’s decision to move out of the Japanese market were discussed. Poor market conditions were the main reason for the decision along with a bleak economic outlook. With the signing of the new TPP deal, of which Japan is a part of, Ford foresaw even tougher competition in its already uphill battle with domestic automobile manufacturers. Last year Ford only sold 5,000 cars in Japan. What negative results will Japan see with Ford pulling out of the automobile market? Where else may Ford be able to get a foothold in Asia? How does this affect Ford’s business going forward?

-Matt Jung, posted January 2016
view more of Matt’s blogs at dcmme.wordpress.com

TPP Will Raise US Annual Income Study Shows

An article in The Japan Times (January 25, 2016) titled “TPP will raise U.S. annual income by $131 billion, study shows” (http://www.japantimes.co.jp/news/2016/01/25/asia-pacific/tpp-will-raise-u-s-annual-income-131-billion-study-shows/#.VqY1r4UrjQI) describes a study from The Peterson Institute for International Economics, which states that the TPP will raise US incomes by 131 billion annually after 2030. The analysis highlights that one-year delay in the TPP implementation would cost $77 billion in lost income. Moreover, the agreement would boost the US exports by $357 billion annually, and by $1.025 trillion annually for all TPP countries together. Other studies suggest that there would be 53,700 US jobs that would churn annually during the first 15 years of the TPP implementation period, but it is estimated that by 2030 about 796,000 jobs will have been added in US export activities thanks to the commercial agreement. Will the US Congress approve the TPP considering this analysis and its suggestion that the benefits of the TPP outweigh its costs?

-Gisela Condado, posted January 2016
view more of Gisela’s blogs at dcmme.wordpress.com

Mexico Reaping Rewards from TPP

In the article “American Jobs Leaving for Mexico – Ford Motors Just Showed Us What the TPP Will Do to the US Economy,” (http://www.dcclothesline.com/2016/02/11/american-jobs-leaving-for-mexico-ford-motors-just-showed-us-what-the-tpp-will-do-to-the-us-economy/) a recent announcement from Ford Motors is discussed due to the TPP, as well as other future actions that TPP may cause. Per the article Ford Motor Company recently announced plans to manufacture 500,000 vehicles
at a new facility in Mexico. This announcement comes at the heels of a similar announcement by General Motors, who announced a $5 billion investment to double its production capacity in Mexico by the year 2018. Is this caused directly by the TPP? "While the TPP has been touted by politicians as an extraordinary benefit to the US, Mexico’s labor costs will instead help that country’s economy reap the rewards, already evidencing the enormous trade deal’s similarities to NAFTA (the North American Free Trade Agreement), which many have come to view as a disaster for the US." According to the article, Ford’s announcement comes after negotiations by the United Auto Workers union for more expensive labor contracts. Incidentally, hourly rates in the US are already around five times greater than those in Mexico, and are expected to expand further in the future. Will this trend continue with other auto manufacturing companies? Will it extend to other manufacturing industries as well?

-Taylor Haws, posted February 2016
view more of Taylor’s blogs at dcmme.wordpress.com

Scott Morrison Vetoes ‘Rear View’ Analysis of TPP

According to an article published on February 17th, 2016 in The Guardian, http://www.theguardian.com/business/2016/feb/17/scott-morrison-vetoes-rear-view-analysis-of-trans-pacific-partnership, the Treasurer of Australia, Scott Morrison, has ruled out conducting a “rear view” analysis of the Trans Pacific Partnership, stating that the Australian government is already satisfied with its projected benefits. The only official analysis of the trade deal was conducted by the Australian Department of Foreign Affairs and Trade, but multiple consumer groups had asked for an independent review of the trade deal. According to Morrison, “The work has been done … in securing these agreements and the sceptics will always doubt the trade benefits of these sorts of deals,” and “They’re welcome to their skepticism. The government is convinced of it.” Earlier this month trade minister Andrew Robb rejected calls for
a cost-benefit analysis of the trade deal after it emerged that Australia’s economy would only grow by 0.7% as a result of the agreement. An analysis done by the World Bank showed that Australia fared worse than all other countries besides the US in the trade deal. Even with this analysis, it appears that the Australian government is still very confident that the TPP will have a positive economic impact for Australia and they continue to back it. Should Australia make a “rear view” analysis of the TPP? Do you think the TPP will benefit Australia more than projected?

-Joey Meisberger, posted February 2016
view more of Joey’s blogs at dcmme.wordpress.com

TPP Forced Labor Unions- Good or Bad News?
An article by Kenneth Kim titled “What the Trans-Pacific Partnership Means For Investing In Vietnam” (http://www.forbes.com/sites/kennethkim/2015/11/07/what-the-trans-pacific-partnership-means-for-investing-in-vietnam/#60ac42c97733, dtd. Nov 7, 2015) comments on the forced creation of Union rights for Vietnamese people. While agreeing that Vietnam is perhaps the biggest gainer in the deal and that the deal will fast track its economy (which is currently is a very good shape) to be among top 20 soon, he also mentions concern of some groups that by forcing creation of union rights, we are taking away Vietnamese Sovereignty. The author also mentions about the concerns that unionized labor in Vietnam will be ineffective and would be ignored in the name of profits. The author dismisses these concerns by taking example of China, which despite being a communist country, has strong provisions for unionization of workers. The author states that unionized workers in China earn more and work lesser hours than their non-unionized counterparts. Will unionization of workers have intended effects for Vietnam? And would the results seen in China be replicated in Vietnam?

-Akshit Bajpai, posted January 2016
view more of Akshit’s blogs at dcmme.wordpress.com

Prescription Drugs and the TPP
The TPP is an empowering tool to those companies that hold some of the most demanded pharmaceutical products in the world. Big players such as ELI Lilly, Bristo-Myers, and Squibb are fiercely supporting this treaty so that they can go after the International court to sue against profit lost. Notice that in recent months the price of drugs has been increasing. Take as an example Turing and its 5,000% increase over the drug to treat HIV. This will continue to happen as the deal gets closed. When focusing on the big picture, it is easy to underestimate the impact of this agreement at the base level. Oregon, for example, has a rate of over 10 people dying every week for not being able to afford medication. This raises several questions: where else is this happening? Will the government continue to provide tools to the private sector to drive more money into their pockets? When will public health become a concern? Higher prices can reflect even on taxes. It can incur a tax increase for the government to be able to afford even basic
Malaysia to Promote Halal Products to TPP Countries

According to a recent article posted in Astro AWANI, http://english.astroawani.com/malaysia-news/malaysia-promote-halal-products-tpp-countries-92542, Malaysia is looking to expand their halal market to the countries involved in the Trans Pacific Partnership, including Australia and New Zealand. Halal is defined as relating to or denoting food, specifically meat, that is prepared as prescribed by Muslim Law. Malaysian International Trade and Industry Minister Datuk Seri Mustapa Mohamed said that Malaysia has been working with the two countries as they are familiar with Malaysia’s halal agenda. According to Mustapa, “We are looking for markets in some of these (TPP) countries. For example, in the United States and Canada, where the Muslim population is growing,” and “By promoting halal products in those countries, we hope Malaysian exporters would get better market access in some of the TPP countries.” Mustapa also stated that the halal industry and their agenda was recognized as an important focal point to the government to help develop Malaysian halal business. Led by the International Trade and Industry Minister, the World Halal Week 2016 will take place from March 28th to April 2nd at the Kuala Lumpur Convention Centre. The event, which is themed “Beyond the Economy” marks Malaysia’s determination to identify the untapped potential of the halal industry beyond commercial and trade value.

Do you think countries like Australia, New Zealand, the United States, and Canada will purchase more Halal products from Malaysia? How important do you think Halal products are to Malaysia’s success?

-Joey Meisberger, posted February 2016
view more of Joey’s blogs at dcmme.wordpress.com
FINISHING

GSCMI INTERCOLLEGE GR

1st Place Team: Penn State
Jordan Crespo, Ankush Agarwal,
Mattson Wardy, Franziska Schmid,
Greg Wommer
Schools from across the US and around the globe were invited to participate in the 2016 GSCMI Intercollege Case Competition. Written by Center Director Dr. Ananth Iyer and attorney Eyal Barash, the case emphasized the conference theme of Trans-Pacific Partnership (TPP) & the Global Supply Chain Impact. The student competition consisted of two phases. The 1st phase occurring in November served as a virtual qualifying round to select the top six teams to participate in this final phase. In Phase 1, teams were presented with a case problem in which they were asked to submit a PowerPoint slide presentation of their recommendations. These recommendations were then judged by a blind panel of academic evaluators on the basis of strategic vision, practicality of implementation, use of quantitative analysis to develop a strategy, consideration of resources, and overall solution viability. The six teams participating in the final phase received the case on Thursday, January 28th before the conference. This case provided student teams with new case materials, questions and problems for the team to reconsider as they build on their Phase 1 case presentation. All six invited teams worked through the night to develop their new problem solution and prepared tirelessly to present the new solution before the panel of industry judges at the conference. The top three teams with the most compelling solutions received cash awards for their efforts thanks to generous funding from our founding partner firms and our event sponsors- General Motors & ArcelorMittal. Congratulations winners: 1st place-Penn State; 2nd place-UNC; 3rd place-Washington University.
UNIVERSITY OF NORTH CAROLINA  KENAN-FLAGLER BUSINESS SCHOOL

WASHINGTON UNIVERSITY IN ST. LOUIS  OLIN BUSINESS SCHOOL

UNIVERSITY OF MINNESOTA  CARLSON SCHOOL OF MGMT

UNIVERSITY OF ILLINOIS AT URBANA-CHAMPAIGN

PENN STATE UNIVERSITY  SMEAL COLLEGE OF BUSINESS

VANDERBILT UNIVERSITY  OWEN GRADUATE SCHOOL OF MGMT

UNIVERSITY OF MICHIGAN  TAUBER INSTITUTE FOR GLOBAL OPERATIONS

PURDUE UNIVERSITY  KRANNERT SCHOOL OF MGMT

UNIVERSITY OF MELBOURNE  MELBOURNE BUSINESS SCHOOL

UNIVERSIDAD DE LIMA

IIM UDAIPUR

2nd place team: UNC-Kiyokazu Ishizaki, Toshihiro Kasai, Kotaro Kiyomoto, Chase Shen

3rd place team: Washington University of St. Louis-Hao (Marcus) Lei, Cheyenne Martins, Shun Li, Tejpal Josore
universities

DUATE CASE COMPETITION

Represented Countries: Australia, India, Peru, United States
SAVE THE DATE
DCMME FALL CONFERENCE
09.30.2016 PMU

BRIDGING INDUSTRY, STUDENTS AND FACULTY.