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on

**Distributed Product Development as a Core Element of
Supply Chain Management**

Speaker: Prof. Dr. Wolfgang Kersten, President, Hamburg School of Logistics, Germany

Date: 2 March, 2004 (Tuesday)

Time: 13:00 p.m. – 14:30 p.m.

Venue: EA-06-02, Faculty of Engineering, NUS

Abstract: The design of distributed product development processes is a core element of supply chain management. The approach of Collaborative Engineering supports companies to integrate their suppliers efficiently. Beside technical challenges, organizational aspects have to be faced to guarantee a successful industrial application. Considering shipbuilding as example, the main challenges of distributed product development are described, industrial requirements on Collaborative Engineering concepts are pointed out and an actual research project on this topic is showed.

About the Speaker: Wolfgang Kersten received his Dipl. Wirtsch.-Ing. (industrial engineering) at the Darmstadt University of Technology in 1984, and Ph.D. at the University of Passau in 1989. He was a senior manager of planning departments at DaimlerChrysler 1990 – 1997. Since 1998 he has been Professor and Head of Department for Production and Operations Management at Hamburg University of Technology; and since 2003 also as President of the HSL (Hamburg School of Logistics); Vice-President of the Research Group for Industrial Organisation. His research is in the field of optimization of production and development processes; E-Procurement; Collaborative Engineering; Supply Chain Management; Variety Management and Knowledge Management; among others.

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