

# INVITATION

## GLOBAL SOURCING & LOCATION CHOICE



Today's global economy creates more and more opportunities to locate new and existing business activities around the world. The location of your business activities has a profound impact on the efficiency, flexibility and competitiveness of your corporate supply chain.

This seminar will introduce a unique approach and software platform – [locationselector.com](http://locationselector.com) – that allows corporations to benchmark and optimize a firm's location portfolio and supply chain.

Nyenrode's Institute for International Business, Investment Consulting Associates (ICA) and TPA Global would like to invite you to the breakfast seminar

### **Global Sourcing & Location Choice**

*12 May 2009, Knight's Hall, [Nyenrode Castle](#)*

The software platform is part of a wider multi-disciplinary integrated approach leading to a combined and synchronized set of solutions for corporate supply chains.

One of the key benefits of this multi-disciplinary approach is the strong focus on the practical issues for medium sized and large companies, when faced with the constantly changing business environments.

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#### **PROGRAM**

- 08.30 Registration
- 09.00 Désirée van Gorp, *Associate Professor International Business, Nyenrode Business Universiteit*; When the world is your play ground, location choice is vital
- 09.15 Douglas van den Berghe, *Founder and Partner, Investment Consulting Associates – ICA and [locationselector.com](http://locationselector.com)*

- 09.45 Venu Venugopal, *Professor Supply Chain Management, Nyenrode Business Universiteit*
- 10.00 Panel discussion with the participants. Panel: Douglas van den Berghe, Désirée van Gorp, Steef Huibregtse – *Founder and Partner TPA Global*, and Venu Venugopal
- 11.00 Closing

This event is free of charge and on invitation only. For information and registration, please contact Mr. Matthijs Weeink

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