



*Training Course:
Impact of Technology Innovation & New Business
Models on Supply Chains*

*1 - 5 June 2025
Doha (Qatar)*

Training Course: Impact of Technology Innovation & New Business Models on Supply Chains

Training Course code: MA234629 From: 1 - 5 June 2025 Venue: Doha (Qatar) - Training Course Fees: € Euro

Introduction

Growing overseas require access to markets, capital, and competitive differentiation. In the context of Asia, suppliers are usually much less technologically sophisticated compared to their overseas buyers in major world markets. As new technologies transform business models and automate business processes, traditional supply chains in sourcing, manufacturing, distribution, and logistics are being affected, with clear threats of disintermediation.

Objectives

This course will provide frameworks for analyzing technology impacts on business, and examine key trends in new technologies and how these will impact supply chains. Group project work will involve brainstorming on transforming company supply chains through implementing new technologies and business models at a strategic and operational level

At the end of the course, participants will learn:

- The transformative and disruptive potential of new technology developments
- Apply technology at strategic and operational levels of supply chain
- Understand the potential of shared services and platforms to create a competitive advantage
- Create a roadmap for using technology as an enabler and a differentiator

Target Audience

Senior Management, Senior Managers, Managers, and corporate executives on a management track

Outlines

Day 1 & 2

- Technology transformation and the evolution of business models
- Levels of technology disruption and impact
- e-commerce and channels
- The blurring of business models in retail, logistics, and distribution

Day 3 & 4

- Impact of new supply chain technologies
- Industry 4.0
- Data Analytics
- Industrial automation
- The sharing economy
- The individual economy

Day 4 & 5

- Putting it together: Project discussion
- Future-scaping your company supply chain using technology for business transformation and process automation
- Project presentations

Registration form on the Training Course: Impact of Technology Innovation & New Business Models on Supply Chains

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