



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

*20 - 24 July 2026
Casablanca (Morocco)*

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

Training Course code: MA234629 From: 20 - 24 July 2026 Venue: Casablanca (Morocco) - Training Course Fees: 4725 € Euro

Introduction

In today's rapidly evolving global economy, supply chains are undergoing significant transformation driven by technological innovation and the emergence of new business models. Organizations must adapt to digital disruption, increased customer expectations, and the need for greater agility, transparency, and resilience.

This program, developed by [Global Horizon Training Center](#), explores how advanced technologies such as automation, artificial intelligence, blockchain, and data analytics are reshaping supply chain operations. It also examines how innovative business models are redefining value creation, collaboration, and competitive advantage.

Participants will gain a comprehensive understanding of how to leverage technology and modern strategies to optimize supply chain performance, improve decision-making, and build future-ready supply chains.

Course Objectives

By the end of this program, participants will be able to:

- Understand the impact of emerging technologies on supply chain management
- Analyze how new business models are transforming supply chain structures
- Identify opportunities to enhance efficiency, visibility, and responsiveness through digital tools
- Evaluate the role of data analytics and automation in supply chain optimization
- Develop strategies to build agile, resilient, and customer-centric supply chains
- Integrate digital technologies into supply chain operations and decision-making
- Assess risks and challenges associated with supply chain transformation
- Design innovative approaches to improve supply chain performance and competitiveness

Target Audience

This program is designed for:

- Supply Chain Managers and Directors
- Logistics and Operations Managers
- Procurement and Sourcing Professionals
- Business Development and Strategy Professionals
- Digital Transformation and Innovation Leaders
- Project and Program Managers
- IT and Data Analytics Professionals involved in supply chains
- Consultants and professionals involved in supply chain optimization
- Anyone seeking to understand the future of supply chains

Outline

Day 1: Digital Transformation in Supply Chains

- Overview of Modern Supply Chains and Key Challenges
- The Evolution of Supply Chain Management
- Introduction to Digital Transformation in Supply Chains
- Key Drivers: Globalization, Customer Expectations, and Technology
- Overview of Emerging Technologies AI, IoT, Blockchain, Automation
- Case Studies: Digital Supply Chain Transformation

Day 2: Technology Innovation and Its Impact

- Artificial Intelligence and Machine Learning in Supply Chains
- Internet of Things IoT and Real-Time Visibility
- Blockchain for Transparency and Traceability
- Robotics and Automation in Warehousing and Logistics
- Big Data Analytics and Predictive Decision-Making
- Integrating Technologies into Supply Chain Operations

Day 3: New Business Models in Supply Chains

- Platform-Based and Ecosystem Business Models
- E-commerce and Omnichannel Supply Chains
- On-Demand and Agile Supply Chain Models
- Circular Economy and Sustainable Supply Chains
- Collaboration and Partnership Models
- Case Studies: Innovative Supply Chain Business Models

Day 4: Building Agile and Resilient Supply Chains

- Supply Chain Risk Management and Resilience Strategies
- Enhancing Flexibility and Responsiveness
- Demand-Driven Supply Chain Models
- Supply Chain Visibility and End-to-End Integration
- Performance Measurement and Continuous Improvement
- Managing Disruptions and Uncertainty

Day 5: Strategy, Implementation, and Future Trends

- Developing a Digital Supply Chain Strategy
- Roadmap for Technology Adoption and Transformation
- Change Management in Supply Chain Innovation
- Evaluating ROI and Business Impact of Technology Investments
- Future Trends: Smart Supply Chains and Autonomous Operations
- Final Case Study and Group Discussion

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

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Complete & Mail or fax to Global Horizon Training Center (GHTC) at the address given below

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Payment Method

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