# Data-Driven Business Models for Food Manufacturing & Distribution

## Introduction

Food safety incidents can negatively impact both the government and industries. The government may face trading losses, embargo on products, increase in healthcare costs, and loss of consumer confidence. For the food industry, more serious cases not only lead to business loss, but also a total wind-up and even lawsuit. Food safety incidents should never be taken lightly as the impact can be extended to the entire industry or even country.

Supply chain traceability is one of the ways to mitigate the risk. There is an increasing trend for food related companies to digitalize their operations and better manage their supply chain with traceability. An interoperable digitalized system enables food companies to manage and predict product supplies. GS1, a global supply chain standards organization, developed Global Traceability Standards (GTS) to support businesses to uplift their traceability standard, comply with the regulatory requirements and other trade requirements.

The course helps participants to get holistic overview of current trends in digitalization for food manufacturing and distribution. At the end of the course, participants will be able to understand key aspects of data-driven business model design and evaluate the feasibility in implementing to their own businesses.

## 6 Key Topics:

- Driving Forces of Digital Transformation

- Game Changing Technologies

- Current Digitalization Level and Readiness Level Analysis

- Business Impacts on Data-driven versus Non Data-driven Models

- Systematic Approach on Implementing Data-driven Business Model

- Business Simulation Exercise:
  Data-driven Business Model for a F&B operator

## Target Audience

Operations, manufacturing, innovation, supply chain or logistics managerial staff.

## Key Takeaways

✓ Thorough discussions will cover major issues on how to implement data-driven manufacturing and distribution.

- Gain knowledge about the impact of digital transformation and other related technologies
- Join discussions about current business model against emerging data-driven model.
- Understand how to analyse current readiness level for data-driven activities related to manufacturing and distribution.
- Figure out how to design a data-driven business model.
- Be inspired with industrial use cases of data-driven business models.

✓ A guided tour at Internet of Things (IoT) Centre



| Day 1 - Digital Transformation via Data Driven Business Models | | Day 2 - Data-Driven Readiness Checking & Implementation Approaches | |
|---|---|---|---|
| 09:30 | Digital Transformation for Food Manufacturing & Distribution<br>- Current situation of digitalization approaches in food manufacturing and distribution<br>- Driving forces of digital transformation | 09:30 | Developments of Data-driven Business Models and Case Sharing<br>- Digitalization level analysis and framework<br>- Data-driven business model development<br>- Case sharing on data-driven business |
| 11:15 | Digital Transformation for Food Manufacturing & Distribution<br>- Game changing technologies<br>- The impact of technologies on businesses | 11:15 | Business Simulation on Data-Driven Business Exercise<br>- Data-driven business model vs. Non-data business model<br>- Exercise |
| 14:00 | Digital Transformation for Food Manufacturing & Distribution<br>- The impact of technologies on businesses<br>- IoT Centre Experiential Tour | 14:00 | Business Simulation on Data-Driven Business Exercise<br>- Group discussion of results and debrief |
| 16:15 | Debrief and Group Discussion<br>- SWOT Analysis<br>- Potential of Data-Driven Business Models | 16:15 | Debrief and Group Discussion<br>- Comparisons of data-driven business models<br>- Conclusion |
| 17:00 | End of Day 1 | 17:00 | End of Training |

## To arrange private class, please contact us directly at 2863 9764

- 👍 Provide flexible training time and location
- 👍 Address specific business needs
- 👍 Training for team members across departments

### The Consultant and Facilitator - Ms. Heidi Ho

Global Traceability Trainer –

GS1 Global / Principal Consultant – GS1 Hong Kong

Relevant Experience/Knowledge:
- Over 13 years GS1 Experience: Leading the supply chain professional team, organizing user trainings and implementation support
- Accredited Auditor and Qualified Global Traceability Trainer for GS1 Global and GS1 Hong Kong
- Auditing experience with General Mills, Lam Soon, AEON, Maxim's, Swire Coca-Cola, etc.
- Over 10 years of industry experience leading regional supply chain function for FMCG and MNC Food corporations
- SCOR® trainer and Certified Lean (Service) Professional
- Member of Centre of Food Safety's Trade Consultation Group, International Food Safety Association, Hong Kong Food Council, Hong Kong Logistics Association, Chartered of Transport and Logistics, Project Management Institute and Internet Professional Association (iProA)
- B.Sc. (Hons.) in Business & M.Sc.(Hons.) in Industrial Logistics

### Enrollment & Enquiries

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