



Logistics Bureau

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LOGISTICS BUREAU ASIA Coffee House Draws 200 Guests

The latest in the series of Logistics Bureau's free seminars included a coffee house seminar run in Bangkok and Ho Chi Minh City by Logistics Bureau Asia. The topic was "Building and Implementing Supply Chain Strategies that Work".

The Bangkok event was held in the Swissotel in Ratchada and attracted almost 200 guests with some lively discussion at the end of the presentations. Major Thai and International companies represented at the event included; Big C, Central Retail, CEVA, DHL, Esso, Robinson Department Stores and Toshiba.



Two days later the event was run in Ho Chi Minh City at the wonderful Majestic Hotel. Almost 120 guests enjoyed the informative presentation and again a lively discussion followed.



Colin Airdrie, Managing Director of Logistics Bureau Asia said: *"The increasing popularity in these Asian venues of our events aimed at exchanging knowledge and experience in the fields of supply chain and logistics, indicate how the importance of these key business drivers is being appreciated. Attendees are from senior and middle management keen to take these valuable lessons back to their companies."*

Those interested in attending these events in the future can register their interest [here](#).