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**Top News**

**AEB (Asia Pacific) Pte Ltd celebrates tenth anniversary**

AEB (Asia Pacific) Pte Ltd in Singapore was founded by AEB Germany in March 2001. Starting with just two local staff members and functioning primarily as a service and project office, AEB AP has grown to a largely self-sufficient subsidiary with a full-package business offering and a team of 15 full-time employees covering all basic functional and operational areas with sales, marketing, service delivery, project development and support services.

From its base in Singapore, AEB AP covers the entire Asia Pacific region, serving clients in China, Japan, Malaysia, Thailand, India, Indonesia and Singapore. Its customers represent a variety of industries such as electronics, manufacturing, healthcare, food products and third-party logistics providers.

Celebrating its tenth anniversary in 2011, AEB AP has initiated a number of promotions throughout the year, including a series of articles in *ProcurementAsia*, a series of workshops in collaboration with *Logistics Insight Asia*, customer initiatives and various industry event appearances.

Dr. Torsten Mällée, General Manager of AEB Asia Pacific, states: "AEB AP's mission going forward continues to center on further establishing the AEB brand and ASSIST4 portfolio in both Singapore as well as other fast-growing economies within the Asia Pacific region, and following the vision statement to be a leading provider of SCM solutions for all foreign trade and logistics processes in global business."

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World Trade Organization comments on origin rule debate

Do current rules of origin that focus on the country of last manufacture and ignore immaterial contributions still make sense in the age of global sourcing? Companies today distribute their operations around the world – from product design and component manufacturing to assembly and marketing – creating international production chains. More and more products are “Made in the World” rather than “Made in the UK” or “Made in Singapore.” The statistical bias created by attributing the full commercial value to the last country of origin can distort the current political debate on the origin of the imbalances and lead to misguided and hence counter-productive decisions.

The challenge is to find the right statistical bridges between the different statistical frameworks and national accounting systems to ensure that international interactions resulting from globalization are properly reflected and to facilitate cross-border dialog between national decision-makers.

>> [Listen to the video message from WTO's Director-General Pascal Lamy](#)

>> [Or read his speech given at the International Chamber of Commerce conference in Oslo on May 12, 2011](#)

[Contact us](#) to learn how AEB's solutions, consultation and services can assist you in securely and efficiently managing all your global trade processes.

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Germany supports free trade agreement between EU and Singapore

German Chancellor Angela Merkel called on Prime Minister Lee Hsien Loong shortly after arriving in Singapore on June 1 for a two-day visit. The two leaders exchanged views on Singapore, Asia and Europe and on broader issues of the International Monetary Fund, World Bank and financial market regulations. PM Lee hosted an official dinner at the Istana in her honor. Merkel also visited the National Orchid Garden, where a special orchid hybrid was named after her (Dendrobium Angela Merkel).

Chancellor Merkel also delivered the 31st Singapore Lecture, organized by the Institute of Southeast Asian Studies. Germany supports a speedy conclusion of the proposed free trade agreement (FTA) between the European Union (EU) and Singapore, which could be a model for negotiations with other ASEAN states. The chancellor hoped that the EU-Singapore FTA would spur even greater levels of cooperation between Germany and Singapore.

Sharing the chancellor's view on the proposed trade agreement was Dr. Torsten Mallée, who attended the lecture and had the opportunity to put questions to the chancellor during and after the event. Singapore is a regional pioneer and driving force, and not only in economic terms. This supports AEB's strategic geographic positioning to cover the wider Asian market since AEB (Asia Pacific) Pte Ltd was founded in 2001.

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— [Supply Chain Management and Logistics](#)



ASSIST4 Monitoring & Alerting 3.1 to be released in July 2011

ASSIST4 Monitoring & Alerting, the supply chain visibility solution from AEB, brings light to your supply chain. That's nothing new – but what is new is the redesigned, user-friendly software interface based on cutting-edge Java technology that will be introduced in version 3.1. Mini-applications on the new Desktop of ASSIST4 Monitoring & Alerting – known as widgets – help you find the business objects you're looking for. Widgets also keep you constantly informed of critical transactions and provide interactive support in your day-to-day work.

The search and filter options have been expanded and enhanced. The redesigned user-friendly look helps you find exactly what you're looking for, even within large data volumes. The new overview sheet for deliveries, orders and transports provides all the key information you need on a particular business object at a single click.

Contact your AEB sales representative for more information on the ASSIST4 Monitoring & Alerting visibility platform. We'll be happy to take you on a tour of the new version 3.1.

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Leamington Spa, September 13: Professor Alan Braithwaite to speak on supply chain visibility at AEB-CILT conference

Professor Alan Braithwaite is Visiting Professor at Cranfield School of Management and will take an active part in AEB's conference in partnership with the Chartered Institute of Logistics and Transport on September 13, 2011, at the prestigious Mallory Court Hotel in Leamington Spa, Warwickshire.

Braithwaite is Chairman of LCP Consulting, an independent consulting firm for supply chain and

logistics. In his career he has provided consulting to over 300 clients across every industry sector, applying the key principles of the supply chain to all functional areas from manufacturing, purchasing and supply to distribution, retailing, logistics and customer satisfaction. At the CILT conference, Braithwaite will speak about driving business value from supply chain visibility, addressing questions such as: Why is visibility along the supply chain important? What value can it bring? Does visibility equal value? How can companies use visibility to leverage value and reduce risk?

[Learn more about this conference](#) or [contact us](#) to sign up.

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## News and Events



### July 7: SCALA's annual debate speakers

AEB is proud to sponsor the SCALA Annual Logistics Debate 2011, taking place at the prestigious Wroxall Abbey Estate in Warwickshire on July 7, 6:30–9:30 p.m.

This year's debate will take a critical look at benefits and challenges that arise from collaborating with service providers in the logistics sector and how manufacturers and retailers can achieve ultimate operational and financial efficiency within their supply chains.

[» View the promotional event flyer](#)

The summer evening event will begin with Pimms on the lawn followed by the debate and concluding with a buffet supper. The event program provides excellent opportunities for top supply chain professionals to meet, network and discuss current industry-relevant topics outside of their day-to-day business environment.

[Click here to register for this event with SCALA](#) or [contact us](#) to learn more.

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### Singapore: **Logistics Insight Asia** workshop series with AEB

*Logistics Insight Asia*, in conjunction with AEB, is organizing a series of four workshops addressing ways to build efficiency in SCM. In the first workshop the focus was on optimization of transport services through excellence in execution. Professor Robert de Souza, Executive Director of the Logistics Institute, presented a case study of DHL and looked at initiatives that DHL had implemented to minimize bad input to the supply chain, such as reducing energy and materials wastage.

Dr. Torsten Mällée, General Manager of AEB (Asia Pacific), suggested ways to lessen a company's carbon footprint, such as reducing the use of CO2 emitters, increasing the energy efficiency of CO2 emitters and finding alternative sources of energy.

[>> Have a look at the official review in \*Logistics Insight Asia\*](#) or [contact us](#) to learn more.

[>> Learn more and register](#)

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## Publications



### Freight cost management systems key to cost savings

*International Freighting Weekly* published Mark Brannan's article "Freight Cost Management Systems – the Key to Cost Savings" in its online edition.

The article details today's solutions to significantly increase efficiency and reduce costs as part of a company's freight management processes.

[>> Read the full article online](#)

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### IT trend for complex supply chains: combination of SaaS and traditional solutions

*Logistics Manager* published a commentary by Mark Brannan, General Manager of AEB UK, in its June 2011 feature "Service Time." The article quotes a number of thought industry leaders on the question of which SCM applications are suitable for SaaS technology. Brannan emphasizes the benefit of "hybrid" solutions, which smartly combine functionalities of legacy systems and SaaS solutions to maximize efficiency, cut costs and keep investments as low as possible.

[>> Read the full article online](#)

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