

Dear David,

At the current pace of off-shoring, Western manufacturing is arguably headed toward extinction. What should leaders of Western manufacturing companies do?

Will your company survive? How should you reposition the core competencies and product range? Should you tap a non-home country national to run the company, or establish multiple headquarters? Where should the headquarters be? How can you recruit people who have the right language, culture, and skills to lead the company in not the global future?

Boston Logistics' 5th Annual State of Supply Chain Management Study is focused on answering these critical questions.

**Participants will receive access to a detailed feedback document and will be invited to Boston Logistics' webcast on January 30, 2008 where the findings of this study will be summarized and career- defining recommendations will be given to professionals like yourself. To participate, simply take the 5-10 minute confidential survey and share your valuable insights on "How Will Western Manufacturers Survive?"** [Click here to share your thoughts and be invited to our summary of the findings via webcast on January 30<sup>th</sup>, 2008.](#)

### Downloadable

- Logistics In: Shanghai
- Upcoming Presentations
- Free Research and Forecasts
- Useful Links
- Give Us Feedback

### Upcoming Presentations

Participate in these upcoming events:

*December 13, 2007:* Logistics In - Shanghai: Along the Yangtse, LIVE via webcast at 9:00AM EST (GMT - 5 hours). Click [here](#) to register.



*January 8, 2008:* Logistics In - New York, LIVE via webcast at 11:00AM EST (GMT - 5 hours). Click [here](#) to register.

*January 30, 2008:* Boston Logistics' Fifth Strategic Sourcing Study: How Will Western Manufacturers Survive? at 9:00AM EST and 9:00PM EST (GMT - 5 hours). Click [here](#) to register for the 9:00AM session, or click [here](#) to register for the 9:00PM session of this webcast.

*March 3-6, 2007:* [IATA World Cargo Symposium](#), Rome, Italy.

Click [here](#) to see a complete list of our upcoming events.

### Free Research and Forecasts

- [Supply Risk Management](#)
- [The Suez Canal and the Changing Face of Middle East Logistics](#)
- [The Changing Face of the Logistics Manager](#)



## Logistics In: Shanghai



### Along the Yangtse

As the world globalizes, shippers need to know about the ins and outs of shipping from everywhere to everywhere else on the planet. Boston Logistics' new webcast series will explain what you need to know about shipping to and from 52 locations worldwide - a veritable international logistics encyclopedia at your fingertips. Join us this Thursday where we will highlight Shanghai, and how you can position yourself, utilizing the Yangtse for your major transportation needs. [Click here to register for this webcast which will take place this Thursday, December 13th at 9:00AM EST \(GMT - 5 hours\).](#)

### Supply Risk Management

While many purchasing groups have reduced the number of suppliers they buy from and increased the average length of contracts, few of them base have much forward visibility into the markets in which they are taking such positions. Making long-term commitments without corresponding market analysis is perilous, since market prices may swing above or below today's levels and the longer the agreement, the greater the possible budget variance. Click [here](#) to learn how leading companies use forecasts and market outlooks to make long-term decisions that involve investment and risk.

### The Cost of Congestion

Boston Logistics recently collaborated with Cambridge Systematics on a report for the American Association of State Highway Transportation Officials (AASHTO). The report, which will be published in February, looks at the capacity of different modes compared to the volume of increased traffic from now through 2035. Boston Logistics analyzed how supply chains are being affected by congestion, and how they will change over time. Click [here](#) to learn

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- [Mitigating Raw Material Price Increases](#)
- [The New Economics of Partnering](#)
- [Mega-Sourcing: Do You Have the Skills?](#)
- [Offshore Sourcing \(Interview with HR Executive\)](#)

For more free research, please visit our website at [www.bostonlogistics.com](http://www.bostonlogistics.com).

#### Useful Links

- [Supply Chain and Logistics Group of the Middle East \(SCLGME\)](#)
- [ISCEA's Ptak Prize for Supply Chain Excellence](#)
- [ISM Annual Conference \(May 4-7, 2008\)](#)



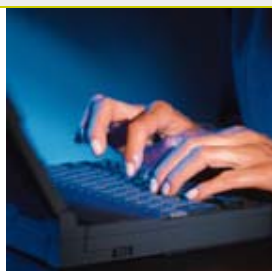
#### Previous Newsletters

- [Supply Risk Management](#)
- [Dubai and the Changing Face of Middle East Logistics](#)
- [Finding ROI in RFID](#)
- [Benchmarking Your Supply Chain Savings](#)
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#### Give Us Feedback

If you have had an experience with Boston Logistics — through an engagement, a proposal, a presentation, or even just based on this newsletter — please share your feedback.



Click [here](#) to share your feedback.