

**PROCUREMENT  
LEADERS**

**ASIA PACIFIC**

**PROCUREMENT**

**AWARDS 18**

Winners supplement

# Chair's welcome

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**Jon Webb**

Head of Content & Advisory, APAC  
& Chair of Judges  
Procurement Leaders

## Pushing the frontiers

First, let me offer a heartfelt congratulations from Procurement Leaders, not only to the winners, but to all the entrants, who impressed the judges of this year's Asia Pacific Procurement Awards with their originality and flare. This is an opportunity not only to celebrate the best of the region's procurement talent, but also to herald the growing ambition and achievement of the function across Asia Pacific, as well as across the business world.

We have seen a real drive to push the frontiers of functional success, with procurement becoming more central in delivering organisational goals – something that was reflected in the quality of all the entrants.

This is now our 8th annual Asia Pacific Procurement Awards and every year the competition gets fiercer –and 2018 was no exception. We are grateful to our panel of judges who were challenged by a striking array of projects, personalities and success stories. We are grateful to them for their diligence in examining all entries so closely, and to their commitment to engaging in the tricky task of picking out the eventual winners.

As an added bonus, this year, all the winners will be automatically entered into the World Procurement Awards, which will be held in London in May 2019. We wish you all the very best and hope to see you there next year.

# Awards shortlist

## CROSS-FUNCTIONAL COLLABORATION

*Partnered by Williams Lea Tag*

Department of Culture & Tourism  
Abu Dhabi, United Arab Emirates

Emaar the Economic City,  
Saudi Arabia

Emirates Flight Catering, United  
Arab Emirates

Merck, China

Mondeléz International, Singapore

Shell, India

Shell, Philippines

Wildlife Reserves Singapore

Wipro, India

## EXTERNAL COLLABORATION

*Partnered by MarkIT*

Australian Unity, Australia

Ceat, India

Health Promotion Board, Ministry  
of Health, Singapore

Intel Corporation, Malaysia

Merck, China

NARTA, Australia

Nestlé, China

PZ Cussons, India

Wipro, India

## PROCUREMENT TEAM

Commonwealth Bank of Australia

Flowserve, India

Health Promotion Board, Ministry of  
Health, Singapore

Merck, India

Siemens Healthineers, Malaysia

Wipro, India

## TRANSFORMATION

AO Severstal Management, Russia

CIMB Group Holdings, Malaysia

Emirates Flight Catering, United  
Arab Emirates

Jollibee Foods Corporation, Philippines

L'Oréal, China

Maxis Broadband, Malaysia

Microsoft, Hong Kong

Singtel, Singapore

Telekom Malaysia

Thomson Reuters, Singapore

Wipro, India

## SOLUTION PROVIDER OF THE YEAR

ATG, China

HH Global, Hong Kong

HRS, Singapore

InnoArk, Singapore

MyBiz Solutions, Malaysia

## PROCUREMENT EXCELLENCE

*Partnered by C2FO*

CIMB Group Holdings, Malaysia

Emaar the Economic City,  
Saudi Arabia

Emirates Flight Catering, United  
Arab Emirates

Health Promotion Board, Ministry of  
Health, Singapore

L'Oreal, China

Maxis Broadband, Malaysia

Merck, China

Pernod Ricard, India

Shell, Singapore

Wipro, India

## PROCUREMENT LEADER

Dato' Nazri, CIMB Group Holdings,  
Malaysia

Peter Morichovitis, City of Gold  
Coast, Australia

Waleed Saeed Al Saeedi, Department  
of Culture & Tourism Abu Dhabi,  
United Arab Emirates

Sebastian Chua, Health Promotion  
Board, Ministry of Health, Singapore

Jorge Juan Munoz Fernandez, Maxis  
Broadband, Malaysia

Matthew Tuck, NARTA, Australia

Rob Halsall, Westpac, New Zealand

Vijayanand Choudhury, Wipro, India

# Meet the judges

 <p><b>Jon Webb</b> Head of Content &amp; Advisory, APAC &amp; Chair of Judges Procurement Leaders</p>	 <p><b>Ernie Tan</b> Group Head of Sourcing AIA</p>	 <p><b>Qasim Hussein</b> CPO Kellogg APAC &amp; Africa</p>	 <p><b>Tiow Wei-Yeong</b> Executive Director, Global Sourcing &amp; Procurement Merck Sharpe and Dome</p>
 <p><b>Amitava Bakshi</b> CPO Tata Steel</p>	 <p><b>Glenn Johnston</b> Director of Procurement Transport for NSW</p>	 <p><b>Ryan Tan</b> Director, IG Procurement Asia Air Products and Chemicals</p>	 <p><b>Victoria Folbigg</b> VP Procurement Zuellig Pharma</p>
 <p><b>Anne-Gaelle Gonet</b> Head of Procurement, East Asia British Council</p>	 <p><b>Hani AlSaigh</b> GM of Technology Procurement STC Solutions</p>	 <p><b>Scott Lester</b> VP supply BHP Billiton</p>	
 <p><b>Anshu Raj Dyuti</b> Global Head of Procurement PZ Cussons</p>	 <p><b>Inna Le Guen</b> Head of Asia Procurement Manulife Financial</p>		
 <p><b>Benson Cheng</b> Global Category Lead GSK</p>	 <p><b>Jaydeep Solanki</b> Director - Global Purchasing &amp; Supply Chain GM Holden</p>		
 <p><b>Egemen Tumturk</b> Global Sourcing Director Bugaboo International</p>	 <p><b>Kaustubh Wadekar</b> Group CPO Singtel</p>		

## How the winners were decided

We take immense pride in the rigour and independence of not only our entry process but the judging procedure that goes with it. As the awards have evolved and expanded over the years, the judging system that selects those who have demonstrated a true commitment to delivering world-class performance has become more focused than ever.

It is clear that you, like us, believe transparency is paramount. Each year, our team meticulously evaluates the process and talks to our community to ensure our emphasis still

reflects the overarching aims and ambitions of the procurement community.

We use a three-stage process that concentrates on each entrant's achievements and challenges, reflecting on the amazing work procurement does across the Asia Pacific region. The methodology consists of scoring, peer reviewing and a virtual judging conference, where we discuss the shortlist and ultimately decide the winners. Given the quality of the entries, this was a difficult process. Therefore, in some cases, the judges were given the chance to award a number of high commendations.



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CROSS-FUNCTIONAL COLLABORATION AWARD

Winner: **Mondelēz International**



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**WINNER**  
**Mondelēz International**

**SHORTLIST**

Department of Culture & Tourism  
Abu Dhabi, United Arab Emirates

Emaar the Economic City,  
Saudi Arabia

Emirates Flight Catering, United  
Arab Emirates

Merck, China

Mondelēz International, Singapore

Shell, India

Shell, Philippines

Wildlife Reserves Singapore

Wipro, India

## Got the competition licked

Cross-functional collaboration is essential when it comes to delivering the speed and agility necessary to help companies stay one step ahead of the pack. Nowhere has this been better demonstrated than at Mondelēz International.

Asia Pacific, Middle East & Africa (AMEA) is one of the firm's most diverse and widespread regions and procurement is playing a key role in ensuring that the company's offerings reflect that importance.

Working hand-in-hand with marketing, product development, legal, packaging development, and manufacturing, Mondelēz procurement assumed a role at the heart of a new bold strategy aimed

at taking a product category to an entirely new level. With pace an essential element, procurement was a leading player in a game-changing partnership with other functions across the AMEA business.

The procurement-driven collaboration delivered the goods in every sense. It was the speed to market, though, that set procurement's contribution apart. Using focused stakeholder management techniques, particularly when working with marketing, procurement ensured the company's 'Lickables' offering was ready to go at the perfect time.

It was, as our judges found, a textbook example of the influence procurement can have.

*"The procurement-driven collaboration delivered the goods in every sense. It was the speed to market, though, that set procurement's contribution apart"*

# TAKE THE CHASING OUT OF IT PURCHASING

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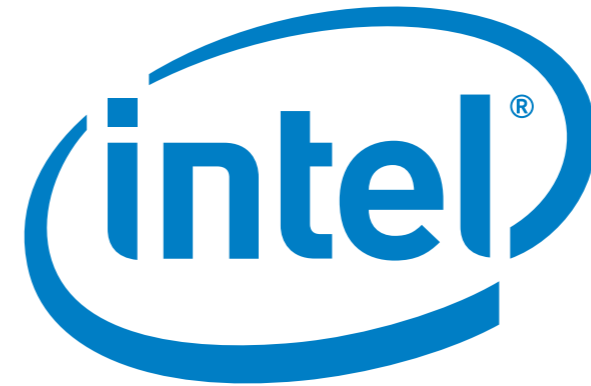
Working in Europe and USA with estimated 110 million EUR turnover in 2018 Markit is looking to open Asia as the next region in a bid to best service global companies.

A growing number of Fortune Global 2000 companies are already using Markit as part of their IT purchasing.



EXTERNAL COLLABORATION AWARD

Winner: **Intel Corporation**



## Celebrating diversity

Diversity is a cornerstone of the modern supply chain and nowhere is this better demonstrated than at Intel, one of the world's largest and more innovative technology companies. Recognising suppliers that are at least 51% owners and operated by females, persons with disability, ethnic minorities, veterans and LGBT individuals, Intel has worked tirelessly to ensure that diversity continues to bring innovation and value to its business.

The focus of Intel's supplier diversity programme in Asia is Women in Business Enterprises (WBE), with the company aiming to develop a fully inclusive world-class supply chain that places competitive advantage at its heart. Enhancing collaboration

with supplier diversity focused organisations and other major multinational corporations, Intel is intent on accelerating diversity and inclusion, not just within the company, but across the technology industry.

Partnering with two external partners in India and China respectively, Intel worked on a range of events and activities in a bid to facilitate that aim. The company now finds itself on track to reach its 2020 target, with its Asian procurement team making enormous strides towards achieving and supporting a responsible and sustainable supply chain – one that will make it perfectly placed to thrive in a consistently changing business world.

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**WINNER**  
**Intel Corporation**

**SHORTLIST**

- Australian Unity, Australia
- Ceat, India
- Health Promotion Board, Ministry of Health, Singapore
- Intel Corporation, Malaysia
- Merck, China
- NARTA, Australia
- Nestlé, China
- PZ Cussons, India
- Wipro, India

**HIGHLY COMMENDED**

**Australian Unity**

A key part of Australian Unity's vision is its 'customer obsession' and the need for the procurement function to partner as closely with its supply base as it does with those it serves. Identifying suppliers that were able to facilitate those aims was fundamental to the success of the company's external collaboration project, an initiative that has transformed the way the procurement organisation operates.

## PROCUREMENT TEAM AWARD

# Winner: **Flowserve**



## Go with the flow

Providing fluid motion and control products and services, Flowserve's Bangalore-based global supply chain team has been responsible for developing the sort of innovative solutions that have enabled the company to maintain its position as a market-leader in Asia's emerging markets.

Focusing on the creation of value, the team is already widely recognised within the company, but its work with the firm's supply base has catapulted it onto the global stage.

An in-house programme, 'Supply Base Stabilisation', has further served to set the Flowserve supply chain team apart. Handling end-to-end supply chains across more than 40 global manufacturing sites, the

Flowserve supply chain team has demonstrated both ownership and togetherness to achieve a series of ambitious and elevated targets that came hand-in-hand with the implementation of the project.

Working with suppliers and key internal stakeholders, the team has not only enabled Flowserve to reduce costs across a range of projects, but also increased trust and respect for the procurement organisation at large. "The maturity and development of our Indian supply chain has made remarkable inroads in our level of expectations from them," said Ernest Morin, VP Global Manufacturing.

Our esteemed judging panel clearly concurred.

## WINNER **Flowserve**

### SHORTLIST

Commonwealth Bank of Australia

Flowserve, India

Health Promotion Board, Ministry of Health, Singapore

Merck, India

Siemens Healthineers, Malaysia

Wipro, India

*"The maturity and development of our Indian supply chain has made remarkable inroads in our level of expectations from them"*

## TRANSFORMATION AWARD

# Winner: **Wipro**



## Heart of the business

Established in 2010, Wipro's Central Procurement Organisation (CPO) has been responsible for developing one of the leading functions in the region. Managing significant levels of both enterprise and customer-related spend, CPO's highly skilled and motivated sourcing specialists have used category-defined purchase models, sophisticated technology and integrated workflows to manage the complete Source-to-Pay (S2P) process.

Despite its manifest successes over the past eight years, the procurement organisation has undergone a major revamp over an 18-month period. Focusing on strategy, processes, tools, technology and global reach, Wipro's procurement organisation

is once again exerting its influence on the business and demonstrating excellence at every turn.

As a true business partner, Wipro's procurement is now fully aligned with the wider business. In addition, it has improved its spend coverage and sourcing and category management processes, while also working tirelessly in the areas of cost and talent management, technology enablement, supplier innovation and supplier relationship management.

"CPO at Wipro is an integral part of our operations," said Raja Ukil, senior VP and CIO. "It is very heartening to see such effectiveness and innovative use of technology to transform procurement processes in our organisation."

## WINNER **Wipro**

### SHORTLIST

AO Severstal Management, Russia

CIMB Group Holdings, Malaysia

Emirates Flight Catering, United Arab Emirates

Jollibee Foods Corporation, Philippines

L'Oréal, China

Maxis Broadband, Malaysia

Microsoft, Hong Kong

Singtel, Singapore

Telekom Malaysia

Thomson Reuters, Singapore

Wipro, India

### HIGHLY COMMENDED

## **AO Severstal Management**

Steel maker Severstal knows how important efficiency and sustainable savings are to a business. Now, the company's procurement organisation is helping it to achieve those aims, thanks to a transformation that has turned the function from a decentralised organisation to one that is now centred and category focused. This change, has delivered significant savings and dramatically increased levels of performance.



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SOLUTION PROVIDER OF THE YEAR AWARD

Winner: **MyBiz Solutions**

**MyBiz**<sup>TM</sup>

**WINNER**  
**MyBiz Solutions**

**SHORTLIST**

ATG, China  
HH Global, Hong Kong  
HRS, Singapore  
InnoArk, Singapore  
MyBiz Solutions, Malaysia

## Doing what it takes

Spiralling costs is a major challenge facing modern procurement, with failure to manage spend inevitably costing the function and the business at large dear.

Kuala Lumpur-based, MyBiz focuses on helping to manage that burden. Specialising in innovative total spend management solutions, the company aims to not just help bring spend under control, but also increase the profits enjoyed by medium and large organisations across the region.

In July 2013, the company's proprietary software was recognised by Gartner, becoming the first Asian vendor to appear in the Magic Quadrant for Strategic Sourcing Application Suites.

Since then, the company has continued to go from strength to strength.

Operating at the intersection of procurement business consulting, procurement business process outsourcing (BPO) and analytics, MyBiz provides access to a range of spend optimisation specialists, delivering significant savings for its clients across Asia and beyond.

MyBiz helps firms to reduce operating costs, using its spend management tools to streamline spend and enable businesses to focus on their core priorities.

Working with partners across the region, they have seen widespread success, once again demonstrating the effectiveness of the company's offering.

*"MyBiz provides access to a range of spend optimisation specialists, delivering significant savings for its clients"*



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PROCUREMENT EXCELLENCE AWARD

Winner: **Wipro**



## Central to success

Wipro's Central Procurement Organisation (CPO) has had an enormous impact on the company's operations, particularly when it comes to spend management.

After a complete re-evaluation of procurement's approach, the CPO team extended its influence to cover the vast majority of the company's direct spend. It was a huge challenge, but one which procurement rose to, leading to an astonishing series of results that have left the company in the best position possible to expand and remain a market leader.

Managing categories such as IT hardware, software, cloud services, data centre services, telecoms and contingent staffing at customer

sites, CPO now manages the IT business of its customers. Its effect has been remarkable and has seen procurement making a direct and significant impact on the company's bottom line.

In addition, procurement has been instrumental in placing global contracts with strategic suppliers to mitigate risk and improve the ease of operations.

"CPO today plays an integral role in the business," says Sreenath AV, senior VP and India BU Head, Wipro. "We have many turnkey projects and it is very important that we have good pricing, on-time delivery and B2B payment terms."

Thanks to Wipro's CPO, all this is being delivered.

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**WINNER**  
**Wipro**

### SHORTLIST

- CIMB Group Holdings, Malaysia
- Emaar the Economic City, Saudi Arabia
- Emirates Flight Catering, United Arab Emirates
- Health Promotion Board, Ministry of Health, Singapore
- L'Oreal, China
- Maxis Broadband, Malaysia
- Merck, China
- Pernod Ricard, India
- Shell, Singapore
- Wipro, India

*"Its effect has been remarkable and has seen procurement making a direct and significant impact on the company's bottom line"*



PROCUREMENT LEADER AWARD

Winner: **Rob Halsall**



## Setting the tone

Great leaders set the tone for the rest of the organisation – and at Westpac New Zealand (WNZL), Rob Halsall is in tune with what is required to take a procurement function to the next level.

With more than 20 years' experience across a range of industries, including automotive, chemicals and aerospace, Halsall is currently responsible for sustainable supply chain solutions across IT and non-IT services within the business, as well as procurement operations, commercial analytics, governance management and driving forward Westpac's ambitious sustainable procurement agenda.

It is an onerous list of responsibilities, but Halsall – the youngest global recipient of FCIPS

status in 2011 – is thriving in the role and meeting the challenges head-on.

Having over-hauled the procurement function, Halsall has transformed the way WNZL is viewed, not just by the rest of the business, but by the company's key business partners, too.

This has been achieved through the introduction of a new operating model and leadership structure, improved capability and capacity within the team itself, and an increased emphasis on senior stakeholder engagement.

"Halsall has redefined the role of procurement within Westpac NZ and the impact has been broad reaching," says Olly Lynch, WNZL head of brand.

### WINNER

**Rob Halsall**

### SHORTLIST

Dato' Nazri, CIMB Group Holdings, Malaysia

Peter Morichovitis, City of Gold Coast, Australia

Waleed Saeed Al Saeedi, Department of Culture & Tourism Abu Dhabi, United Arab Emirates

Sebastian Chua, Health Promotion Board, Ministry of Health, Singapore

Jorge Juan Munoz Fernandez, Maxis Broadband, Malaysia

Matthew Tuck, NARTA, Australia

Rob Halsall, Westpac, New Zealand

Vijayanand Choudhury, Wipro, India

*"Halsall has redefined the role of procurement within Westpac NZ and the impact has been broad reaching," says Olly Lynch, WNZL head of brand*

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