



**GLOBAL
ABILITY**

2009 APICS INTERNATIONAL
CONFERENCE & EXPO

OCTOBER 4-6 | TORONTO, ONTARIO, CANADA

**APICS
Volunteer Leadership Workshop
Toronto - 2009**

APICS International Development

Tracy Cheetham, CPIM, CSCP

Director International Services

Agenda

- Regions
- Partnership Model
- Channel Partners
- Membership
- Certification
- Global Awareness



Regional Development

- Change Domestic vs. “International”
 - North America and Mexico (NAME)
 - Central and South America (CESA)
 - Europe, Middle East, and Africa (EMEA)
 - Asia Pacific (APAC)
- Increase regional interaction
- Increase representation
- Standardization of core member/customer experiences

International Services

Member Services EVP
Pamm Schroeder

Director
International
Development

Tracy
Cheetham
(C)

Manager
International
Services
Elizabeth
Twitchell

APICS EMEA
Manager
Elmarie Herloff-
Peterson
(OC)



APAC Exam
Management
Chester Chu
(OC)

AEP
Coordinator
Tim Parfitt

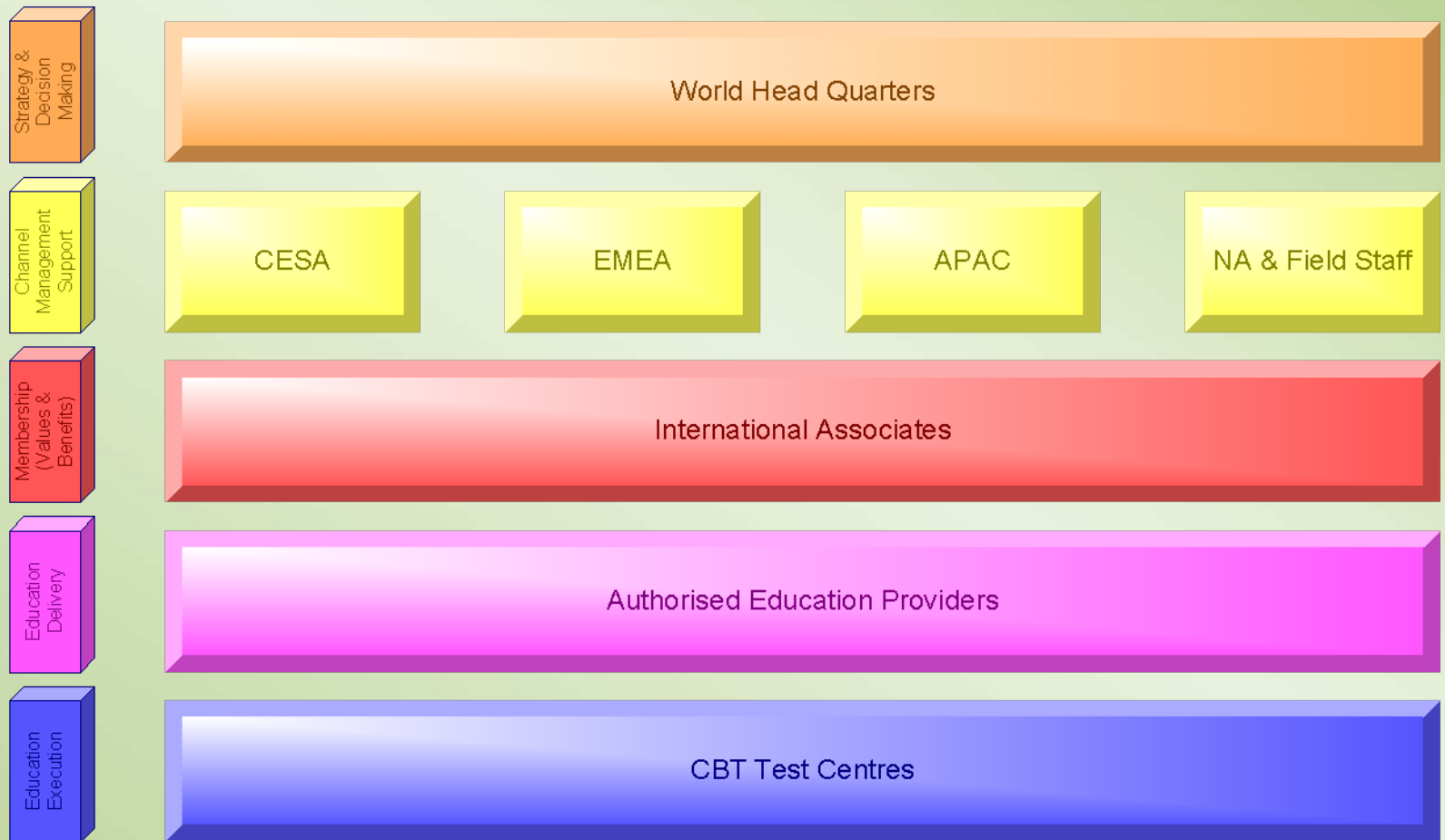
EMEA
Coordinator
Christine
Sainvil

APAC
Coordinator
Rhonda NG

Regional Objectives

- Establish an APICS presence in each region by 2012
 - APICS EMEA Brussels Office Q4 2008 
 - APICS APAC representation Q4 2009 
 - APICS CESA representation Q4 2010
- Establish International Associates in identified territories
 - Identified annually by International Sub-Committee

Partnership Model



Channel Partners

- International Associates (IAs)
 - Not-for-profit, membership based
 - APICS local product and service hubs
 - National events; APICS exams
- Education Providers (AEPs)
 - Commercial or not-for-profit
 - Education; consulting core business
 - Qualified APICS instructors
- Target ratio 1:5 overall; current 1:2.3

APICS International Representatives



- CESA—Central and South America
- North America
- APAC—Asia Pacific
- EMEA—Europe, Middle East, Africa
- IA—International Associates
- AEP—Authorized Education Providers

Channel Partner Objectives

- Channel Partners meet KPIs by 2011
- International Associate KPIs
 - Quantitative
 - Membership #
 - Certification exam
 - Sales \$
 - Qualitative
 - Collaboration
 - Correct use of APICS IP; Logos
 - Social responsibility

Key Performance Indicators

- 2009 Implement with all EMEA non-profit International Associates:
 - APLOG; CEL; CIMCIL/PICS Belgium; CPIM de France/FAPICS; IPICS; IOM; PLAN; SAPICS; vLm
- 2010 Implement with APAC and CESA nonprofit International Associates
 - ABAI; Australasian PICS; IEEC; IPOMS; KPICS; STEAM; NZPICS

Channel Partner Objectives

- Education providers meet minimum performance requirements (MPR)
- Qualified APICS instructors
 - Certified or approved in programs of delivery
 - Certifications maintained
 - APICS members
 - Participate in APICS Instructor Development Program
- Minimum number of APICS courses

Minimum Performance Requirements

- No. of AEPs 34
- No. of Commercial Associates 6
- Total outstanding of those requested 4
= **10%** (3 new AEPs)
- Total contracts submitted **80%** ★

Membership Objectives

- 5000 international members by 2010, 60% joint members with IA

	<u>IMAL</u>	<u>Africa Joint</u>	<u>Asia Joint</u>	<u>South America Joint</u>	<u>Europe Joint</u>	<u>Middle East</u>	<u>Oceania Joint</u>	<u>New Total</u>
<u>2008 Year End</u>	<u>1,656</u>	<u>79</u>	<u>0</u>	<u>85</u>	<u>520</u>	<u>0</u>	<u>1</u>	<u>2,341</u>
<u>1st Qtr 2009</u>	<u>1,696</u>	<u>99</u>	<u>0</u>	<u>72</u>	<u>613</u>	<u>0</u>	<u>0</u>	<u>2,480</u>
<u>2nd Qtr 2009</u>	<u>1,773</u>	<u>101</u>	<u>0</u>	<u>24</u>	<u>522</u>	<u>1</u>	<u>0</u>	<u>2,421</u>
<u>3rd Qtr 2009*</u>	1,842	95	0	65	600	0	0	2,602
<u>4th Qtr 2009</u>								
<u>Year to Year Net Change</u>	186	16	0	-20	80	0	-1	261
<u>Year to Year % Change</u>	11%	20%		-24%	15%		-100%	11%

**As of August month-end.*

Top Membership Countries

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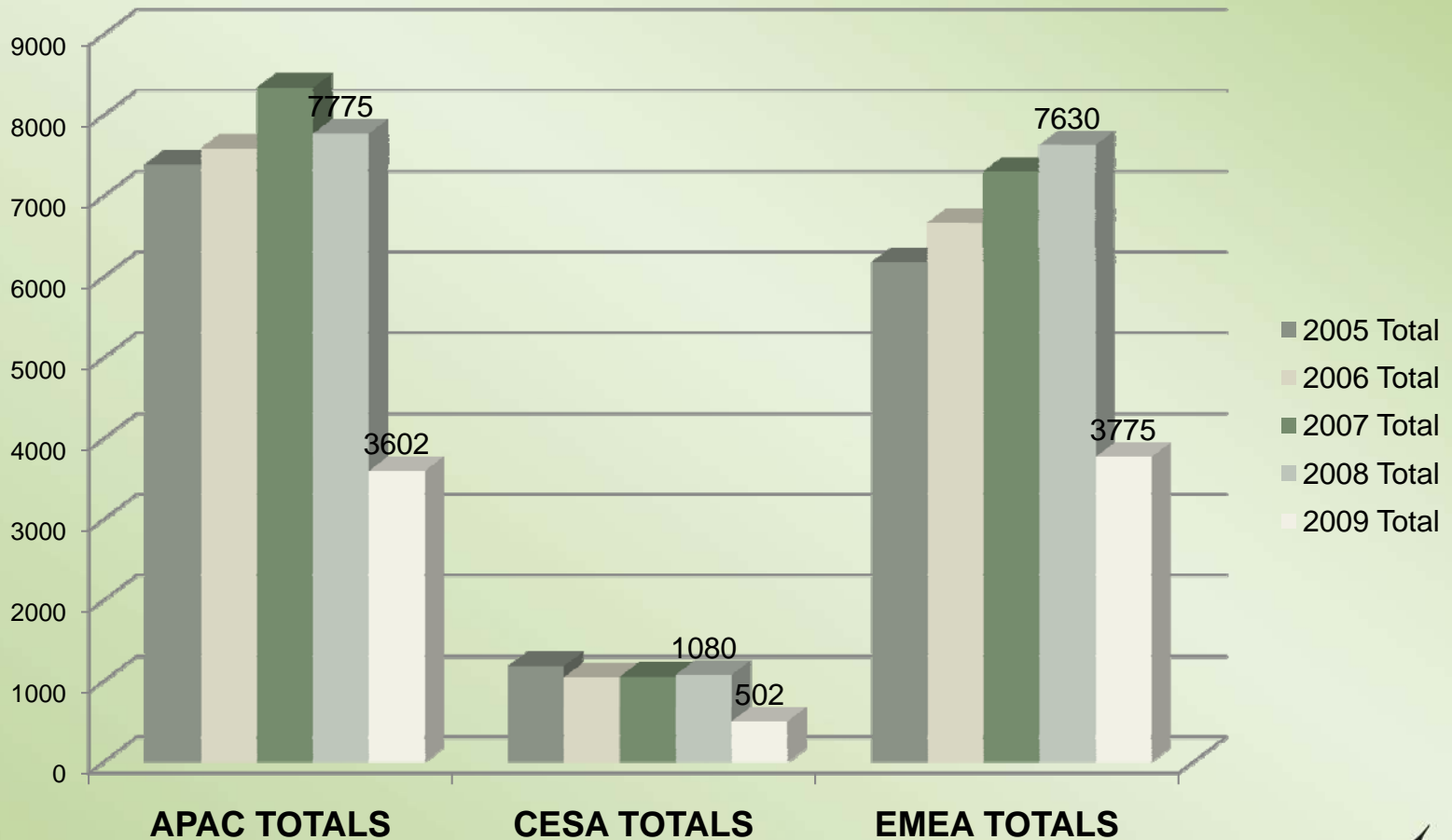
Membership Development

- More appropriate offerings for a logistically distributed membership demographic
- Synchronize active membership dates with IAs
- Support International Associates to increase awareness
- Activities and policies that strengthen local communities

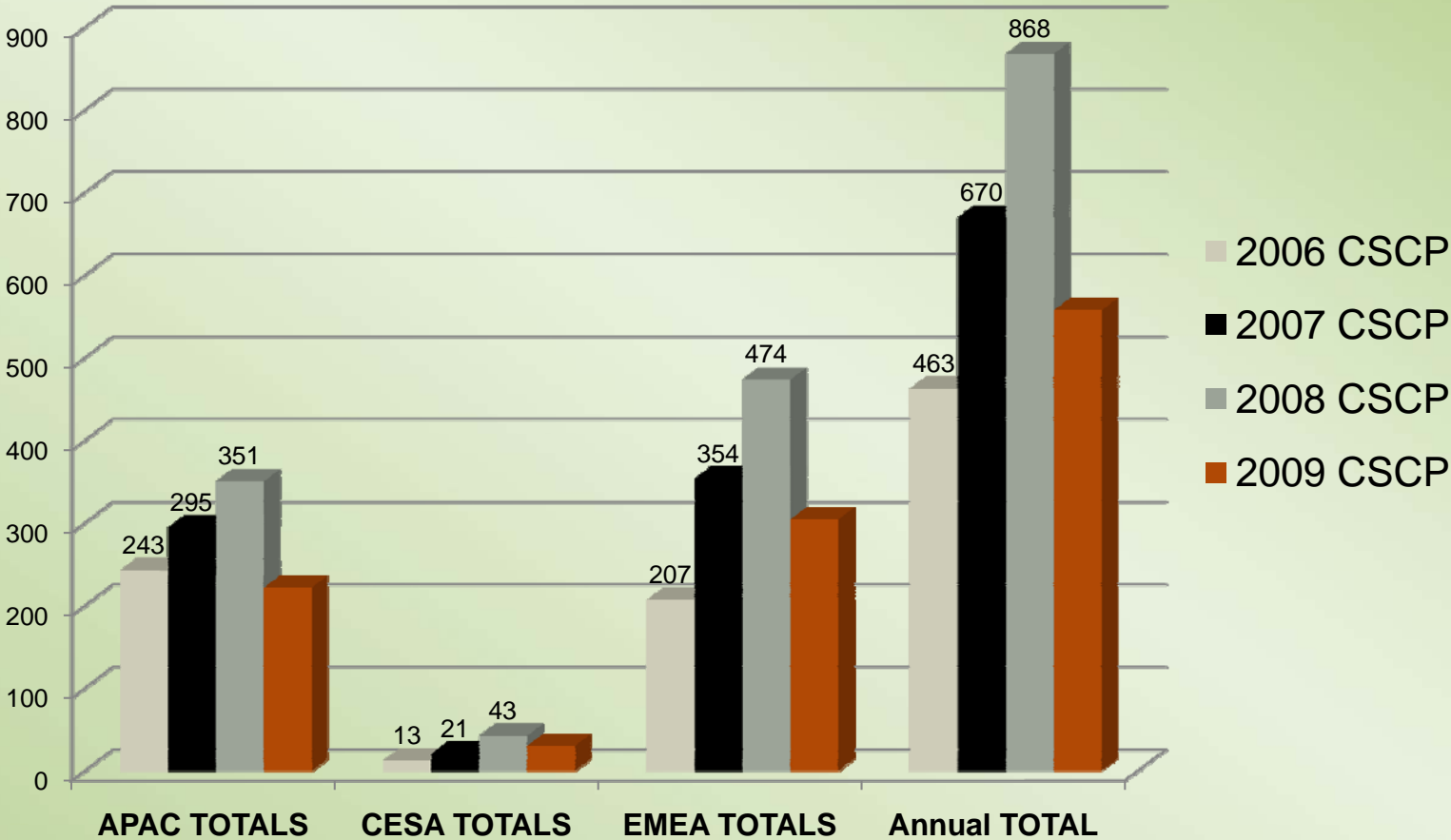


Certification Objectives

- 17038 Exams in 2009



CSCP Trends



Exam Revenue



Certification Development

- Address constraints
 - Regional/local APICS instructor capacity
 - Increase accessibility to APICS exams
- Increase awareness
 - Promote education providers in local and regional (where appropriate) markets
 - Regional support for certification candidates
- Add flexibility
 - Computer-based testing for CSCP
 - Provide distance learning initiatives

APICS International Footprint (as of September 2009)

Country or Territory	Test Cities	CSCP Computer Based Testing Offered	Authorized Education Provider	Membership Association
Asia Pacific Region (APAC)				
Australia	Sydney, Brisbane, Adelaide, Melbourne, Perth	Sydney	Ⓢ	APICS-Chicago / Australasian PICS (Local membership only)
China (Mainland)	Beijing, Shanghai, Shenzhen	Beijing, Shanghai, Guangzhou	ASCMS, SC Lead, Maple SCL	APICS-Chicago
Hong Kong	Hong Kong	Hong Kong	DataDevelop	APICS-Chicago
India	Bangalore, Chennai, Nashik, Hyderabad, Kolkata, Mumbai, New Delhi, Pune	Bangalore, Chennai, Hyderabad, Mumbai, New Delhi	KnowerX	APICS-Chicago
Indonesia	Jakarta		Ⓢ	IPOMS
Japan	Tokyo	Chiyoda-Ku	Ⓢ	APICS-Chicago
Korea	Seoul	Seoul	iHime, Crexsol	KPICS
Malaysia	Kuala Lumpur, Penang		Malaysian PICS	APICS-Chicago
New Zealand	Auckland, Tauranga, Wellington, Nelson, Christchurch		Ⓢ	NZPICS
Pakistan			Ⓢ	APICS-Chicago
Philippines	Cebu City	Manila	Ⓢ	APICS-Chicago
Singapore	Singapore	Singapore	SIMM	APICS-Chicago
Taiwan	Hsin-Chu, Taipei	Taipei	Anser Consulting	APICS-Chicago
Thailand	Bangkok	Bangkok	Ⓢ	TLAPS
Vietnam	Ho Chi Minh		Ⓢ	APICS-Chicago

Country or Territory	Test Cities	CSCP Computer Based Testing Offered	Authorized Education Provider	Membership Association
Central America and South America Region (CESA)				
Argentina	Buenos Aires		Ⓢ	IEEC
Brazil	Joinville, Porto Alegre, Sao Paulo	Sao Paulo	Ⓢ	ABAI
Colombia	Bogota		Ⓢ	APICS-Chicago
Costa Rica	San Jose		CAPICS	APICS-Chicago
Dominican Republic	Santo Domingo		Ⓢ	STEAM

Ⓢ Indicates that education courses are offered either by the Membership Association, or other AEPs from the region

Ⓢ Indicates no Paper-and-Pencil test location for CPIM available

Not all CSCP CBT testing locations were available at time of going to print. Certain countries or cities will only be available March 2010. Please enquire.

Country or Territory	Test Cities	CSCP Computer Based Testing Offered	Authorized Education Provider	Membership Association
Europe, Middle East and Africa Region (EMEA)				
Austria	Vienna		⊗	APICS-EMEA Office
Belgium	Brussels	Brussels	⊗	PICS Belgium
Bulgaria	Sofia		Symix	APICS-EMEA Office
Denmark	Copenhagen		Consulting House	DRF
Egypt	Cairo		American Chamber of Commerce in Egypt-ACCE	APICS-EMEA Office
Finland	Helsinki		⊗	APICS-EMEA Office
France	Annecy, Paris	Paris	CFG-Logilite, MGCM	CPIM de France-FAPICS
Germany	Bad Sackingen, Frankfurt, Cologne, Munich	Frankfurt	PMI	APICS-EMEA Office
Greece	&	Athens	⊗	APICS-EMEA Office
Ireland	Cork, Dublin, Galway, Limerick		IPICS Education	IPICS
Italy	Milan, Rome		AIGI, Advance Operations School	APICS-EMEA Office
Israel	&	Ramat Gan	⊗	APICS-EMEA Office
Jordan	Amman		Delphi Jordan	APICS-EMEA Office
Lebanon	Beirut		Morgan International	APICS-EMEA Office
Morocco	Casablanca		Qualipro	APICS-EMEA Office
Netherlands	Utrecht	Utrecht	ATIM-BACE, Proqua, Verwoerd Consulting, Visie Partners	vLm
Nigeria	Lagos		Multimix Academy	APICS-EMEA Office
Poland	Wroclaw, Warszawa		MPM	APICS-EMEA Office
Portugal	Lisbon		⊗	APLOG
Romania	Bucharest		⊗	APICS-EMEA Office
Russia	Moscow		Insight Project Group	APICS-EMEA Office
Saudi Arabia	Dhahran		⊗	APICS-EMEA Office
South Africa	Cape Town, Durban, Johannesburg, Port Alfred	Johannesburg	Applisential, Bytes Technology Group, Kent, Tirisano Ka Batho	SAPICS
Spain	Barcelona, Zaragoza, Madrid	Madrid	⊗	CEL
Sweden	Lund, Stockholm		⊗	PLAN
Switzerland	Dagmersellen		GYCI, FSS	APICS-EMEA Office
Tunisia	Tunis		AB Consulting	APICS-EMEA Office
Turkey	Istanbul	Istanbul	ABCAN Consulting, Eurosis	LODER
UAE (United Arab Emirates)	Dubai	Dubai	Cambridge Educational Institute, Morgan International	APICS-EMEA Office
United Kingdom	London, Manchester	London	HILF	IOM

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Global Awareness

- Registrations of APICS marks
- Participation in or organization of international events
- Increased **targeted** communication with global customer base
- Visibility of APICS international activities in APICS publications
- Leveraging Channel Partners
- Leveraging Enterprise Members implementation of global APICS programs

APICS Operations

- Integration of manual international transactions
- Implementation of new processes and policies
- Transfer of knowledge to internal departments
- Mentoring and transitioning activities

Summary

- Regional development business model
- Plus specific focus on target territories
- Developing capacity and accessibility
- Integrating “global ability” in APICS functional departments
- Broader international footprint
- Ability to service multinational APICS programs for corporate customers

