



# Raising a Chinese SCM star

**Paul Bradley, MD of IDS Logistics International, talks to Simon Saunders about his career and latest role, building up an emerging supply chain management company in Asia**

Li & Fung is a universally respected name in Asian business and needs little introduction. Its extensive network covers 40 countries and includes trading, manufacturing and logistics. One of the rising new stars of the group is the advanced supply chain management services company IDS Logistics International, which is part of the privately-held IDS Group. At the helm of this rapidly blossoming subsidiary is MD Paul Bradley.

Born and raised in the US, but now with more than a dozen years in Asia, Bradley is a well-known and influential industry figure. In addition to being a Certified Professional Logistician and a Fellow of the Chartered Institute of Logistics and Transport, this year he was selected into the "New Asian Leaders' Program" by the World Economic Forum. His experience also means he is in constant demand throughout Asia and the US as a lecturer in international relations, e-commerce, and supply chain management.

Unusually, it was his experience on an exchange programme, working for a British MP, which indirectly led him to a career in logistics. "Living in another country and seeing how leaders deal with pressure was extremely stimulating.

"I changed my education plans and went to Thunderbird [the American Graduate School of International Management], where I met other students from around the world and which gave me a global view. It also helped me to learn how important cultural sensitivity is in every aspect



of our lives."

Following his graduation, Bradley's interest in international trade took him to American President Lines, as a management trainee. "APL had a great training programme which rotated candidates across the organisation, from shipping stowage planning to finance."

After several years with APL, he moved to Japanese carrier NYK Line to establish the Dallas, Texas office. The company eventually brought him to Hong Kong and the start of his long relationship with Asia. This continued with his next challenge of starting a JV company for two U.S. corporations, the HAVi Group and BDP International, before he joined IDS Logistics three years ago.

"The Li & Fung Group is a leader in supply chain management in Asia and is uniquely positioned to the role of linking China with the rest of the world. I wanted to establish a new supply chain management entity within IDS Logistics to better understand the evolving supply chain model in which China will play a leading role in global production"

"IDS International was established to focus on advanced supply chain management with the objective of

extending the logistics value chain. It analyses the detailed supply chains of multi-national companies and then identifies opportunities for cost reduction, optimisation, and shortening lead-time to market, including implementation".

Bradley's fascination with Asia has not diminished since the day he arrived. "It is a dynamic area where new technology can be rapidly deployed and cutting edge solutions will quickly evolve. This break-out has been visible in the past few years, creating more opportunities for the global supply chains to fully integrate. The depth of loyalty in employees and the incredible work ethic are unique too."

His obvious affection for Asia is perhaps only matched by his passion for supply chain management. "The shipping industry transformed itself into the logistics industry where technology and operational integration became more sophisticated. The movement to supply chain management is even more dynamic and provides an entirely new platform from which to learn, adapt, and contribute."

A self proclaimed optimist, Bradley sees the future of logistics in the region as bright, but feels there needs to be some changes for everyone to reap the benefits. "The standardisation of technology platforms is critical and simplifying the customs process within Asia would further enhance trade opportunities.

"The logistics industry is going through a metamorphosis in Asia and there is a growing need for a more diverse education and evolution of technical skill sets to meet the new challenges. Universities and companies will have to move faster to help develop wider knowledge sharing and supply chain management training programmes so there will be sufficient resources for deployment in the future."