



Speaker Interview with **Charles Nie** – *E-business and Supply Chain Optimization Manager, Covestro*

1. What are downstream operators doing to improve productivity and efficiency? What more can they do?

Certainly asset utilization on a global scale is the key fundamentals to strive for improvement on production efficiency. With big data, the future to all downstream operators should be about focusing on how to make use of it and generate more accurate statistical demand forecasting. Coupled with global asset utilization, this could significantly improve global sales and operations planning and in return maximise production efficiency.

2. What technologies are you using currently or investing in to improve your operational efficiency?

Covestro is currently deploying webshops and EDI connections proactively to our customers in APAC, and investigating into usage of external e-marketplaces and possible deployment of mobile app as well.

3. What will be the highlight of your presentation at Asian Downstream Week?

I am thrilled to show you the roadmap which Covestro has defined for the E-business topic, and how much result we managed to achieve within a short time span in 2 years!