



News | Guest lecture

## Sustainability in Supply Chain Management

**Juan David Ramirez, Director of Supply Chain Management, UNIQLO Europe, presented current trends and challenges in Supply Chain and Operations Management (SCOM) in a guest lecture.**

04.05.2022 — Prof. Dr. Alexander Tsipoulanidis

Supply Chains are crucial for businesses and for customers and they get special attention in crisis and when prices go up. Juan David Ramirez, Director of Supply Chain Management, UNIQLO Europe gave practical insights on current Supply Chain and Operations Management (SCOM) Trends and Challenges in a fantastic hands-on guest lecture at the HWR Berlin as part of our Global Supply Chain and Operations Management Bachelor's and Master's degree programme.

Photo: Sylke Schumann

It was an excellent event, which fascinated all students. Mr. Ramirez provided detailed insights into fashion supply chains and he elaborated on different SCM strategies in the industry with a special focus on the UNIQLO SCM Model. Juan took the students on a journey explaining the relevant sourcing activities, discussed location planning criteria and compared different production strategies. Mr. Ramirez also discussed transportation options, introduced strategies around the planning of locations of warehouses as well as current distribution approaches. Furthermore, he took a lot of time to relate the topic of SCM to sustainability and explained the importance of the concept of the circular SCM model. Our guest speaker also answered all the questions of the audience in a very interactive way.

All in all, it was a great success to connect the Supply Chain and Operations Management strategies taught at the HWR Berlin with practice demonstrated by UNIQLO.