

# GoComet Odyssey 2024: Singapore Hosts the Supply Chain Event of the Year

*GoComet Unites Global Leaders to Shape the Future of Supply Chain Management*

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EINPresswire.com/ -- In its sixth and largest flagship event yet, [GoComet](#), the leading AI-powered supply chain visibility platform, brought over 50+ supply chain leaders together to address key industry challenges with actionable insights.

The company hosted the event at the SKAI Suites, Swissotel overlooking the city with notable participants like Unilever International, Skyworks, CEAT Tyres, VWF, UPS, Schneider Electric, Pfizer, DHL, Estée Lauder, and many more.



GoComet team along with the attendees

The event opened with remarks from Chitransh Sahai, Chief Business Officer at GoComet, and Johny Stephen, Head of Global Sales. Setting a bold agenda, Sahai remarked:

"The supply chain industry faces many disruptions like the Red Sea Crisis and port strikes. "Odyssey" is an approach to empower businesses to navigate these challenges for a resilient future."

## Fireside Chat: Insights from Unilever International

The evening's first session, an exclusive Fireside Chat, set the tone for the event with a thought-provoking discussion between Aseem Puri, CEO of Unilever International, and Chitransh Sahai. Puri delved into his leadership philosophy and the strategic priorities instrumental in driving success.

"Effective leadership today requires a clear vision, bold priorities, and the empowerment of

teams to execute them," Puri emphasized, highlighting the pillars of innovation, agility, and global value creation as core to optimizing supply chain operations.

He shared key insights from his book, *10X Productive: CEO Secrets to Getting it All Done*, encouraging attendees to adopt smarter time management strategies to maximize efficiency and effectiveness.

"Channels that were once stable are now interchangeable. As a company, you need to be flexible," Puri noted.

Using a vivid analogy, he added, "We've moved from crafting perfect Picassos over six months to creating Dilbert cartoons quickly and consistently." This statement highlighted the pressing need for speed and flexibility in today's fast-paced business environment, offering the audience valuable insights on staying agile and effective amidst constant change.

### Agility and Efficiency in Global Supply Chains

"In my 30 years of experience in Supply Chain, Planning, Procurement, and Global Logistics, I have faced many challenges," Buhari reflected. "However, navigating geopolitical disruptions and leveraging advancements like digital transformation have been key to maintaining operational resilience. Whether addressing semiconductor shortages or adapting to sustainability-driven policies like the CHIPS Act, success lies in strategic foresight and agility."

Quoting Amos Tversky, he added, "He who sees the past as surprise-free is bound to have a future full of surprises." Reflecting on this, Buhari stressed the need to learn from past disruptions to better adapt to evolving market complexities.

### Panel Discussion: Turning Disruptions into Opportunities

In a session moderated by Prasad Alurkar, Head of Operations at GoComet, leaders from CEAT, VVF, and others shared their expertise in addressing critical supply chain challenges such as rising shipping costs and delivery delays. The discussion contrasted CEAT's push model with VVF's pull model, showcasing the advantages of each in different market conditions.

Key insights included:

- Leveraging real-time data for proactive risk management.
- Transforming cost surges into opportunities for growth through digital innovation.
- Exploring how push-driven strategies optimize production and inventory, while pull-driven approaches enhance flexibility and responsiveness to market demand.

Rajshekar Mudaliar from CEAT noted:

"Resilience is rooted in adaptability. Companies that pivot rapidly and utilize data-driven decision-making are poised to thrive in uncertainty."

#### Product Spotlight: Mastering Shipment Orchestration

The Product Spotlight showcased GoComet's shipment orchestration and sustainability solutions, focusing on its Carbon Emission Tracking, which helps businesses monitor and reduce their environmental impact. Sahai emphasized:

"At GoComet, our mission is to redefine supply chain operations through transparency, collaboration, and advanced analytics. These innovations are transformative solutions for logistics management," said Chitransh Sahai. "Tools like our Carbon Emission Tracker empower businesses to optimize logistics while driving sustainable practices," he added.

#### And That's a Wrap on the Supply Chain Event of the Year

GoComet's Odyssey Singapore 2024 became a key platform for addressing supply chain challenges. Expert-led sessions, panels, and interactive discussions provided attendees with practical strategies to navigate disruptions and adapt to a dynamic industry. One attendee described it as, "A perfect mix of insights and practical ideas to tackle real-world supply chain challenges."

#### About GoComet:

GoComet is the world's most intuitive, easy-to-use supply chain visibility platform, powered by AI, to automate end-to-end logistics for companies in various industries.

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