

**DANIEL J. EPSTEIN DEPARTMENT OF  
INDUSTRIAL AND SYSTEMS ENGINEERING**

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**EPSTEIN INSTITUTE SEMINAR • ISE 651 SEMINAR**

***Asia – USA Import Supply Chains: Current  
Practices, Trends and Recommendations***

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**ABSTRACT**

Imports from Asia to the United States amount to more than 7 million forty-foot containers per year. Increasingly sophisticated systems are applied by importers to manage their supply chains for such imports, integrating ocean carriers, port terminals, dray and truck companies, railroads, third party logistics operators, and in-house distribution centers. The most cost-effective supply chain varies widely depending on the inventory costs of the products imported and the scale and scope of the importer. In this talk I will provide a “big-picture” view of the mix of supply chain strategies employed by large and small importers of various types of goods, and the consequent import volumes by port and landside channel. I will highlight the trends we can expect in the mix of preferred supply chain strategies. Next I will describe the large-scale optimization and queuing models used to predict the overall flows of imports by ports and landside channels. I will discuss the results of my analysis of the impacts of changing rates through the Panama Canal and increasing shares of imports accounted for by large, “big-box” retailers. Considering the current challenges impeding supply chain efficiency in Southern California, I will conclude with specific recommendations for local ports, transportation and logistics service providers and for public policy.

**TUESDAY, FEBRUARY 14, 2012  
ANDRUS GERONTOLOGY BLDG (GER) ROOM 309  
3:30 - 4:50 PM**

## BIOSKETCH



**Rob Leachman** is a Professor of Industrial Engineering and Operations Research at the University of California at Berkeley. Dr. Leachman is the author of more than 80 technical publications concerning operations management and transportation planning. He received the AB degree in Mathematics and Physics, the MS degree in Operations Research and the PhD degree in Operations Research, all from U. C. Berkeley, and has been a member of the U C Berkeley faculty since 1979. Selected academic publications and consulting reports are provided at <http://www.ieor.berkeley.edu/People/Faculty/leachman.htm>.

Dr. Leachman is a two-time Finalist and one-time Winner of the Franz Edelman Award Competition sponsored by the Institute for Operations Research and the Management Sciences (INFORMS). The Edelman Award is the highest accolade from INFORMS, recognizing outstanding industrial practice of the management sciences.

In addition to his academic career, Rob is President and CEO of Leachman and Associates LLC, a consulting and software firm providing systems for supply chain and factory management to international corporations and providing engineering and economic analyses for governmental agencies. Prior to academic employment, during the period 1970 – 1975 Rob worked in the Operating and Marketing Departments of Union Pacific Railroad.