



Manabu.

AI CAPABILITY PROGRAMMES

HANDS-ON MASTERCLASS • AMSTERDAM • IN PERSON

AI for Supply Chain

Doing the Job Differently

A hands-on masterclass for supply chain and operations leaders and their teams. You will build, in the room, on your own workflows.

IN THE ROOM

Five generative
AI builds

IN THE ROOM

An agent
design lab

YOU LEAVE WITH

A 30/90/120-day
roadmap

You will be sold agentic AI
before you have decided whether you want it.

FACILITATED BY

Hareesh Tibrewala

Founder & CEO, Manabu • Certified Independent Director

DURATION

3.5 hours

DATE & TIME

Thu, 5 Nov 2026

13:30 - 17:00 CET

VENUE

Element by Marriott

Arent Janszoon Ernststraat 577, Amsterdam

FORMAT

In person

Laptop required • 20 seats



Why This. Why Now.

The conversation is arriving whether or not the team is ready for it.

Planners are pasting supplier emails into ChatGPT. Buyers are drafting tender responses with it. Someone in the warehouse has quietly translated a work instruction with it. This is happening in your organisation today — without training, without guardrails, and without anyone measuring whether the output is any good. Meanwhile the ERP and planning vendors are shipping AI agents into products you already own.

67%

of supply chain digital investment now goes to AI

23%

have a formal supply chain AI strategy in place

55%

of CSCOs are unclear on the return from those investments

17%

are redesigning how the work is actually done

Source: Gartner supply chain surveys, 2025–2026 (between 120 and 394 senior supply chain leaders per study).

What This Programme Is — and Is Not

IT IS

Hands-on, with group exercises

Built around supply chain work — sourcing, planning, logistics, quality, inbound

Tool-agnostic and vendor-neutral

Honest about where AI fails and what it costs

You building your own AI roadmap

IT IS NOT

A conference keynote about the future of work

A generic AI literacy course with a supply chain slide

A demo of any vendor's product

A promise that AI will fix your master data

A data science or coding class

No technical background required. You will not write code. Bring a laptop and access to any AI tool — ChatGPT, Claude, Copilot or similar.

Who Should Attend

- Supply chain managers, heads and directors
- Procurement and sourcing managers, category managers, buyers
- Factory and plant managers, production planners
- Logistics, warehouse, transport and trade compliance managers
- Supplier quality and inbound quality leads

Cross-sector. Bring a laptop — every module is worked, not watched.

What You Will Be Able to Do

- Automate vendor updates, purchase orders and routine operations reporting
- Sharpen demand forecasting and inventory management decisions
- Reduce inventory and logistics costs through data-backed optimisation
- Monitor vendor risk and catch issues before they become disruptions
- Strengthen quality, compliance and predictive maintenance monitoring
- Move from descriptive to predictive to prescriptive across the value chain

The Programme

3.5 HOURS • 13:30 - 17:00 CET • LAPTOP REQUIRED

13:30 - 13:40

Opening

- A live poll of the room — what people are using today, and on whose account
- The three assumptions about AI that supply chain teams most often get wrong

13:40 - 14:15

MODULE 1

What AI Actually Is

- What an LLM is, and what it actually does
- AI tools and their applications
- Hallucination — why AI is confidently wrong
- Predictive AI, Generative AI and Agentic AI — the real distinctions
- What AI is genuinely good at, and where it reliably fails

14:15 - 14:45

MODULE 2

Generative AI and Prompt Engineering

- The anatomy of a prompt
- Chaining, persona, tone and iteration
- Understanding RAG — grounding AI in your own documents
- Applications of prompts across the supply chain

14:45 - 15:20

MODULE 3

Hands-on: Five Generative AI Builds

Group exercise. Each group takes a real supply chain problem, builds a working solution, reads it out to the room, and takes feedback. Every build gets debriefed.

GROUP EXERCISE

15:20 - 15:35

NETWORKING BREAK

15:35 - 16:05

MODULE 4

Agentic AI: When Software Starts Doing Things

- What changes when AI acts instead of answers
- The autonomy ladder
- Where agents run in supply chains today
- Human-in-the-loop — where the control point sits

16:05 - 16:35

MODULE 5

Hands-on: Design an Agent

Group exercise. Using the Agent Spec Canvas, each group designs an agent against a supply chain problem it owns, presents it to the room, and stress-tests it together.

GROUP EXERCISE

16:35 - 17:00

MODULE 6

Building the Roadmap

- Where to start, and where not to
- Scoring use cases
- Build, buy, or already-in-your-ERP
- Challenges, opportunities and guardrails
- Your 30, 90 and 120-day plan



Your Takeaway Toolkit

Every participant leaves with six working artefacts — not notes:

- 1 The Supply Chain Prompt Library** — ready to use across sourcing, planning, logistics and quality
- 2 The Agent Spec Canvas** — for scoping an agentic workflow end to end
- 3 The Use-Case Scoring Sheet** — value, feasibility, data readiness and risk
- 4 A Shortlist of Supply Chain AI Use Cases** — drawn from the room, not from a catalogue
- 5 A One-Page Guardrail Set** — what to check before an agent touches a live system
- 6 Your AI Roadmap** — a structured 30, 90 and 120-day plan

Your Facilitator



Hareesh Tibrewala

FOUNDER & CEO, MANABU · CERTIFIED INDEPENDENT DIRECTOR

Hareesh has spent over three decades building technology businesses. He founded India's first ecommerce portal in 1999. He later co-founded Mirum (formerly Social Wavelength), one of India's largest digital agencies, which was acquired by WPP in 2023.

As a Certified Independent Director, he serves on multiple corporate boards and chairs Audit, CSR and Digital Risk Management committees. He is also Non-Executive Chairperson of MeruLife, a mentor with Stanford Seed, and a Lead Partner at Social Venture Partners.

Through Manabu, he works at the intersection of leadership, learning and artificial intelligence, and has led AI masterclasses for boards, leadership teams and industry bodies in India and internationally. An engineering graduate from VJTI Mumbai, with a Master of Science from the University of Southern California and executive education from Harvard Business School.

Registration

PARTICIPATION FEE

Per participant

€250

Includes refreshments and the complete course material — the full takeaway toolkit and a certificate of participation.

Batch size limited to 20 participants. Advance registration is mandatory and participants must carry a laptop.

In-house option: this programme can be run as a closed session for a single supply chain team, customised to your systems and policies. Details on request.

How to Register

Online	manabulabs.com/ai-augmented-supply-chain-netherlands/
By email	Send your name, mobile number, email ID and organisation to enquire@manabulabs.com
Venue	Element by Marriott Amsterdam, Arent Janszoon Ernststraat 577, 1082 LD Amsterdam
Parking	First 90 minutes free parking. Thereafter €2.50 per hour. EV charging available.

Your supply chain team is already using AI. Just not on purpose.
Come in curious. Leave with a roadmap you can govern.