



AI IN ACTION: SMARTER SOURCING, STRONGER CONTRACTS

LEVERAGING TECHNOLOGY AND BEST PRACTICES FOR VALUE-DRIVEN OUTCOMES

SINGAPORE

31 JULY & 1 AUGUST 2025



JIM BERGMAN

Thought Leader & Co-Author of:

Contracting in the New Economy

Using Relational Contracts to Boost Trust and
Collaboration in Strategic Business Relationships
(Palgrave Macmillan, 2021)



Amazon Ratings



RAVE REVIEW FROM JIM'S SESSIONS!

"Jim delivered the training well by providing an in-depth understanding about the principles of contract management."

Mohd Norhatta Bin Azhar – AGM, Contract Management, Velesto Drilling

"The main strength for me was the practical examples given. To those who have yet to attend this training, I would definitely encourage them, especially to those involved in negotiation as Jim does not only share theoretical concepts but really more real-world experiences which are of high value. I would like to give credit to Kexxel Group as this is my second event here. Their selection of speakers are excellent."

Hasfizal Bin Mukhtar – Senior Manager, Chemical Company of Malaysia

"Jim Bergman is very well experienced and he was able to share a good perspective on contract planning, strategizing and negotiation. This is a great course for those involved with tenders, contracts, supplier relationships and even customer relationships."

Akhbar Bin Muhamad – Senior Manager, Pharmaniaga Logistics

"One thing that Jim has instilled in me is to have as much clarity and trust in the contractual relationships, so it brings value to both parties engaged in a contract to get a win-win negotiation. The topics discussed were great as Jim Bergman is an excellent speaker."

Mohamad Halil Bin Haron – Head of Project Management & Control, Tenaga Nasional Berhad

PROGRAM OUTLINE

SESSION 1 Forming The Optimal Team

AI boosts team efficiency, enhances decision-making, and strengthens collaboration, enabling greater focus on strategic tasks over routine work. Key points include:

- Enhanced Communication
- Automated Scheduling
- Task Management
- Data Analysis and Insights
- Knowledge Management
- Talent Acquisition and HR
- Training & Development



CASE STUDY

How a European consumer products firm is ensuring the right skills and experiences are being assigned to their teams.

SESSION 2 Understanding The Broader Firm Strategies

By leveraging AI, Sourcing teams can better understand how their activities align with the company's strategic goals, leading to more informed and strategic decision-making. AI supports this alignment in several key ways. Key points include:

- Data Integration and Analysis
- Predictive Analytics
- Strategic Insights
- Scenario Planning
- Enhanced Collaboration between Departments
- Benchmarking and Performance Metrics
- Automated Reporting
- Risk Management
- Supplier Insights
- Strategic Alignment Tools



CASE STUDY

How an American manufacturing company is translating a broader strategy into an actionable contracting model.

SESSION 3 Integrating & Aligning - Sourcing, Contracting, Organization Strategies

In this session, we will explore how Sourcing and Contracting teams can integrate & align their activities with the broader strategic objectives of the organization, leading to more cohesive and effective execution of business goals as described in the Key Areas in Session 2.

CASE STUDY



How an Australian mining and minerals company is integrating and aligning commercial strategies with broader firm strategies.

PROGRAMME SCHEDULE

0830	Registration & Snacks
0900	Workshop commences
1015	Morning break
1230	Lunch
1500	Afternoon break
1700	End of day

SESSION 4 Delivering Realistic RFxs & Tenders

Learn how Sourcing and Contracting professionals can create more accurate, realistic, and effective RFxs (Requests for Information, Proposals, or Quotations) and tenders, ensuring they better meet the firm's needs and objectives while improving overall efficiency and outcomes.

AI can significantly enhance the creation and management of RFxs and tenders by ensuring alignment with firm requirements. Key points include:

- Automated Requirement Gathering
- Natural Language Processing (NLP)
- Template Creation
- Dynamic Content Updates
- Requirement Forecasting
- Supplier Evaluation
- Bid Comparison
- Learning Algorithms & more



CASE STUDY

How an ASEAN electronics company is delivering realistic RFxs and tenders based on the firm's requirements.

WHY YOU SHOULD ATTEND

Sourcing, Category Management, Contracting, Contract Management, and Supplier Relationship Management are deeply interconnected and essential to a firm's success—across both private and public sectors. While these functions can deliver significant value, only a few firms execute them efficiently, gaining a competitive edge. **Research shows that inefficient commercial practices can lead to value losses of 5% to 40% per deal.** However, AI is rapidly emerging as a powerful enabler, helping firms address these challenges and drive sourcing and contracting success.

The growth of AI is improving how firms source and contract in three essential ways:

1. Central Tool: AI now plays a key role in developing category strategies, sourcing, contract execution and management, and managing supplier and customer relationships.
2. Content Enhancement: It shapes the content of tenders, contracts, and other supporting documents.
3. Process Improvement: AI enhances the way firms design and execute commercial strategies and models.

By automating much of the transactional workload, AI reduces the manpower needed for managing tenders and contracts—freeing practitioners to focus on strategy, relationships, and delivering greater value for both the firm and its partners.

You will walk away with a whole new perspective on sourcing and contracting that will apply to your job requirements and enable you to succeed in the AI-driven economy.

WHO SHOULD ATTEND

This highly practical and interactive course is designed for professionals from across all sectors, including both private and public sectors.

- Legal Managers and Support Staff
- Tender Managers and Support Staff
- Contract and Procurement Managers
- Purchasing and Supply Managers
- Financial Managers and Auditors
- Project Coordinators, Supervisors, Engineers, Assistants and Administrators
- Compliance Managers
- Planning Supervisors, Coordinators, Assistants, Engineers
- Operations Supervisors, Engineers, Coordinators

PROGRAM OUTLINE

SESSION 5

Evaluating Proposals and Conducting Due Diligence

Sourcing and Contracting practitioners can conduct a more thorough, efficient, and accurate evaluation of proposals and due diligence processes, ultimately leading to better decision-making & risk management by leveraging on these AI capabilities. Key Points:

- Standardized Scoring
- Comparative Analysis: Compare proposals across various parameters
- Content Extraction: NLP algorithms can extract and categorize relevant information.
- Contextual Understanding
- Insight Generation
- Automated Communication & Others



CASE STUDY

How an American health care company is evaluating proposals and conducting due diligence.

SESSION 6

Developing Negotiation Strategies That Will Optimize Value for Money

AI can be instrumental in helping contract and sourcing practitioners develop negotiation strategies that optimize value for money.

By leveraging AI in these ways, Contracting and Sourcing practitioners can develop and execute negotiation strategies that optimize value for money, resulting in more favorable terms and conditions while aligning with overall business objectives. Key Points:

- Historical Data Analysis
- Benchmarking
- Outcome Forecasting
- Supplier Behavior Analysis
- Cost Modeling and Optimization
- Adaptive Strategies & More



CASE STUDY

How a Middle East logistics/transportation company is developing negotiation strategies that will optimize value for money.

SESSION 7

Implementing Negotiation Strategy With Appropriate Tactics

AI can assist Contract and Sourcing practitioners in implementing negotiation strategies with appropriate tactics by providing tools and insights that optimize the execution and adaptability of these strategies, leading to more successful outcomes and optimized value for money.

AI helps ensure that strategies are executed efficiently, risks are managed, and adjustments are made based on real-time insights and data. Key Points include:

- Live Insights
- Tactical Adjustments
- Outcome Simulation
- Supplier Behavior Prediction
- Strategy Alignment
- What-If Scenarios
- Integrated Platforms
- Automated Alerts & more



CASE STUDY

How a Middle East logistics/transportation company is developing negotiation strategies that will optimize value for money.

SESSION 8

Ensuring The Contract Is Drafted Based On Negotiations, Ratified & Ready For Signature

AI can greatly streamline the process of ensuring that a contract is drafted according to negotiations, ratified, and ready for signature by enhancing accuracy, efficiency, and compliance at each step. Contracting and Sourcing practitioners can rely on AI to ensure contracts reflect negotiated terms, are ratified efficiently, and prepared for signature—improving contract management, reducing errors, and ensuring compliance with agreed terms and legal requirements:

- Automated Drafting
- Clause Libraries
- Consistency Verification
- Regulatory Compliance
- Version Control
- Automated Routing: Manage and automate the approval workflow
- Signature Tracking
- Mitigation Strategies
- ERP and CRM Integration: AI can integrate with enterprise resource planning (ERP) and customer relationship management (CRM) systems to ensure that contract details are synchronized with other business processes and data.
- Renewal and Amendments, & More



CASE STUDY

How a European oil and gas company is ensuring their contracts are drafted according to negotiations, ratified, and ready for signature.

KEY BENEFITS

DISCOVER the latest **trends** and strategies in creating effective AI-driven results.

EXPLORE the best practices for picking **the right technology** for the right reasons in order to achieve a win-win situation in the quantum economy.

MAXIMIZE and improve your **business leverage** from tenders by minimizing and managing the AI investment and risk.

DEFINE your own personal **value** and the value of your team as a key advisor on AI related to tenders and contracts within your organization.

GAIN INSIGHT on essential service procurement and/or tendering **tools and techniques** through AI assets.

ENHANCE your **procurement skills** and techniques with well recognized methodologies and practices to attain intended AI-related outcomes.

IDENTIFY both **supplier and buyer perspectives** and differences in using AI in the tendering and contracting processes.

ESTABLISH effective tender and contract **writing skills** and information mapping within your organization by embracing AI.

EXTEND your AI impact to suppliers and sub-suppliers and outshine competing supply chains by building an **AI-enabled relationship** after signing the contract.

PROGRAM OUTLINE

SESSION 9

Preparing A Contract Summary & Executing The Contract

AI streamlines contract summary preparation and execution by automating key tasks, improving accuracy, ensuring compliance, and optimizing workflows—ultimately enhancing overall contract management. Key points include:

- Content Extraction
- Natural Language Processing (NLP)
- Clause Identification
- Risk Flags
- Cross-Reference
- Regulatory Checks
- Error Detection
- Centralized Repository
- Version Control
- ERP and CRM Integration
- Task Management & Others



CASE STUDY

How an American technology company is preparing their contract summaries and executing their contracts.

SESSION 10

Developing The Transition Plan & Managing Contract Implementation

AI enhances contract transition planning and implementation management by improving efficiency, accuracy, and effectiveness. It streamlines planning, monitors performance, ensures compliance, and proactively addresses issues—leading to more successful outcomes and optimized implementation. Key points include:

- Developing the Contract Transition Plan – Task Identification
- Timeline Generation
- Risk Identification
- Mitigation Strategies
- Change Requests
- Collaboration Tools
- Impact Analysis
- Best Practices & More



CASE STUDY

How an Australian financial services company is developing the transition plan and managing their contract implementations.

SESSION 11

Managing the Contract & Relationship for Maximum Yield

AI empowers contracting professionals to maximize contract yield and value by enhancing efficiency, compliance, and strategic decision-making. It supports performance monitoring, risk management, term optimization, and stronger stakeholder relationships—leading to better outcomes and more effective contract management. Key points include:

- Contract Performance Tracking
- Strategic Partnerships
- Future Performance Predictions & Trend Analysis
- Relationship History Analysis
- Personalized Engagement
- Knowledge Management
- Automated Risk Alerts & Assessments
- Proactive Measures
- Contractual Obligations & More



CASE STUDY

How an American telecommunication company is managing their contracts and relationship for maximum yield.

SESSION 12

Analyzing Whether To Renew The Contract Or Pursue Other Options

AI can significantly aid Contracting practitioners in analyzing whether to renew a contract or pursue other options by providing data-driven insights, predictive analytics, and strategic recommendations. Key Points include:

- Performance Metrics
- Trend Analysis
- Comparative Analysis
- Cost Tracking & Financial Projections
- ROI Analysis and more



CASE STUDY

How an ASEAN power and energy company analyzes whether to renew their contracts or pursue other options.

COMPREHENSIVE CASE STUDY I

Understanding AI-Powered Procurement Technology

AI-Driven Spend Analytics & Cost Optimization

- Using AI to track real-time spending trends & predict cost fluctuations



CASE STUDY

How DBS & Singtel use AI for procurement efficiency

AI & ESG Compliance in Procurement

- AI-driven supply chain traceability for ethical sourcing & green procurement.
- AI for real-time ESG compliance tracking in supplier contracts.



ACTIVITY

Create an AI-powered procurement workflow.

COMPREHENSIVE CASE STUDY II

Implementing AI Through a World Class Strategy

Building an AI-Powered Procurement & Contracting Strategy

- How to integrate AI tools into existing procurement workflows.
- AI-driven KPIs & success metrics for procurement teams.

Future of AI in Procurement & Global Sourcing

- What's next? Generative AI & Large Language Models (LLMs) in procurement.
- AI-driven procurement in blockchain & smart contracts.



ACTIVITY

Participants build a real-world AI-enhanced procurement strategy/process.

SUMMARY

A discussion on how to apply the new knowledge to both new and old opportunities.

Meet Your Facilitator

JIM BERGMAN

President and CEO of Commercial Officers Group

Co-Author of: Contracting in the New Economy

Using Relational Contracts to Boost Trust and Collaboration in Strategic Business Relationships (Palgrave Macmillan, 2021)



With extensive contracting and negotiation experience in supply management and sales contracting, Jim Bergman serves as President and CEO of a global training firm and consultancy focused on the effective implementation and execution of leading contracting and commercial management practices – including ESG initiatives.

Prior to establishing Commercial Officers Group, Inc., Jim was a contracts attorney for a Fortune 500 petrochemical corporation, Amoco Corporation, and was responsible for legal and negotiations support to the procurement staff. He supported multiple locations globally, where he addressed commercial and legal issues in transactions valued up to and greater than \$1 billion.

Jim's experience encompasses developing, negotiating and managing contracts for a wide array of projects with multiple clients in multiple sectors. He has been extensively involved in establishing many successful and innovative customer-supplier commercial relationships. He has also developed and delivered both public and internal training programs on many topics regarding tendering, strategic sourcing, contracting, outsourcing, law and negotiations.

As a strategic management consultant, Jim has assisted numerous clients through all phases and steps of contract development, contract drafting, contract negotiation and contract management processes, demonstrating savings in excess of \$300 million. His audiences and clients have included attorneys, plus financial, operational and sourcing professionals from multinational corporations and the public sector.

Jim holds a Law Degree, an MBA, a Bachelor of Arts and a Master of Arts degree. In addition, he is licensed to practice law in Illinois, Texas and Oklahoma, as well as various US federal courts.

Partial Client List

Maxis	ExxonMobil	Halliburton	Samsung
Merck	BHP Billiton	Hess, Intuit	Saudi Aramco
Monsanto	Borouge Abu Dhabi	Japan Vietnam Petroleum	Schlumberger
Petrofac	BP	Johnson & Johnson	Shell
Petronas	Carigali Hess	Makro	the State of California
Petrovietnam Gas	Chevron	Al-Majdouie Group	the State of Florida
Vietnam Oil and Gas Group	DuPont	Apache	the State of Texas
VRJ Petroleum Company	Egyptian Petrochemicals Holding	ConocoPhillips	Sun Life of Canada
PGNiG SA Egypt	FedEx	Delphi Automotive	Warburg Dillon Read
RasGas	GASCO	WalMart	Union Bank of Switzerland
Dana Gas	General Motors		



Book Reviews



"For those of us that need our complex contract to be high performing, this book is a must read. The importance of the relationship in working together for mutual benefit is a prevalent theme that inspires the reader to act boldly. Follow the framework and tools within to achieve success with Relational Contract."

David Handley - VP Business Partnerships PHSA , Provincial Health Services Authority

"This is a terrific book for both academic and practitioners. The theory draws from economic, law, and psychology, yet the five-step process for building a relational contract is not only concrete but also illustrated with many useful case studies. Honestly, this book is ahead of any economic theory I know in suggesting how parties might build and maintain the kind of shared understanding that is of course crucial for many collaborations. The author have managed a rare feat: not only combining theory and practice, but also getting each to feed the other."

Robert Gibbons - Sloan Distinguished Of Management , Sloan School Of Management, and Professor Of Organizational Economic, Department Of Economic, MIT

"Many people offer advice on how to write better contract, or for that matter how to live a better life, run a business, etc. What makes David, Kate, Tim, and Jim's work stand out in my opinion is that has a solid scientific basis. This is what I like so much about this book. It is aimed at practitioners and describes David, Kate, Tim, Jim's powerful method for writing better contract. But it also explain why the practical solution work. The book offer indispensable knowledge: process and tools to overcome the challenges of entering into and living through long-term relationships; how to ensure that your partner cooperate efficiently and don't resort to blame games; how to build trust; how to avoid bad feelings, and so on. In short how to ensure that the potential gains from a relationship are actually realized."

Oliver Hart -Lewis P. and Linda L. Geyser University Professor Of Economics, Harvard University

AI IN ACTION: SMARTER SOURCING, STRONGER CONTRACTS

Singapore: 31 July & 1 August 2025



Registration Inquiries: ☎ : +603 2282 1688

☎ : +6011 1633 1600

✉ : boon@kexxel.com

REGISTRATION FORM

***Get 1 FREE seat if you send 3 pax! (3+1 Package)**

Early Bird Fee Register Before 30 May 2025	Special Discount Rate Register Before 27 Jun 2025	Normal Rate Register After 27 Jun 2025
<input type="checkbox"/> USD 1,995	<input type="checkbox"/> USD 2,095	<input type="checkbox"/> USD2,195
<input type="checkbox"/> Send 3, get the 4th seat for FREE!		

*Fee quoted does not include GST / VAT or withholding tax (if applicable).

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Name : _____
Job Title : _____
Email : _____
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Delegate 4 (FREE if you send 3 pax)

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Authorization (Mandatory)

Name : _____
Job Title : _____
Email : _____

Signature : _____
Date : _____

***Signatory must be authorised to sign on behalf of contracting organization. This booking is invalid without a signature.**

Payment Method

☐ Bank Transfer
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Email the completed form to boon@kexxel.com

TERMS AND CONDITIONS

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TERMS & CONDITIONS

Payment Terms: Payment must be received before the commencement of the event. Following registration, all payments must be executed within the terms herewith irrespective of attendance..

Cancellation Fee: A cancellation fee equivalent to 50% of the registration fee will be charged for any cancellations received more than 30 days prior to the event. A 100% cancellation fee will be charged for any cancellations received 30 days or less prior to the event, under the terms outlined below.

Substitutions: If you cannot attend personally, a substitute delegate is welcome to join this course. Kindly notify us directly for any substitutions.

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