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SCL Europe

European Supply Chain & Logistics Summit **2009**

8th – 10th June 2009 | Swissôtel Düsseldorf, Germany

Discover the latest trends in supply chain and logistics management from speakers including:



James Booth,
European Kaizen Director,
Esselte, Germany



Mike Gray,
Supply Chain Director,
DELL Inc, USA



Dr. Richard Punzar,
Director, REACH Implementation,
Ciba Group, Switzerland



Dr. Jürgen Kröger,
Director, Economies of the Member States,
Directorate General for Economic and
Financial Affairs,
European Commission, Belgium

2009 PROGRAMME

Confirmed 2009 sponsors include:





Now in its 11th year and incorporating the Supply Chain Distinction Awards Ceremony, this three day conference begins with a special focus day that explores the most prominent issues in supply chain and logistics management. This sets the scene for a further two days of keynote addresses, streamed industry sessions, interactive workshops and pre-arranged one-to-one meetings designed for you to take back the information critical to your business.

Join Europe's leading senior supply chain and logistics executives at SCL Europe 2009 to network, learn and share best practice in finding solutions to your key business challenges.

Why should you be there?

- **Debate** the key issues within supply chain and logistics in Europe today
- **Stay ahead on the latest supply chain and logistics best practice** with the exclusive SCL Europe Focus Day on the 8th June
- **Embrace** a comprehensive programme coupled with real life case studies illustrating successful supply chain management and logistics strategies in a variety of industry sectors.
- **Identify** the current trends and strategies being taken to enhance cross-industry supply chains
- **Sit down with industry colleagues** on a one-to-one basis to develop a bespoke 'toolbox' of business critical information to execute effective measures throughout your supply chain
- **Celebrate** supply chain and logistics excellence as the winners of the 2009 Supply Chain Distinction awards are revealed on the evening of the 9th June
- **Benchmark** your company's supply chain and logistics performance against others
- **Discover** opportunities for efficiency across the supply network
- **Evaluate** how technology across the supply chain can maximise value
- **Network** with your fellow supply chain and logistics industry experts in a bespoke interactive format

Featuring pre-arranged one-to-one meetings: Enhanced learning and networking for conference delegates:

Our conferences deliver much more than just great content concerning the latest trends affecting supply chain and logistics management. We recognise the importance of sharing knowledge with peers and building useful contacts. The facilitated networking sessions with leading solution providers to your supply chain problems let you do just that. Selections are made prior to the event using the event catalogue which contains detailed information on all participants and ensure your networking time is spent productively - maximising your chance of doing real business at the event.

Sponsorship and exhibition opportunities

A limited number of opportunities are available for you to join an elite group of solution providers already taking advantage of the exclusive sponsorship packages on offer at SCL Europe 2009. Our delegates are looking for solutions to a wide variety of industry challenges and each sponsorship package is tailored to best suit your requirements and our sales team will work closely with you ensuring that you get a definite return on your investment.

For further information, please contact Andrew Richards on +44(0)20 7202 7560 or email andrew.richards@wtgevents.com

The Supply Chain Distinction Awards

2 0 0 9

Don't miss your opportunity to win at the Supply Chain Distinction Awards 2009!

Taking place on the evening of 9th June 2009 at the Swissôtel Düsseldorf, Germany, leading supply chain and logistics professionals from all over the globe will be gathering for the Supply Chain Distinction Awards.

Demonstrate that your company is embracing and encouraging the development of supply chain and logistics management knowledge and that your project adds value and significance to the industry by making nominations in the following categories:

- Operational Excellence Award
- Supply Chain Innovation Award
- Best Value Chain / Best Supply Chain Solution Provider
- Sourcing Excellence Award
- Best Collaborative Practice Award
- Green Supply Chain Award
- Supply Chain Skills Award
- Supply Chain of the Year Award

Who can enter?

The awards are open to end users, solution providers or their PR representatives (where applicable) who embrace and encourage the continuous advancement of supply chain and logistics management knowledge by sharing and using information in cross-industry collaborations.

Closing date

The deadline to enter the awards is Friday 9th March 2009. All entries must be received by this date.

The Judging Panel

The judging panel is selected to give an impartial, professional and wide-ranging level of expertise and is assembled exclusively from leading organisations that have a direct involvement in the supply chain and logistics field. The judges that will be assessing your entry include:



Maurice Lee
Value Chain and Logistics Director
Procter and Gamble
Switzerland



Kevin O'Marah
Chief Strategy Officer
AMR Research
USA



Giampiero Ruffatto
ISC Director EMEA & Global PV
Honeywell
Switzerland



Apply for your entry form now at www.supplychainawards.com
or email laurence.allen@wtgevents.com

13:00 Registration and refreshments

Choose one of the following two masterclass sessions:

Taming the credit crunch through SCM

14:00

Crunchtime: what the credit squeeze really means for your supply chain

- * Formulating a response to tough times ahead
- * Mitigating against uncertainty and volatility in your supply chain
- * Collaboration as the key to coming through the credit crunch

14:50

Interactive workshop How your supply chain can be the remedy to the downturn to maximise competitive advantage

- * Using your supply chain to drive the enterprise through the current climate
- * Responding to the crunch by creating a truly end-to-end supply chain
- * Understanding the impact of supply chain performance on shareholder value

The sustainable supply chain

09:30

Linking social responsibility with sustainability to drive the business benefit

- * Moving from a "policing" to a "supporting" function in addressing supplier standards
- * Establishing 6 month training programmes with suppliers to find the cost saving opportunities
- * Longer-term agreements for suppliers willing to make big investments in complying with standards
- * 2012 targets: requiring suppliers to source 95% of production from factories that receive the highest audit ratings

Chris McCann, ES Country Head, Wal-Mart

10:50

Interactive workshop "Greening" your global supply chain and realising business growth

- * Creating the ethical supply chain to boost business growth and profitability
- * Engaging suppliers and consumers in your ethical agenda

15:40 Networking refreshments

Choose one of the following two masterclass sessions:

Strategic sourcing for the 21st century

16:00

Sourcing: the answer to your economic fears in 2009-10

- * How sourcing will drive business forward through challenging economic times

Jurrien Zandbergen, Director, Synergies & Productivity, Danone

16:50

Interactive workshop The new strategic sourcing approach - ensuring value; not just price

- * Finding the cost-saving opportunities to propel procurement to the forefront of the business
- * Mitigating supplier risks and dealing with today's global economy

Vendor Managed Inventory

16:00

Minimising inventory levels with a maximised insight into customer demand

- * How Vendor Managed Inventory (VMI) has moved from an experiment into a way of doing business
- * Developing a true partnership in supply chain optimisation. Key success factors:
 - Trust
 - Communication
 - Responsibility

Dr. Joachim Heidrich, Head of Production Planning, Deutsche Edelstahlwerke GmbH

16:50

Interactive workshop Taking a step-by-step process to Vendor Managed Inventory utopia

- * Gaining acceptance from senior management all the way through to the core workforce
- * Moving ahead with the partnership and going live

17:40 Close of SCL Focus Day, followed by networking drinks reception

07:30 Registration and refreshments

08:30 Chairperson's welcome and opening remarks

Ed Holden, *Editor in Chief, Manufacturing & Logistics IT Magazine*

08:45 Opening keynote address:
Key economic indicators from the European Commission for competitiveness and survival

- Latest economic forecasts for 2009/10: how do we respond?
- Planning a response to slowing global growth and a weak economy
- Survival of the fittest: the best supply chain wins

Dr. Jürgen Krüger, *Director, Economies of the Member States, Directorate General for Economic and Financial Affairs, European Commission*

09:20

How do we survive the economic crisis?
Debate and discuss the hottest topics in supply chain management right now, including:

- Commodity volatility and fluctuation
- Cutting costs and inventory levels: is leaning your supply chain the answer?
- Finding value in the financial supply chain to drive bottom line
- Globalisation vs. localisation
- Will sustainability drive value in the current climate?



Marcus Schaedeli, *Head of Risk Management, Nestlé*
Alan Waller OBE, *Vice President, Chartered Institute of Logistics and Transport & Chairman and Founder, ELUPEG*
Ed Holden, *Editor in Chief, Manufacturing and Logistics IT Magazine*

10:20 Pre-arranged one-to-one meetings

Accelerate the networking process by taking bespoke one-to-one meetings with fellow delegates and leading solution providers

12:05 **Cost management**

Maximising cost savings through long-term lean supply chain management

- Cutting US\$100 million off inventory since 2002
- Saving US\$50k in energy costs - lean = green
- Driving cost benefits by understanding lean as a long-term journey and philosophy

James Booth, *European Kaizen Director, Esselte*

Collaborative growth

How collaboration will drive growth opportunity in a slowing market

- Reducing inventory and costs through greater collaboration and transparency between OEMs and suppliers
- Improving standards between OEMs and suppliers to increase supply chain robustness
- How lean competencies will play an increasingly important role in a changing automotive market

Wolfgang Menzel, *VP, Logistics Automotive, Continental AG*

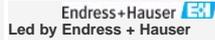
12:40 Networking luncheon

13:45 **Interactive workshop**



Led by Gefco

Interactive workshop



Led by Endress + Hauser

Interactive workshop

Connecting demand with supply: How to achieve a commercially effective supply chain through world class practices in demand management, sales and operations

- Differentiating "good complexity" from "bad complexity"
- What operations excellence means in demand management and executive S&OP
- Stakeholder engagement – achieving a breakthrough in supply chain relationship management

Clive Geldard, *Group Vice President, International Retail and Supply Chain Practice, Solving Efeso*
Dr. Peter Laurence, *Associate Director, International Supply Chain Practice, Solving Efeso*

Interactive workshop



Led by Wesupply Eric Cosson, *Supply Chain Development Manager, Alstom Transport*

14:35 Pre-arranged one-to-one meetings

Accelerate the networking process by taking bespoke one-to-one meetings with fellow delegates and leading solution providers

15:45 **Strategic sourcing**

Power panel discussion: How will strategic sourcing drive business forward in an economic downturn?

- What if my supplier goes bankrupt?
- Open book vs. fixed price sourcing?
- Is extending payment terms the answer to the credit crisis?

Roland Verdon, *VP, Strategic Procurement, Estée Lauder*
Jurrien Zandbergen, *Director, Synergies & Productivity, Danone*
Ed Holden, *Editor in Chief, Manufacturing & Logistics IT Magazine*

Agility in logistics

Minimising the logistics cost base through collaboration

- Countering sky-high transportation prices: cutting 7% off transportation bills through key collaborative frameworks
- Saving 270,000 miles as well as 30,000 gallons of diesel per year to maximise the environmental benefit
- Consolidating Kimberley Clark's order and delivery schedule without impacting on customer service expectations

Peter Surtees, *European Logistics Director, Kimberley Clark*

Demand planning and operations

Focussing on the customer and demand-driven end-to-end chain to maximise value

- Eliminating barriers to short-cycle manufacturing through leadership commitment and cultural acceptance
- How do we increase responsiveness to demand in today's volatile market?
- Ensuring a customer-driven focus throughout the entire end-to-end chain

Renato Scalmi, *Associate Director, WE Customer Service & Logistics, Procter & Gamble*

16:20 **Is this the end of Low Cost Country Sourcing? What comes next?**

- What is "low cost" now? Does it still exist?
- Where next on the "low cost" radar?
- Is the global approach no longer feasible?

Barry Ashby, *Procurement Director, Brush Turbo Generators*

Finding that all-important new revenue streams: maximising value through reverse logistics

- A US\$100+ million net contribution for fiscal year 2008
- Reverse logistics as a business per se: a vital alternative revenue stream in a downturn
- Product returns forming a key aspect of Cisco's environmental agenda

Rehman Mohammed, *Senior Director, Supply Chain Field Operations, Cisco Systems, Inc*

Power panel discussion: What is the answer to the demand dilemma - de-stock or re-stock?

- Do we increase or decrease inventory levels to counter demand volatility?
- A back to basics approach to inventory?

16:55 Closing keynote address:

- How do we respond to the new global business environment?
- Removing those "unknown unknowns" to manage uncertainty in your business
 - How should we adapt to this new global framework for business?
 - Does the concept of globalisation require a re-think?

Rear Admiral (Ret'd) Chris Parry, *Strategy Adviser, UK Government*

17:30 Chairperson's closing remarks and close of Day One

18:30 Ceremonial drinks reception, followed by the Supply Chain Distinction Awards



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|-------|---|---|---|
| 08:00 | Re-registration and refreshments | | |
| 08:50 | Chairperson's welcoming remarks and re-cap of Day One Ed Holden, Editor in Chief, Manufacturing & Logistics IT Magazine | | |
| 09:00 | Opening keynote address: Case study: DELL, Inc's move from "Build-to-Order" to "Build-to-Stock" to drive bottom line benefit <ul style="list-style-type: none"> Higher costs and complexities necessitating a change in strategy How re-alignments in the supply chain will drive the bottom line Exchanging supply and flexibility for demand precision Evolving to multiple supply chains to ensure demand optimisation Mike Gray, Supply Chain Director, DELL, Inc | | |
| 09:35 | Interactive workshop  Led by Airbus CIMP Ltd | Interactive workshop Aligning your people, processes and technologies to maximise the "value" in your value chain Deploying a Business Intelligence platform to make the right decisions and optimise performance | Interactive workshop Is RFID the answer to critical visibility challenges? Technology's new role to ensure visibility in the supply chain |
| 10:25 | Morning refreshments | | |
| 11:00 | Sustainable value Driving business value in challenging economic times through sustainable sourcing <ul style="list-style-type: none"> Establishing a supplier effectiveness programme to ensure a culture of performance and appraisal Mapping out L'Oreal's framework for sustainable performance: <ul style="list-style-type: none"> social responsibility environmental footprint fair trade diversity Ariane Thomas, Head of Purchasing and Supplier Performance Management, L'Oreal | Supply Chain Risk Management  Minimising cost pressures through process-driven risk management and collaboration <ul style="list-style-type: none"> Collaborating with suppliers to develop contract mechanisms and minimise costs Managing supply chain risks by a process of prioritisation and mitigation Linking together your various key risk facets to minimise vulnerability Dr. Jeevan Perera, Head of Risk Management, Orion, NASA | The human supply chain Driving business forward through humanisation of the supply chain <ul style="list-style-type: none"> Putting SCM in the hearts and minds of today's youth to overcome recruitment difficulties "Skilling" the workforce with a clear, defined stairway to development Gaining key visibility into the particular skills that require development in their workforce Identifying key areas where new skills need to be introduced Tony Bellia, Regional Manager, Skills for Logistics |
| 11:35 | How is climate change impacting your business longevity? <ul style="list-style-type: none"> Fully appreciating the extent to which climate change is affecting your supply chain The need to weather proof your supply chain All clouds have a silver lining: finding the business opportunity | What has the Authorised Economic Operator (AEO) actually achieved? <ul style="list-style-type: none"> What has AEO actually achieved? Comparing objectives and progress so far Has AEO status increased security in the supply chain? <ul style="list-style-type: none"> How the benefits in customs procedures will drive the business bottom line in times of economic turmoil Mats Larsson, Development Strategist, Swedish Customs | Power panel discussion: Finding and developing the supply chain workforce of the future <ul style="list-style-type: none"> Proactively sourcing your talent Defining the skills template of your workforce Defining the characteristics of the supply chain leaders of the future |
| 12:10 | Themed luncheon discussion | | |
| 13:40 | Driving enterprise value and working capital by aligning financial thinking with the physical supply chain <ul style="list-style-type: none"> Unlocking working capital by freeing up frozen value through efficient financial supply chain management Increasing shareholder value through an increase in supply chain performance Re-defining financial frameworks across the supply chain in the economic downturn Zarko Mitich, Senior Finance Director SC Europe, McDonalds | | |
| 14:15 | Breaking the boundaries of globalisation in today's economic downturn <ul style="list-style-type: none"> HP's key SCM focus areas: costs, inventory and emerging markets How cost pressures require low cost supply chain designs in emerging markets Why regional manufacturing is not the generic answer on increased fuel prices or Chinese wages Volker Schmitz, Director, Supply Chain Development, IPG EMEA, Hewlett Packard | | |
| 14:50 | Moving forward through the storm with a policy of "glocalisation" to achieve long-term, sustainable growth <ul style="list-style-type: none"> This is a time for a reality check on global practice When is the right time to go global, local or regional? <ul style="list-style-type: none"> How do we move forward? 3 key steps <ul style="list-style-type: none"> Protect cashflow position Develop short-term profit streams Deliver an avenue for growth in the long-term Rafaella Muscetta, VP, Global Sourcing and Logistics, LM Glasfiber | | |
| 15:25 | Special closing discussion: moving forward through the economic downturn with a confident supply chain A review of key lessons from the summit | | |
| 15:45 | Chairperson's closing remarks, followed by close of summit | | |

DELEGATE REGISTRATION FORM



SCL Europe
European Supply Chain & Logistics Summit **2009**

TO REGISTER CALL THE BOOKING HOTLINE ON

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For all online bookings, quote the code in the box below at www.supplychain.eu.com

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Registered in England No 3278627

A 8% service charge will be levied to cover all administration services completed per delegate prior to the event

How to book

By Tel: +44(0)20 7202 7560

By Fax: +44(0)20 7202 7600

Online: www.supplychain.eu.com

By Post: Laurence Allen, Marketing Manager,
World Trade Group
90 Union Street
London
SE1 0NW
United Kingdom

Venue details

Rheinallee 1, 41460 Neuss,
Swissôtel Düsseldorf, Germany

For preferential booking rates on accommodation, Contact:

Email: duesseldorf@swissotel.com

Tel: +49 21 31 77 - 00

Fax: +49 21 31 77 - 1367

Delegate participation package

(Choose one of the following options)

Platinum delegate package:

Fee €2850 + Tax (MWST) @ 19% (Includes conference and full access to the whole SCL Focus day on 8th June 2009)

Gold delegate package:

Fee €2550 + Tax (MWST) @ 19% (Includes conference and full access to half SCL Focus day on 8th June 2009)

Industry delegate package:

Fee €2250 + Tax (MWST) @ 19% (Conference only 9th - 10th June 2009)

Both fees include:

- Spot me on site networking device
 - One-to-one meetings
 - Conference sessions
 - A ticket for the Supply Chain Distinction Awards
 - Lunches and refreshments
 - Networking drinks reception
 - Themed luncheon discussions
- Hotel accommodation is not included in the registration fee. Information on suitable hotels will be sent out on receipt of the registration form.

Pre-arranged one-to-one meetings

World Trade Group reserves the right to refuse delegate participation in the one-to-one meeting sessions if entry criteria is not met. Contact us for more details.

Virtual conference package

There's no substitute for being there, but if you cannot attend, purchase the virtual conference package

- Interactive CD with slides and audio
- Dispatch costs

Fee: £595 + VAT @ 17.5%

I am unable to attend please send ___ copies of the virtual conference package at £595+VAT. (Payment must be received before dispatch)

Terms and conditions

Participation at event

Organiser will prepare a schedule of meetings and individual delegates will attend the business meeting appointments as detailed on the final itinerary presented to them at the venue.

Cancellation policy

Delegate bookings are transferable but cannot be cancelled. World Trade Group reserve the right to reject delegate applications.

Payment terms

14 days from date of invoice. All bookings are made in accordance with World Trade Group's terms of business. Details available on request.