

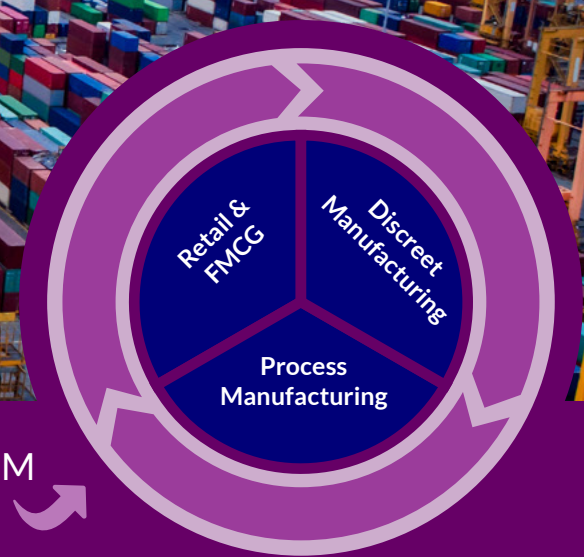
SciWeek

20th - 22nd May, 2019, Hotel Palace Berlin, Berlin, Germany

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THE DREAM WORK**

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YOUR PATH TO AN END-TO-END SUPPLY CHAIN: EFFICIENCY, VISIBILITY & AGILITY



**WORLD
CLASS SUPPLY CHAIN**

**ONE WEEK OF CROSS
INDUSTRY LEARNING**

**BEST PRACTICES FROM
3 KEY INDUSTRIES**

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Welcome to **SCIWeek 2019**

Dear colleague,

For decades, the quest towards supply chain excellence has led to a relentless focus on a balance between cost, quality and efficiency. With today's supply chains becoming ever more complex and customers ever more demanding, technology is providing completely new ways of answering this classic challenge. Data & Analytics, Robotics & Automation, Artificial Intelligence, Blockchain, IOT, are all enabling today's supply chains to be smarter, more resilient and adaptable with enhanced visibility and control. Continuing on from its successful launch in 2018, **SCIW 2019** brings three key supply chain industries under one roof: **Retail + FMCG, Discrete Manufacturing** and **Process Manufacturing** to explore best practices in developing world class intelligent supply chains. Each expertly crafted industry hall will give you insights into the following:

RETAIL & FMCG:

As e-commerce continues to boom and customer expectations increase, today's retailers and consumer brands need to achieve fast and reliable delivery in a true omni-channel environment. Building a resilient, flexible and responsive supply chain is a must. Investment in digital transformation is a no brainer yet deciding where to invest and key steps you need to take is critical to your success. The dedicated **Retail & FMCG Hall** will showcase how leading companies are taking the leap in digital transformation and building their future-looking supply chain with true customer centricity in mind.

DISCRETE MANUFACTURING:

Industry 4.0 is upon us. Smart factory, IOT, automation, end-to-end supply chain integration are on the top agenda for manufacturing supply chain leaders to stay ahead of this new era. **The Discrete Manufacturing Hall** will provide insights into real business cases on how companies are leveraging automatic material handling, inventory planning, advanced track-and-trace systems in combination with more accurate sales & operations planning to help improving their supply chain visibility and operations margins.

PROCESS MANUFACTURING:

Having a reliable, compliant and transparent supply chain increasingly becomes a differentiator for chemical and process industries as they continue their struggle in balancing with compliance and cost. Innovative logistics models, Industry 4.0 and their implications on supply chain are the key areas they need to focus on to gain efficiency and cost advantages. **The Process Manufacturing Hall** will feature case studies from leading process manufacturing and chemical companies on how they are tackling these challenges.

With 350+ practitioners and innovation leaders from Europe's top companies and brands coming together, this is the best place to not only get inspired but also have practical takeaways to bring your supply chain to the next level. Don't miss this unparalleled opportunity to benchmark with your peers who are faced with the same challenges as your good self and network with cross-industry leaders.

I look forward to meeting you in Berlin!

Cathy Gu
Event Director, **SCIWeek 2019**

Key themes to be debated and discussed at **SCiWeek 2019**

Cross Industry:

Developing a true end-to-end integrated supply chain to drive strategic value

Key takeaways in supply chain innovation & digitisation

Unleashing the power of data to improve supply chain visibility

Elevating supply chain performance through machine learning, blockchain, robotics, IOT and analytics

Developing digital skills and competency

Retail + FMCG

Demand sensing and planning
Omni-channel fulfilment and last mile innovation
Digital supply chain transformation
Warehouse automation

Discrete manufacturing

Industry 4.0, IOT & automation
Digitising the value chain
Advanced planning and supply chain integration
Inventory planning for operational margins

Process manufacturing

Logistics & transportation innovation
Industry 4.0, IOT & Automation
Cost efficiency vs. compliance
Temperature control supply chain optimisation

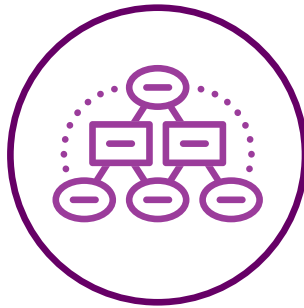
What makes **SCiWeek 2019** different?



3 parallel industry halls under one roof providing in-depth benchmarking and learning



Dedicated themes and real-life case studies on building true end to end digital supply chains



Focusing on the how: Practical takeaways from the region's leading supply chains



True pan-European perspectives from leading retailers and manufacturers all across Europe



Experiencing the BMW production line through a unique site visit to the BMW Berlin plant



Dedicated networking app to enable you schedule one-to-one meetings with peers, clients and partners

What's new for 2019?

200% increase of practitioner speakers

300+ attendees under one roof to enable maximised networking

Dedicated industry pavilion halls to provide targeted audience for solution providers

18 interactive roundtable discussions to drive key insights from peers, partners and suppliers

Key Statistics



Who would benefit from **SCiWeek 2019**



SCiWeek 2019 Advisory Board



NOKIA

Johannes Giloth,
Chief Procurement and Supply Chain Officer,
Nokia



CHAIR

SCHAEFFLER

Michael Berger,
Former Senior Vice President Logistics,
Schaeffler



DECATHLON

Sami Nazar,
Category Manager International Transportation,
Decathlon



**MONT
BLANC**

Jens Nilsson,
Director International Supply Chain Management,
Mont Blanc



zooplus

Anton Steinberger,
Head of Delivery Experience,
Zooplus AG




**BRITISH AMERICAN
TOBACCO**

Leonardo Marin,
Global Logistics Development Lead,
British American Tobacco

Hear from a stellar panel of supply chain leaders:

Retail & FMCG



Stefan Röbel,
Head of Logistics EU,
ASOS.com



Sami Nazar,
Category Manager International
Transportation, Decathlon



Torsten Mueller,
Senior Director Distribution,
Levi's



Joël Plat,
Former Commercial Director,
Apple Retail



Anton Steinberger,
Head of Delivery Experience,
Zooplus



Nadina Busuioc,
Supply Planning Analytics Leader,
P&G



Ozhan Ozesenli,
Supply Chain Director,
Pladis



Bartłomiej Smoczyński, Global
Supply Chain Processes and
Projects Director, Oriflame



Leonardo Marin, Global
Logistics Development Lead,
British American Tobacco



Thorsten Wessel,
VP Supply Chain Management CE,
Universal Music Group



Mustafa Siddiqui,
Sales & Operations Planning
Manager, Danone



Natasha Maksimenko,
Head of Delivery Supply Chain,
Via VAN



Alexander Ritter von Weinzierl,
Group Supply Chain Director,
Stark Group



Jørgen Skaarup,
Former VP, supply chain and
production, Tulip Food Company



Raffaele Turturro,
Head of Supply Chain & Operations,
EOS evolution of smooth



Mohamed El Sery, Former
Director Group Supply Chain
Development and Strategy, VEON



Victor Splittgerber,
Team Leader Logistics Innovation,
Zalando SE



Andreas Küllmer,
Vice President Logistics Systems
& Development, HelloFresh



Florian Gerlach,
Head of Operations,
expondo GmbH



Debbie Bowen-Heaton,
Managing Associate,
Oliver Wight

Hear from a stellar panel of supply chain leaders:

Discrete Manufacturing



NOKIA

Johannes Giloth,
Chief Procurement and Supply
Chain Officer, **Nokia**



SIEMENS

Sven Markert,
Senior Vice President Supply
Chain Logistics, **Siemens**



**PHILIPS
Healthcare**

Manuel Formis,
VP Global Logistics Leader,
Philips Healthcare



infineon

Hans Ehm,
Lead Principal Supply Chain,
Infineon



BOSE
Better sound through research.

Carlo Baus,
Head of Global Strategic
Sourcing, **BOSE**



Canon

Remco de Marie,
EMEA Demand & Supply
Management Director, **Canon**



GE Healthcare

Christophe Suizdak, Global Supply
Chain & Digital Transformation
Leader, **GE Healthcare**



Continental

Petra Becker, VP Supply Chain
Management, Network Design
and Risk Management,
Continental Automotive



LG

Gabriel Mesas Patón,
Director General of Operations,
LG Electronics



FRANKE

Stefano Picasso,
Head of Global Supply Chain
Management, **Franke**



ST
life.augmentec

Massimo Magliocco,
Head of IBP,
STMicroelectronics



Danfoss

Morten Knudsen,
Vice President Global
Operations, **Danfoss**



**Husqvarna
Group**

Martin Austermann,
Chief Procurement Officer,
Husqvarna



RAMIRENT

Elina Armanto,
Head of Supply Chain
Digitalization, **Ramirent**



SCHAEFFLER

Michael Berger,
Former Senior Vice President
Logistics, **Schaeffler**



ahlers
creators of opportunity

Sven Verstrepen,
Head of Supply Network
Innovation & Analytics, **Ahlers**



Hochschule für
Wirtschaft und Recht Berlin
Berlin School of Economics and Law

Prof. Dr. Alexander Tsipoulanidis,
Professor for Supply Chain and
Operations Management,
**HWR Berlin - Berlin School
of Economics and Law**



Oliver Wight
OLIVER WIGHT

Kirsty Braines,
Managing Associate,
Oliver Wight



Johannes Nanninga,
CEO, **Guangzhou Port
(Europe) BV**



Lloyd Snowden,
Managing Partner,
Oliver Wight

Hear from a stellar panel of supply chain leaders:

Process Manufacturing



Matthias Graefe
Director of Supply Chain Transformation,
IBM Supply Chain



Mike Erickson,
CEO,
AFMS, LLC



Wayne Rothman,
VP Enterprise Supply Chain Planning,
Johnson & Johnson



Dr. Dirk Holbach,
Corporate Senior Vice President, CSCO Laundry and Home Care, Managing Director,
Henkel



Wolfgang Weber,
Head of Digital Transformation,
Henkel



Wolfgang Laures,
Executive Vice President, Global Supply Chain,
Perstorp



Bjoern Neal Kirchner,
Vice President Supply Chain Management,
HARTMANN Group



Robert Mwasaru,
Head of Polyolefins Sales & Operations Planning,
Borealis Group



Alain Dommissé,
Global Supply Chain Director, Senior VP - Global Supply Chain Director,
Solvay



Mick Jones,
Group Head of Logistics,
DS Smith



Andrew Dougal,
Head of Supply Chain EMEA,
Orica



Angel Caja,
Operations and Supply Chain Director,
Jotun



Joaquin Garcia Perterra,
Supply Chain, QA & FM Director,
Grupo VIPS



Katrin Hanske,
Senior Vice President Global Supply Chain,
Orion Engineered Carbons



Dirk Stolte,
Senior Manager, EMEA Distribution,
Kennametal



Yoram Eshel,
Former Senior Director, Global Transportation and Logistics,
TEVA Pharmaceuticals



Dawn Howarth
Managing Associate
Oliver Wight

Main Conference Day One

Monday, 20th May 2019

7:30 Registration & morning coffee

Plenary Theme: End-to-End Supply Chain Integration

8.10 WELCOME FROM SCIWEEK & THE CHAIR

Chair: Michael Berger, Former Senior Vice President Logistics, Schaeffler

8.30 **KEYNOTE: ELEVATE YOUR SUPPLY CHAIN INTO A DIGITISED VALUE CHAIN TO FUTURE PROOF YOUR BUSINESS IN DISRUPTIVE TIMES**

Never before have supply chains faced more disruptive times. Increased complexity and customer expectations demand not only resilient and fast but also adaptive and intelligent supply chains. Only those who have the future in mind will be able to stand strong in the whirlwind of market changes. This keynote session will highlight the imperative strategies supply chain executives need to focus on using real life examples.

- Create a digitisation blueprint to elevate your supply chain to a true digital value chain: Where do we see the biggest opportunities?
- Develop an adaptive and agile supply chain that is tailored and responsive to the needs of new customer verticals
- How to achieve a true integrated demand-driven global supply chain?
- Adapt and develop the skillsets of your talent pool to drive a digital supply chain of the future

9.00 **SUPPLY CHAIN MANAGEMENT: ON THE WAY TO DIGITAL TRANSFORMATION**

- The Continental perspective on the new mobility age and a rapidly changing environment
- Industry 4.0 / Supply Chain Management initiatives at Continental Automotive: Going back to the basics in order to be prepared for the future
- Digital transformation: Sharing example 'Allocation Project' to strengthen our supplier network

 Petra Becker, Vice President Supply Chain Management, Network Design and Risk Management, Continental Automotive

9.30 **A SIEMENS CASE STUDY: LEADING DIGITAL SUPPLY CHAIN TRANSFORMATION: FROM ROADMAP TO EXECUTION**

Digital is at the core of Siemens and a clear roadmap is drawn up from robotics, analytics, blockchain and Artificial Intelligence throughout their supply chains.

Sven will lead us on a practical journey on how his team is putting that roadmap into reality:

- Aligning and linking the supply chain vision with your business strategies
- Developing a roadmap to weave robotics, automation, AI and analytics into your end-to-end supply chain transformation
- Case studies to deep dive into how to leverage predictive and prescriptive analytics focusing on business impact

 Sven Markert, Senior Vice President Supply Chain Logistics, Siemens

10.00 **WHEN MACHINE MEET HUMAN IN GLOBAL SUPPLY CHAIN TRANSFORMATION: LESSON'S LEARNED IN IMPLEMENTING AI AND ANALYTICS TO ENABLE BETTER DECISION MAKING**

Global supply chains continue to face challenges on reduced lead time, uncertainty and higher requirements. Yet, the tools and technologies we have on our hands to tackle these challenges have advanced in leaps and bounds. This practical case study will showcase the journey IBM has taken on to transform their global supply chain performance by investing in the most cutting-edge technologies and the key lessons learned from it:

- A business case for investing in AI & Analytics: driving the strategic digital transformation while committing \$3 of hard benefits for each \$1 invested
- A three staged transformation journey focusing on data transparency, integration and cognitive workflows
- How is AI coming into play: Augmenting, learning and assisting in decision making
- Defining and nurturing the machine/human relationship in the cognitive working environment
- What are the key lessons learned from the journey?

 Matthias Graefe, Director of Supply Chain Transformation, IBM Supply Chain

10.30 Morning break & coffee

11:00



Industry Hall 1: Retail + FMCG

CASE STUDY: DIGITAL SUPPLY CHAIN TRANSFORMATION WITH A CUSTOMER FOCUS: A PRACTICAL APPROACH

- A different approach on demand sensing: leverage insights from social channels for customer insights and fulfilment
- Implementing IBP (Integrated Business Planning Process) to drive end-to-end efficiency
- Managing change: Transformation on the people front at different levels – how to make it happen
- Sharing lessons learned and practical examples from Oriflame transformation

Bartłomiej Smoczynski, Global Supply Chain Processes & Project Director, **Oriflame**

Industry Hall 2: Discrete Manufacturing

CASE STUDY: DEVELOPING SOURCING STRATEGIES AND STRUCTURES FOR 2025

- What does the future look like for procurement and sourcing?
- What's high on the current agenda: Driving innovation and collaboration with suppliers
- Developing the future sourcing structure towards 2025

Martin Austermann, Chief Procurement Officer, **Husqvarna AB**

Industry Hall 3: Process Manufacturing

CASE STUDY: OVERHAULING SUPPLY CHAIN PLANNING FOR THE NEXT LEVEL OF EFFICIENCY AND AGILITY

- Aligning your supply chain strategies to deliver performance improvement
- Redesigning S&OP processes for Polyolefin industry from other industry best practices
- Optimising scenario planning to develop supply chains that are less prone to errors
- Identifying opportunities for automation

Robert Mwasaru, Head of Polyolefins Sales & Operations Planning, **Borealis**

11:30



CASE STUDY: ARTIFICIAL INTELLIGENCE IN DEMAND SENDING AND DEMAND FORECASTING

Using artificial intelligence (AI) and machine learning to improve demand forecasting is one of the most promising applications of AI for supply chains.

- How do the non-traditional methods compare in performance with established forecasting practices?
- How does AI “learn” from past experience and analyse the multitude of complex relationships and factors that influence product demand

CONTINENTAL CASE STUDY: HOW TO GET BEST-IN-CLASS PARCEL SHIPPING RATES: LISTEN TO FORMER UPS, TNT, DHL & FEDEX EXECUTIVES AS THEY SHARE SECRETS TO EFFECTIVE CARRIER CONTRACT NEGOTIATIONS

- Tips to negotiate better discounts from former DHL, TNT, UPS and FedEx VP's and pricing managers
- How to establish shipping costs benchmarks prior to beginning any carrier negotiations (Europe & North America)
- Ways to reduce the impact of accessorial charges and other not so obvious contract fees
- What can a shipper do to offset these new pricing changes?
- Gain a better understanding of the impact these changes are going to have on your company; How much of your transportation spend is in accessorial charges or base rate charges.
- Parcel (DHL, TNT, UPS, FedEx), both European and North America shipping solutions

Mike Erickson, CEO, **AFMS, LLC**

WHY INTEGRATED BUSINESS PLANNING (IBP) IS NECESSARY TO BALANCE COSTS WITH THE CHANGING VALUES OF CONSUMERS

- Consumer demands on the Chemical Industry are changing rapidly, often driven by environmental issues covered in the media, and sometimes contradictory.
- Effective deployment of the business strategy through IBP is more critical than ever to respond to the increased pace of change.
- E2E Integration can allow the Chemical Industry to respond with agility to these changes, whilst maintaining control of the cost.

Dawn Howarth, Managing Associate, **Oliver Wight**

12:00



CASE STUDY: OPTIMISING INVENTORY AND SALES WITH AI AND ALGORITHMS

- Create demand predictions at SKU level for the distribution centers
- Provide weekly predictions of article demand based on 2 historical data
- Taking into account of seasonality was also taken into account

MANAGING COMPLEX GLOBAL SUPPLY CHAINS THROUGH SCOR PROCESS AND DIGITALISATION

The manufacturing industry is faced with increasing challenges: capital intensive, volatile, short product life cycles, complex and long manufacturing processes & truly global supply chains. If these challenges sound familiar to you, join this session to hear from Hans on the best approaches to overcome them including:

- Leveraging the Supply Chain Operations Reference (SCOR) model to enable flexibility
- Deploying best-of-breed IT systems based on a centralized Master Data system
- A superior internal & external education programme to round up your strategies
- Showcasing digitalization, big data and deep learning enabled by an ontology based semantic web
- Could a blockchain (e.g. for Tracecoins) increase the trust to reduce the bullwhip?

Hans Ehm, Lead Principal Supply Chain, **Infineon Technologies**

CASE STUDY: AN EFFECTIVE AND PRACTICAL APPROACH TO MANAGING AND REDUCING SUPPLY CHAIN RISKS

- Developing a thorough risk assessment framework
- Working effectively with supply chain partners to reduce risks
- Ensuring continuity and supply chain integrity when disruptions happen
- Showcasing examples for supply chain risk management

Andrew Dougal, Head of Supply Chain EMEA, **Orica**

Interactive Discussion Groups (3 Rotations): Your chance to connect, learn and benchmark with your peers!
Attend your choice of three facilitated discussions with the peers who share the exact same challenges and interest with you.
 Rotation 1: 13:30- 14:05; Rotation 2: 14:10 – 14:45; Rotation 3: 14:50 – 15:25

IDG A: Learning from ecommerce leaders to develop a true customer facing supply chain

- What are the new planning challenges for today's retail and FMCG supply chains?
- Where should we invest to achieve omni-channel fulfilment

Stefano Picasso, Head of Global Supply Chain Management, **Franke**

IDG B: Overcoming digital transformation obstacles in discrete manufacturing

- From hard wired digital technologies to a digital enabled business: Where do you invest?
- Re-steering your supply chain using the information from digital tools: What are the key steps?

Michael Berger, Former Senior Vice President Logistics, **Schaeffler**

IDG C: Overhauling supply chain planning for process and cost efficiency

- Taking an integrated planning approach for enhanced business and operations efficiency
- Exploring the power of Artificial Intelligence and their continuous learning ability to improve planning dramatically

Katrin Hanske, Senior Vice President Global Supply Chain, **Orion Engineered Carbons**

IDG D: The growth of big data in supply chain and what to do with it

- Driving digital logistics strategy through data and analytics
- How to make sense of all the data from supply chain to make informed business decisions?

Sven Verstrepen, Head of Supply Network Innovation & Analytics, **Ahlers**

IDG E: The new era of supply chain and logistics collaboration

- What level of collaboration is required amongst the key parties in today's business environment?
- A collaborative approach with suppliers, 3PLs and partners to develop the right KPIs around data

Raffaele Turturro, Head of Supply Chain & Operations, **EOS evolution of smooth**

IDG F: Risk mitigation against big disruptions

- Developing a preventive approach through historic data and experience
- What are the technologies that can help you visualise and predict your supply chain events more accurately?
- Manage the unexpected: What needs to be in place?

Andrew Dougal, Head of Supply Chain EMEA, **Orica**

IDG G: Building the digital backbone for your supply chain transformation

- Infrastructure, cloud and digitalisation: benefiting from the new IT technologies
- Taking your supply chain performance to the next level through a solid digital infrastructure and planning tools

IDG H: Demand sensing and forecasting: Are we agile enough?

- What are the new tools and methods in demand planning?
- Why are we not there yet? What else can we do for more accurate planning?

Remco de Marie, EMEA Demand & Supply Management Director, **Canon**

IDG I: Overcoming challenges in implementing IBP

- Designing and implementing your IBP: what's the best approach?
- What are the organisational challenges while implementing IBP?

Bjoern Neal Kirchner, Vice President Supply Chain Management, **Hartmann Group**

IDG J: Warehouse and distribution centre automation and optimisation

- Strategic considerations on distribution centre network planning and development
- What are the automation technologies that can boost your warehouse performance?

Andreas Küllmer, Vice President Logistics Systems & Development, **HelloFresh**

IDG K: Reducing delivery cycles and cost at the same time

- Creating demand-driven product and information flow
- Working collaboratively across departments and with external partners closely

IDG L: Improving end-to-end customer satisfaction through elevated supply chain and delivery experience

- Why supply chain has become such a big contributing factor for customer experience
- Move the supply chain value discussion from "get it done" to "delight customers"

IDG M: Supplier relationships & integration for end-to-end visibility

- Developing a unified system across the board for digital transformation
- Integrating suppliers and vendors to this system to have end-to-end visibility

Mohamed El Sery, Former Director Group Supply Chain Development and Strategy, **VEON**

IDG N: Temperature control supply chain strategies

- Regulatory updates regarding temperature control supply chains
- Develop efficient and cost-effective storage and distribution processes
- Monitor and control for compliance

IDG O: Developing new supply chain talent and competence for a digital future

- What are the new skillsets required for the future of supply chain?
- Developing internal digital competence to support digital transportation

Prof. Dr. Alexander Tsipoulanis, Professor for Supply Chain and Operations Management, **SHWR Berlin - Berlin School of Economics and Law**

IDG P: Discuss the impact of BREXIT and how to best prepare for it

- Building different scenarios for BREXIT
- Developing strategies around these scenarios to prepare your supply chain

IDG Q: Smart logistics & last mile innovation and development

- Leveraging sensors, robotics, automation, drones, wearable devices and the Internet of Things for last mile delivery
- Developing a sustainable smart logistics program that helps with congestion and pollution

Torsten Mueller, Senior Director Distribution, **Levi's Europe**

IDG R: Overcoming the shortage in transportation and logistics workforce – Is robotics the answer?

- What is the business impact for the shrinking logistics workforce?
- How can we overcome the challenges?
- What are the areas where Robotics can come to the rescue?

Alain Dommissé, Global Supply Chain Director, Senior VP – Global Supply Chain Director, **Solvay**

16:00



Industry Hall 1: Retail + FMCG

CASE STUDY: DEVELOPING A CUSTOMER-ORIENTED SUPPLY CHAIN: ONMI-CHANNEL SUPPLY CHAIN OPTIMISATION

- What are the new challenges the omni channel environment are posing on the retail supply chain?
- What are the capability requirements for an omni-channel supply chain?

Carlo Baus, Head of Global Strategic Sourcing, **BOSE**

Industry Hall 2: Discrete Manufacturing

CASE STUDY: BLOCKCHAIN APPLICATIONS IN SUPPLY CHAIN & TRANSPORTATION FOR IMPROVED VISIBILITY AND AGILITY

- Examining supply chain business challenges drivers to adopt blockchain technologies
- How blockchain is enabling the process and product flow visibility
- Developing a pilot model to realise business value of blockchain
- Sharing case studies and results on blockchain applications

Christophe Suizdak, Global Supply Chain & Operational Excellence, **GE Healthcare**

Industry Hall 3: Process Manufacturing

CASE STUDY: OVERHAULING SUPPLY CHAIN PLANNING FOR THE NEXT LEVEL OF EFFICIENCY AND AGILITY

- Developing the Industry 4.0 vision and roadmap: It's all about agility
- Building the digital backbone through smart factories and intelligent machines
- Sharing experiences in big data and automation on supply chain performance improvement

Dr. Dirk Holbach, Corporate Senior Vice President, CSCO Laundry and Home Care, Managing Director, **Henkel**
Wolfgang Weber, Head of Digital Transformation, **Henkel**

16:30



CASE STUDY: DEVELOPING ORGANISATIONAL CAPABILITIES TO SUPPORT BUSINESS AND DIGITAL TRANSFORMATION

- Why do transformations fail?
- Create a compelling vision for your transformation and make it relevant to the customers
- Identify what's in it for the key stakeholders
- Driving quick wins to develop transformation momentum
- How to make sure your transformation doesn't get lost in the day to day operations

Alexander Ritter von Weinzierl, Group Supply Chain Director, **Stark Group**

CASE STUDY: OVERCOMING KEY CHALLENGES IN DIGITAL SUPPLY CHAIN TRANSFORMATION: AN AIRBUS CASE STUDY

- How to start: Establish a mission, define pain points and benchmark
- Working in agile methodology: Select the project, prepare the budget & business case, recruit the product owners and the core team
- Transformation Journey: agile methodology pros & cons, from POC to all and manage cultural change

CASE STUDY: SUPPLY CHAIN & LOGISTICS EXCELLENCE THROUGH INDUSTRY 4.0, IOT & AUTOMATION:

- What are the key steps and roadmap for supply chain 4.0?
- Understanding the opportunities and the risks
- Leveraging AI and IoT to transform into an intelligent supply chain and essentially develop a digital business ecosystem

Dirk Stolte, Senior Manager, EMEA Distribution, **Kennametal**

17:00



PANEL DISCUSSION: SMART LOGISTICS & LAST MILE DELIVERY FOR EFFICIENCY AND SUSTAINABILITY

- International fulfilment models in Europe: How to think outside the box to ensure fast deliveries across European borders
- Exploring the role of automation in smart logistics and last mile delivery
- How do micro-logistics and eco-logistics help with supply chain sustainability?

Panel members:

Anton Steinberger, Head of Delivery Experience, **Zooplus AG**
Stefan Röbel, Head of Logistics EU, **ASOS.com**
Victor Splittgerber, Team Leader Logistics Innovation, **Zalando SE**

PANEL DISCUSSION: UNDERPINNING THE DIGITAL SUPPLY CHAIN WITH DATA

There is no doubt that today's supply chain generates more data than ever before. Yet how to use these data to underpin your digital transformation remains a challenge.

- What are the new opportunities can we drive from the data explosion in supply chain?
- How to cut through the noise and discover important hidden insights to drive informed business decisions?

CASE STUDY: REVAMPING LOGISTICS PROCESSES FOR EFFICIENCY AND QUALITY IN A LARGE FOOD CHAIN

- Redefining logistics and procurement processes across the company to achieve operational excellence
- Working effectively with contractors and logistics partners
- Achieving end-to-end visibility on supply chain management to ensure quality and compliance
- How supply chain leverage or support the growth during an expansion period

Joaquin Garcia Pertierra, Supply Chain, QA & FM Director, **Grupo VIPS**

17.30

PLENARY PANEL: A DIALOGUE ON INTERNATIONAL TRANSPORTATION MODES, INNOVATION TO MEET TODAY'S CUSTOMER REQUIREMENTS - PERSPECTIVES FROM CARRIERS VS. CUSTOMERS

Hear from an expert panel discussing the logistics industry are adapting to the new demand from manufacturers and retailers. Clients will also be invited to join this panel to provide the end customer requirements and perspectives in today's fast moving ecommerce world.

- What are the expectations from retailers, manufactures and end customers?
- Perspective from the rail, shipping and airline industry on their survival strategies in today's ecommerce and global trading environment
- What kind of data and activities are required to drive a more collaborated and efficient transportation network globally and in Europe?

Panel members:

[Anton Steinberger, Head of Delivery Experience, Zooplus AG](#)

18:00

Drinks Reception



“SciWeek was a real success for us at MIC. For a year one event we were hugely impressed. It was an easy decision to sign up for next year and looking forward to seeing the event grow... The meetings tool was of high value to us. It was great to be able to engage with these high-level delegates prior to the event, which resulted in organic, well attended and promising meetings onsite.”

Marketing Manager - MIC

Main Conference Day Two

Tuesday, 21st May 2019

7:30 Registration & morning coffee

Plenary theme: Digital Transformation & Supply Chain Innovation

8.15 CHAIR'S WELCOME



Michael Berger, Former Senior Vice President Logistics, Schaeffler

SCHAEFFLER

8.30 **PLENARY: HARNESSING DIGITAL INNOVATIONS AND AI TO DRIVE END-TO-END SUPPLY CHAIN PERFORMANCE**



- Bringing back the basics: developing and scaling up process standards across the enterprise level to lay a solid foundation
- Exploring advanced capabilities including machine learning and AI across the supply chain to drive the next level performance
- Showcasing AI deployment examples in a few key areas focusing on business impact
- Developing and consolidating the IT infrastructure to harness the power of data and AI

Johnson & Johnson

Wayne Rothman, VP Enterprise Supply Chain Planning, Johnson & Johnson

9.00 **PLENARY: DIGITISING THE VALUE CHAIN: A STEP-BY-STEP APPROACH**

- Digitalise the process through robotic process automation to improve productivity and efficiency
- Investing in data analytics for real time supply chain visibility and transparency
- Innovations in IT architecture to build your foundation for transformation

9.30 **PLENARY: RETHINKING SUPPLY CHAIN AND FULFILMENT - MANAGING UNCONVENTIONAL E-COMMERCE AND ON-DEMAND ECOSYSTEM SUPPLY CHAINS**

E-commerce, shared economy and on demand business models are driving businesses and their supply chains into unknown territories with brand new challenges. This keynote session will provide the freshest perspectives on managing unconventional supply chains that are built on sharing economy and on demand services.

- Think supply chain differently: Building customer facing supply chains for the ecommerce market place
- Building last mile logistics for on-demand business model
- Implications of changing consumer experience for retailers: re-thinking fulfillment
- Standing up against the change with a collaborative approach



VIA VAN

Natasha Maksimenko, Head of Delivery Supply Chain, VIA VAN

10.00 **PLENARY PANEL: SUPPLY CHAIN REVOLUTION AND REINVENTION FOR THE NEW REALITY: WHAT SHOULD WE DO WHEN OUR INDUSTRIES ARE MOVING AWAY FROM PHYSICAL AND HEADING INTO A DIGITAL WORLD?**

More and more industries are experiencing a shake-up from the digital world, especially in retail, entertainment, travel etc. where the digital world is overtaking the physical world. It is simply not enough for supply chains to make incremental improvements, but rather a fundamental revolution is required to take businesses through this change. This panel session will provide strategic views from industry leaders on what they are doing to set themselves apart and adapt in a fast-paced environment:

- From standardisation to individualisation: Developing a customer facing supply chain
- Creating a brand new supply chain model for the digital age
- Dealing with market reshuffling through strong business partnerships
- Develop end-to-end digital supply chain for the new business model to deliver both assets and data to customers

Panel members include:



Thorsten Wessel, Vice President Supply Chain Management Central Europe, Universal Music Group

10.30 Morning break & coffee

11:00



Industry Hall 1: Retail + FMCG

CASE STUDY: BEST PRACTICES IN DEMAND SENSING FOR ACCURATE PLANNING

- Improve success of new product launches with increased customer insights
- Improve forecast accuracy by predicting short-term demand patterns
- Boost sales by predicting and reducing out-of-stocks with demand pattern and trend recognition
- Lower expediting and inventory re-positioning costs with improved short-term forecasts

Ozhan Ozesenli, Supply Chain Director, **Pladis**

Industry Hall 2: Discrete Manufacturing

CASE STUDY: GONE IS CPFR, HERE COMES FCR: DEVELOP A REAL TIME COLLABORATIVE SUPPLY CHAIN TO ADAPT TO CHANGES

- A different approach to suite the accelerated pace of new products and shortened life cycle
- Why is CPFR no longer a good fit for today's electronics supply chain?
- A paradigm shift: Implementing FCR to provide instant and global visibility of your supply chain
- Examining the KPI improvements and business impact of FCR

Gabriel Mesas Patón, Director General of Operations, **LG Electronics**

Industry Hall 3: Process Manufacturing

CASE STUDY: DEVELOP A DEMAND DRIVEN SUPPLY CHAIN TO BUILD SUPPLY CHAIN FLEXIBILITY

- Optimize the demand supply network to manage uncertainties and shifting supply chain requirements
- Building business flexibility in sourcing destinations
- Managing and optimising the supply chain flow
- Ensuring agility in transportation to meet customer demands

11:30



CASE STUDY: LOGISTICS INNOVATION AND WAREHOUSE ROBOTICS TO ENABLE CUSTOMER EXCITEMENT

- Understanding the customer to let intralogistics and last mile drive a positive business impact
- Exploring the benefits of technology enablers: Robotics and logistics innovation case studies
- Enabling your advanced intralogistics through data driven process analyses

Victor Splittgerber, Team Leader Logistics Innovation, **Zalando SE**

CASE STUDY: ADDRESSING SUPPLY CHAIN COMPLEXITIES AND BUILDING IN FLEXIBILITY THROUGH SCENARIO PLANNING

- Understand where the complexities arise from the planning perspective
- Building in multiple scenarios to address the complexity of the industry we are in
- Working with customers to develop scenario planning to reflect changes in the end user market
- Build large numbers of "What ifs" to cover all the corners

Massimo Magliocco, Head of IBP, **STMicroelectronics**

CASE STUDY: FOUR STEPS TO ALIGN THE SUPPLY CHAIN OPERATIONS WITH YOUR COMPANY STRATEGY AND CUSTOMER EXPERIENCE

- Define your value proposition by understanding the real insights and demands of different markets
- Analyse the capabilities of your supply chain and identify the key attributes amongst cost vs. quality vs. service; and identify the gap with customer expectations
- Adapt and transform your supply chain strategies to close the gap
- Define the roadmap, tactics and implement change to drive supply chain transformation

Angel Caja, Operations and Supply Chain Director, **Jotun**

12:00

EVOLVING YOUR LOGISTICS INTO A DIGITAL JOURNEY USING DESIGN THINKING METHODS

Digital transformation is not for any single functions but rather across the entire organization. This engaging session will lead you on a fun and inspiring journey of key elements contributing to an enterprise wide digital transformation.

- How to develop a digital transformation framework through design thinking
- The changing face of data and how it's driving digital logistics
- How is digital transformation reshaping planning, logistics, last mile delivery
- Sharing examples of artificial intelligence features in inventory management
- Driving a digital outlook across your enterprise to fully leverage the benefits of digital transformation

Leonardo Marin, Global Logistics Development Lead, **British American Tobacco**

CASE STUDY: IMPLEMENTING PHILIPS CONTROL TOWERS (PCT) AT A REGIONAL LEVEL TO ENABLE AN INTEGRATED AND INTELLIGENT SUPPLY CHAIN NETWORK

- Planning: Design the scope of logistics control towers to improve collaboration across departments and supply chain partners
- Implementation: Increase visibility and control over your inventory and transport operations through control tower operations
- Technology: Sharing experiences in implementing predictive analytics through logistic and transportation management

Manuel Formis, VP Global Logistics Leader, **Philips Healthcare**

CASE STUDY: IMPLEMENTING AN INTEGRATED BUSINESS PLANNING (IBP) FOR AN END-TO-END SUPPLY CHAIN

- Introducing and building an integrated Business Planning system in-house including web based visualization
- Establishing a 3months P&L financial outlook through one number set in the company
- Linking raw materials, sales forecast and finance together in an integrated system
- Sharing lessons learned throughout the 4 year journey of implementing IBP

Wolfgang Laures, Executive Vice President, Global Supply Chain, **Perstorp**

13:30

**Industry Hall 1: Retail + FMCG****CASE STUDY: STRIKE A CRITICAL BALANCE IN COST, COMPLIANCE AND SERVICE**

This case study outlines key steps the Tulip Food Company has taken to meet the rising customer requirements and competition, including:

- How to structure your supply chain to ensure fast response to increasing customer demands
- Be aware of what your competitors are doing
- A different philosophy on cost per serve: a la Ryanair
- Technology investment: Measuring how they are performing

Jørgen Skaarup, Support and Integration Officer, Former VP, supply chain and production, **Tulip Food Company**

Industry Hall 2: Discrete Manufacturing**CASE STUDY: ACHIEVING STANDARDISATION AND FLOW EFFICIENCY IN CIRCULAR SUPPLY CHAINS THROUGH DIGITISATION**

In this practical case study, Elina will walk you through the Ramirent digitisation journey in their supply chain management and sharing key lessons they have learned:

- Digitalisation in circular supply chains focusing on driving flow efficiency
- Creating mobility and standardisation on ways of working
- Achieving knowledge sharing and data integration with a step by step approach
- Creating micro services on top of the ERP architecture to achieve flexibility
- Sharing key insights and lessons learned in the implementation journey

Elina Armanto, Head of Supply Chain Digitalization, **Ramirent**

Industry Hall 3: Process Manufacturing**CASE STUDY: DS SMITH'S EVOLUTION OF LOGISTICS NETWORK FOR BUSINESS GROWTH**

This unique case study will share key logistics strategies and evolution DS Smith is driving to support their dramatic growth through acquisitions within a short period of time, focusing on the following key areas:

- Developing an integrated logistics network amidst business growth
- Driving an analytical approach: Leveraging the power of data in the organization
- Improving visibility to enhance customer experience
- Managing a major road transport network through the current volatile transport market
- Developing an innovative and flexible culture in logistics to drive change

Mick Jones, Group Head of Logistics, **DS Smith**

14:00

**CASE STUDY: DRIVING GROWTH IN A TRANSFORMING FMCG LANDSCAPE**

- Challenges ahead
- Integrating technology into the decision-making process
- New needs for leadership
- Enterprise Business Planning

Debbie Bowen-Heaton, Managing Associate, **Oliver Wight**

CASE STUDY: MULTI-ECHELON INVENTORY OPTIMISATION

- Developing a dynamic process for inventory management
- Measuring and managing sales volatility
- Calculating the demand for each item based on history
- Optimising dependent warehouses through multi-echelon method

CASE STUDY: IMPROVING END-TO-END VISIBILITY OF TEMPERATURE CONTROL SUPPLY CHAIN

- Regulatory and practical aspects: What's new and how will it look like in the next 10 years?
- Advanced technologies and online tracking – quality and Logistics aspects
- Examining the pros and cons of online tracking?
- Cost vs. benefit – how to develop an optimised model?
- Taking into consideration of risk assessment and risk mitigation
- Implementing blockchain technology – will that work?
- Beyond measuring temperature – performance analysis and supply chain management tools

Yoram Eshel, Former Senior Director, Global Transportation and Logistics, **TEVA Pharmaceuticals**

	Industry Hall 1: Retail + FMCG	Industry Hall 2: Discrete Manufacturing	Industry Hall 3: Process Manufacturing
14:30	<p>CASE STUDY: DESIGN AN END TO END SUPPLY CHAIN FOR A FAST GROWING B2B RETAILER</p> <p>expondo is a unique B2B retailer experiencing 50% YoY growth. This case study will outline key steps they are taking to integrate different business units spans across Asia and Europe and key investments they are making to step up their supply chain performance.</p> <ul style="list-style-type: none"> • The need for a unified supply chain for expondo: Drivers, opportunities and challenges • How to design and configure your overall supply chain to improve time to market taking into consideration of new products • What are the key requirements and investments in track and trace for the next level performance <p>Florian Gerlach, Head of Operations, expondo GmbH</p>	<p>CASE STUDY: RECURRING ISSUES, THE INDUSTRIAL SECTOR CHALLENGE</p> <ul style="list-style-type: none"> • Design for Design but not Design for Manufacture – Cost, time to market, CAPEX etc. • The importance of a good BOM structure • Management of inventory, it's a consequence not a specific Supply Chain Target • Agility vs. Flexibility and Firefighting • Stage working and disciplined execution <p>Lloyd Snowden, Management Associate, Oliver Wight</p>	<p>CASE STUDY: UNDERSTANDING THE LOGISTICS CHALLENGES AND SOLUTIONS FOR MEDICAL CANNABIS</p> <ul style="list-style-type: none"> • An overview of the global cannabis market: medical vs. recreational • Understanding the regulatory framework: which countries allows it - US/Canada/EU current regulations • Logistics challenges – Import/Export compliance and licensing, GDP, GSP, tacking and control • Logistics solutions for domestic and international distribution <p>Yoram Eshel, Former Senior Director, Global Transportation and Logistics, TEVA Pharmaceuticals</p>
15:00	Afternoon break & coffee		
15:30	<p>PANEL DEBATE: DEAL OR NO DEAL: HOW IS BREXIT IMPACTING YOUR SUPPLY CHAIN STRATEGIES?</p> <p>Supply chains are impacted by global and regional events. Volatility and uncertainty presents paramount challenges to supply chain executives. This panel will focus on how supply chain leaders are building different scenarios to prepare themselves for the different outcomes of BREXIT.</p> <p>Panel members include:</p> <p>Mick Jones, Group Head of Logistics, DS Smith Katrin Hanske, Senior Vice President Global Supply Chain, Orion Engineered Carbons</p>		
16:00	<p>DEVELOPING SUPPLY CHAINS FOR THE FUTURE: PAVING THE ROAD FOR STRATEGIC AND INTELLIGENT SUPPLY CHAINS</p> <ul style="list-style-type: none"> • How to use supply chain as a strategic lever for your business competitiveness • What are the biggest automation opportunities in supply chain • Demystify digital transformation and overcoming key obstacles in supply chain digitisation 		
16:30	END OF SUPPLY CHAIN INDUSTRY WEEK 2019		

“The Masterclass gave us a fantastic opportunity to interact closely with a focused group of senior level attendees on topics close to our heart, the insights and contacts we made are invaluable”

VP Marketing - TK Blue

Post-Conference Site Tour

Tuesday, 21st May 2019

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Post-Conference Workshop Day

Wednesday, 22nd May 2019

8:30 Registration & Morning Coffee

	Digital Supply Chain	Transportation & Logistics Innovation	Planning & Operational Excellence
9:00	<p>WORKSHOP A: How is machine learning and AI making the most business impacts in logistics and supply chain</p> <p>This practical workshop will explore how intelligent algorithms are helping to make processes along the supply chains smarter and more effective.</p> <ul style="list-style-type: none"> • What are the key areas where AI and machine learning are continuously being explored in logistics and supply chain? • Sharing business application examples in the fields like predictive analytics and algorithm based risk management • How is AI fast becoming an effective tool for decision making in today's companies 	<p>WORKSHOP B: Examining global political and economical events and their impact on your supply network design and global supply chain changes</p> <ul style="list-style-type: none"> • Opportunities and challenges from China's One Belt One Road strategy • International political events that might impact your global and regional trading strategy • Impact of BREXIT on your European supply chain <p>Johannes Nanninga, CEO, Guangzhou Port (Europe) BV</p>	<p>WORKSHOP C: What gets measured gets done: measuring performance (on the board level) through your supply chain</p> <p>Jørgen has dedicated 40 years of his career in developing best in class supply chains that make real business impact on the board level. He will share his key insights in this workshop:</p> <ul style="list-style-type: none"> • How to measure your performance towards your customers and link it all the way back to key parts of your supply chain • Implementing KPIs that are linked to customer satisfaction and delivery • Implementing SCOR model on planning forecasting • The pyramid model of KPI development • What are the other relevant measurement levers through the supplier chain on the operational level, tactical and the board of directors level <p>Jørgen Skaarup, Support and Integration Officer, Former VP, supply chain and production, Tulip Food Company</p>

10:30 Morning Break & Coffee

11:00	<p>WORKSHOP D: Leverage data and analytics to enhance decision making in supply chain management</p> <ul style="list-style-type: none"> • Digital transformation from the perspective of a Logistics Service Provider: Ahlers made a strategic choice to go "digital" ca. 3 years ago, what steps have we taken since then and what have we learned? • Maturity curve of becoming a data-driven logistics player: from historical data analysis towards "Digital Twins" • Examples and case studies on big data analytics to support logistics network optimization and transport procurement • The added value of big data analytics in Horizontal Collaboration and transport capacity sharing incl. some new innovative showcases. How can this be applied in your company? • Introduction of a new European research project for use of real-time data analytics, forecasting and machine learning to optimize collaborative logistics networks • CO2 calculation and reduction in logistics networks: what are some new evolutions in this domain? <p>Sven Verstrepen, Head of Supply Network Innovation & Analytics, Ahlers</p>	<p>WORKSHOP E: Developing competitive International transportation strategies for the next 10 years</p> <p>International transportation strategies are impacted by global political environment, regional protectionism and many other factors. With international transportation market dynamics continue to shift, having an optimized strategy could mean significant cost and delivery advantages. This workshop will share key considerations for developing effective international transportation strategies for the next 10 years.</p> <ul style="list-style-type: none"> • What are the key trends and dynamics in the international transportation market? • A balanced strategy between 3PL vs. working directly with the carriers • Benchmarking sea freight and costs and effectiveness and manage the right freight mix <p>Sami Nazar, Category Manager International Transportation, Decathlon</p>	<p>WORKSHOP F: Integrated Business Planning in the Retail Sector</p> <ul style="list-style-type: none"> • Application of IBP in the Retail sector – a growing trend • Assessment of your process maturity • Practical approach to implementation <p>Debbie Bowen-Heaton, Managing Associate, Oliver Wight Kirsty Braines, Managing Associate, Oliver Wight</p>
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12:30 Lunch

	Digital Supply Chain	Transportation & Logistics Innovation	Planning & Operational Excellence
13:00	<p>WORKSHOP G: Answering the logistics dilemma with automation: Key success factors for logistics and warehouse automation & optimisation</p> <p>Booming Ecommerce and global trading are putting tremendous strains on supply chains, from freight to parcel handling to last-mile delivery. As logistics industry continue to struggle with a shrinking workforce, the reality is that robotics & automation is rapidly becoming the answer to meet these challenges in the world of logistics.</p> <ul style="list-style-type: none"> • Deploying autonomous mobile robots and automatic storage systems in smart warehouse • Implement track & trace technologies and advanced supply chain software to enable speedy, safe and error-free distribution • What are the key success factors in implementing robotics and automation in logistics and warehouse? 	<p>WORKSHOP H: IOT and smart container technologies providing end-to-end supply chain visibility</p> <ul style="list-style-type: none"> • Replacing checkpoint based track and trace system with smart cargo technologies that provides end-to-end visibility • What are the IOT based technologies for supply chain management? 	<p>WORKSHOP I: A practical approach to improve demand forecasting accuracy from 70% to over 85%: Sharing experiences and lessons learned from the world's largest dairy farm company</p> <p>Volume and products have been the key areas of focus when it comes to forecasting, yet it's no longer sufficient in today's competitive low margin retail industry. It is vital for supply chain managers to take into consideration the bottom line and financial impacts on the business. This insightful and practical session will provide key factors for forecasting accuracy supported by real life case studies.</p> <ul style="list-style-type: none"> • Establishing a forecast with finance on margins and net profits to make sure you have the accurate level of product mix • Understanding the importance of differentiating between gross & net volumes and their impact on business • Stepping ahead of the classical method of forecasting on a quantity basis to financial forecasting • Forecasting for new products: a bottom up approach to ensure any potential risk is considered and mitigated <p>Mustafa Siddiqui, Sales & Operations Planning Manager, AISafi Danone</p>
14:30	Afternoon Break & Coffee		
15:00	<p>WORKSHOP J: From EDI to blockchain: how to drive a smart digital supply chain</p> <p>Leading companies have been using systems like electronic data interchange (EDI) and XML messaging trying to maintain information continuity across system and enterprise boundaries. As limitations arise, this session explores how blockchain could provide secure and reliable supply chain from origin to end users.</p>	<p>WORKSHOP K: Rethink your last mile delivery strategy</p> <p>The demand for instant delivery services (one-hour, one-day delivery) has been rapidly increasing, and this has generated significant needs for optimizing the supply chain, especially on the last mile delivery.</p> <ul style="list-style-type: none"> • Redeveloping your last mile/city logistics strategies for faster delivery • Warehouse and fulfillment centre planning across Europe • Is self service a sufficient solution for your customers? 	<p>WORKSHOP L: Developing a true omni-channel supply chain</p> <p>This interactive session will look into some of the world's leading omni-channel supply chains including Apple, Amazon, Nespresso and Telsa to understand what omni-channel looks like and how to get there.</p> <ul style="list-style-type: none"> • What does the customer journey and process look behind omni-channel supply chains • Achieving ATAWAD (Anytime, anywhere, any device): Where do you need to invest to provide customers with the choice? • A balance of customer centricity vs. cost effectiveness: Having a long term view and strategy • How to overcome the complexity and keep the customer journey flowing • Identifying the pitfalls - where are omni-channel programmes likely to fail and how to overcome them? <p>Joël Plat, Former Commercial Director, Apple Retail; Lecturer, Retail Innovation, Supply Chain IT, Dauphine University</p>
16:30	End of post-conference workshop day		

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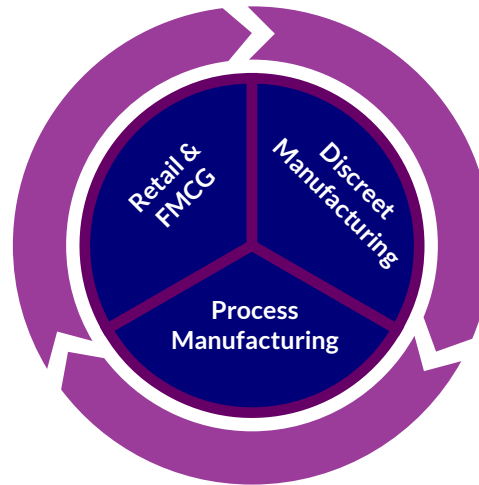
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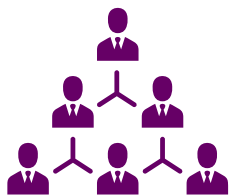
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