

CSCMP
EUROPE 11
CONFERENCE

BARCELONA, SPAIN • 8-10 JUNE

**Mastering
Financial Strategies
to Drive Supply
Chain Value**

Discover the key financial principles that influence and shape your supply chain when you join supply chain management professionals from around the world at CSCMP Europe 2011.

Mastering financial best practices and understanding how they impact your organization's supply chain—and the ability to use them to your company's advantage—will be the critical skill sets you will need to manage today's unprecedented business challenges.

For more information, or to register, visit us at cscmp.org and click on "CSCMP Europe 2011 Conference" under the Educational Events menu tab.

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Council of Supply Chain
Management Professionals

The World's Leading Source for the Supply Chain Profession.™

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AGENDA

WEDNESDAY, 8 JUNE

EUROPEAN RESEARCH SEMINAR

09:00 – 16:30 Research Paper Presentations
17:30 – 19:00 Welcome Reception

THURSDAY, 9 JUNE

CONFERENCE

08:00 – 08:45 Registration and Morning Coffee
08:45 – 09:15 Welcome and Overview
09:15 – 10:00 Keynote Presentation
10:00 – 10:45 General Session
10:45 – 11:15 Break
11:15 – 12:15 Breakout Sessions Period 1
12:15 – 14:15 Lunch
14:15 – 15:15 Breakout Sessions Period 2
15:15 – 16:15 Breakout Sessions Period 3
16:15 – 16:45 Break
16:45 – 17:45 Discussion Forums
17:45 – 18:30 General Session
18:30 – 20:00 Delegate Reception

FRIDAY, 10 JUNE

CONFERENCE

08:00 – 09:00 Morning Coffee
09:00 – 09:45 General Session
09:45 – 10:45 Breakout Sessions Period 4
10:45 – 11:15 Break
11:15 – 12:00 Breakout Sessions Period 5
12:30 – 13:30 Closing General Session
13:30 – 14:30 Lunch

For the latest information, or to register, visit us at cscmp.org and click on "CSCMP Europe 2011 Conference" under the Educational Events menu tab.



INTERNATIONAL
LOGISTICS
AND MATERIAL HANDLING
EXHIBITION

In collaboration with SIL, attendees of the CSCMP 2011 Europe Conference can attend, at no extra cost, the International Logistics and Material Handling Exhibition conveniently located

across the street at the Fira Gran Via. You don't want to miss this one-of-a-kind opportunity to meet over 50,000 logistics professionals in the logistics and material handling fields!

SESSIONS

WEDNESDAY, 8 JUNE

EUROPEAN RESEARCH SEMINAR

European Research Seminar

09:00 – 16:30

In cooperation with CSCMP's *Journal of Business Logistics (JBL)*, this sixth annual seminar focuses on the interests of the European logistics and supply chain communities as well as those interested in European development. It will examine contemporary European logistics and supply chain management issues, and offer informative and interactive presentations while providing an excellent venue for networking with colleagues from around the world.

THURSDAY, 9 JUNE

CONFERENCE

Keynote Presentation

09:15 – 10:00

How to Win in Emerging Markets through Effective Supply Chain Management

Most of us understand how to design and execute supply chains in the developed world. Through working in partnership with our customers and suppliers, we create end-to-end solutions that are both effective and efficient, delivering the best possible service at the lowest possible cost. The same principles hold true in emerging markets, but the operating environment is different, bringing its own unique challenges. Long distances, the absence of infrastructure, and a more complex trading environment all require different go-to-market strategies.

Drawing upon his company's experience in markets in Eastern Europe, the Middle East, and Africa, Peter Williams will talk about how we can make the difference between winning and losing through our approach to supply chain management. The scope of his presentation will include managing inbound flows, building local supply networks, and working in partnership with distributors and/or wholesalers.

Peter R. Williams, Vice President, Product Supply, Central & Eastern Europe, the Middle East, and Africa (CEEMEA), Procter & Gamble

General Session

10:00 – 10:45

Agile Supply Chains Bend But Do Not Break

Intel's expansion into new markets, with diverse norms and needs, means the demands placed on its supply chain are changing quickly...and dramatically. "One size fits all" solutions are no longer sufficient; even tailored solutions don't work for long. Practitioners must be able to bend with the changes to meet or exceed customer expectations. Empowered and agile organizations that make rapid decisions are necessary to accomplish this. But to avoid breaking while continuing to operate profitably, we need to balance agility with risk. This requires clear boundaries and embedded controls.

Learn about the progress that the Intel supply chain has made in its transformation into becoming an agile supply chain that bends without breaking.

Dan Mahoney, Program Integration Manager, EMEA Logistics, Intel International, B.V.

Breakout Sessions 1

11:15 – 12:15

How to Increase Supply Chain Adaptability While Maintaining Agility and Cost Effectiveness

This session will focus on topics such as the Toyota way of purchasing and supplier collaboration, the relationship with suppliers in "Toyota Way" facilities exceeding targeted business performance, and how supplier collaboration has helped to lessen the negative impact of the business downturn. The speaker will also delve into the five pillars of the Toyota Way: Challenge, Kaizen, Genchi Genbutsu, Respect, and Teamwork.

Emin Atac, General Manager, Purchasing, Toyota Motor Europe

How IT Drives Supply Chain Effectiveness

Out of stocks (OOS) and empty shelves are major retail industry issues and directly result in lost sales. The speakers in this session will explain how it is possible to implement RFID at the item level and benefit from higher inventory accuracy and increased sales. They will share some of their observations on several pilot programs being developed as well as the extensive applications beyond inventory control, which remain the key benefit and ROI driver.

Rafael Alegre de Miquel, Vice President and General Manager EU, Checkpoint Systems

Steve Howells, Merchandise Visibility Director, Checkpoint Systems

THURSDAY, 9 JUNE, CONTINUED

Lunch 12:15 – 14:15

This extended lunch period will allow you time to visit SIL's exhibition located at the Fira Gran Via across the street.

Breakout Sessions 2 14:15 – 15:15

Successful Global Procurement Strategies for Direct Materials to Reduce Supply Risk and Drive Profitability

This session leader will cover the definition and classification of direct materials sourcing risks, risk monitoring procedures, risk mitigation, and risk management—after they have happened.

Roland Hertwig, Global Procurement Director Raw Materials, Beiersdorf AG

Breakout Sessions 3 15:15 – 16:15

Using Financial Instruments and Tools to Drive Success in Global Markets

"Why should shareholders care about supply chain management?" "How do general management, finance, and supply chain management interact and connect?" and, "How and where can supply chain managers best impact the financial performance of the firm?" This session leader will address these questions and others as he explores the link between company valuation, risk, and supply chain management, and then describes some areas in which the chief financial officer and supply chain manager can work together.

Santiago Kraiselburd, Executive Director, Zaragoza Logistics Center

Strategies for Providing Supply Chain Personnel with the Skill Sets to Meet the Needs of the Future

Companies' supply chains are thriving and their growing complexity requires new talent who possess specialized skill sets that are not easily acquired. To address this challenge, DHL implemented a talent identification, retention, and development program that follows up on every step of its employees' lifecycles. During this session, the speaker will describe how the company consistently evaluates employees' values and competencies, creating high-potential panels for career development and continuous training.

Javier Bilbao Uzkiano, Managing Director, DHL Supply Chain Iberia

Discussion Forums 16:45 – 17:45

Express your opinions, share ideas, ask questions, compare experiences, and learn from your colleagues when you participate in these interactive discussion forums. Led by a moderator, each forum will have a limited number of participants

who will have the opportunity to ask questions and share their insights into how to master financial best practices.

- **Linking Aspects of Finance to Supply Chain Management**
Marija Milenkovic
- **Expand Your World by Optimizing Emerging Market Strategies**
Ron Roest
- **Discover Extraordinary S&OP Best Practices**
Miquel Serracanta
- **Improving Supply Chain Effectiveness**
Soenke Kuehl

General Session 17:45 – 18:30

Panel Discussion – Distribution Channel Strategies

This distinguished panel of supply chain leaders will discuss key strategic supply chain management issues, some of which include how to effectively manage the financial dimensions of the supply chain, successful implementation of S&OP strategies, entrance strategies for emerging markets, and how to build agility into the supply chain. This will be an enlightening and engaging session that will bring new and creative perspectives to the supply chain management arena.

Soenke Kuehl (Moderator), Chief Executive Officer, ESTB GmbH

Emin Atac, General Manager, Purchasing, Toyota Motor Europe

Christoph Feldmann, Senior Director/Team Leader Business Solutions EMEA, Pfizer

Dan Mahoney, Program Integration Manager, EMEA Logistics, Intel International, B.V.

Peter R. Williams, Vice President, Product Supply, Central & Eastern Europe, the Middle East, and Africa (CEEMEA), Procter & Gamble

FRIDAY, 10 JUNE CONFERENCE

General Session 09:00 – 09:45

Understanding the Important Financial Aspects of Supply Chain Management, and How to Use Them to Enhance Profitability

This session will present the working capital challenges from the perspective of a global procurement organization in the chemical/pharmaceutical business. The presentation will focus on payable management and the implementation of purchase-to-pay processes.

Daniel Corsten, Professor of Operations & Technology Management, IE Business School in Madrid, and Adjunct Professor, MIT-Zaragoza Logistics Program at Zaragoza Logistics Center

Udo Murek, Head of Procurement and Transport, Bayer Business Services GmbH

Breakout Sessions 4 09:45 – 10:45

Proven Approaches for Making Sustainability Efforts and Lean Initiatives Work Together to Create Supply Chain Value

An executive from Sara Lee will share several experiences on using continuous improvement (lean) to optimize different value chain processes, including sales and operations planning (S&OP), extended every product every cycle (EPEC), service issue management, perfect order (OTC), and complexity reduction.

Gabriel Puig, Vice President Supply Chain, Sara Lee International

How Damco Uses Cross-Cultural HR Programs to Build a Strong Internal Talent Pipeline

Damco and A.P. Moller–Maersk use global acceleration programs to build what they call "a collaborative mindset and global network organization." In addition to strong company cultures, they have successfully developed an internationally-minded workforce with a reinforced local market understanding. Learn how Damco uses HR programs to build a commercial mindset and collaborative approach that allows it to mirror the complexity and diversity of its global customers.

Karsten Breum, Global Head of HR, Damco

Breakout Sessions 5 11:15 – 12:00

The Challenges of the Value of Supply Chain: People

In the current context of globalization, the pressure to produce results in an uncertain economy has changed our business models. On one hand, we demand improved productivity and innovation. On the other, we must reduce the number of full-time equivalents (FTEs) while maintaining competitive advantage. Today, leaders must lead or manage under new paradigms. This session will cover topics such as how to gain the maximum value from your employees, successfully lead them, and influence team members to become your greatest competitive advantage.

Nekane Rodriguez, Country Manager, Creade - Lee Hecht Harrison

Closing General Session 12:30 – 13:30

Sales & Operations Planning: A Planning Process Facilitates Cooperation

As head of supply chain management for Geistlich Pharma AG, this speaker will demonstrate how sales and operations planning (S&OP) not only makes processes more transparent and seamless, but how it can also increase a company's profitability.

Flavio Zanon, Head of Supply Chain Management, Geistlich Pharma AG

Lunch 13:30 – 14:30

REGISTRATION

REGULAR REGISTRATION RATES (1 MARCH TO 10 JUNE, 2011)

CSCMP Member	\$ 975 US (Plus 18% VAT = \$1,150.50 US)
New Member	\$1,270 US (Plus 18% VAT = \$1,445.50 US)
Nonmember	\$1,370 US (Plus 18% VAT = \$1,616.60 US)

The distinction between the three categories is:

CSCMP Member – an individual who has paid his or her membership fee prior to registration

New Member – an individual who wants to register for the conference as well as join CSCMP to take advantage of member conference pricing and benefits

Nonmember – an individual who only wants to attend the conference

ACADEMIC AND FULL-TIME STUDENT REGISTRATION FEES

Academic/Educator	\$450 US (Plus 18% VAT = \$531 US)
Student	\$200 US (Plus 18% VAT = \$236 US)

To register as an academic or full-time student, please go to cscmp.org and complete the downloadable form.

EUROPEAN RESEARCH SEMINAR (ERS)-ONLY REGISTRATION FEES

ERS Registration Only	\$200 US (Plus 18% VAT = \$236 US)
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To register for the European Research Seminar ONLY, please go to cscmp.org and use the downloadable ERS Registration Form. Online registration is not available for this category.

IMPORTANT INFORMATION

- Payment must accompany your registration form. All registration fees are charged in US dollars.
- If you represent a company that is located in Spain, can present a valid Spain value-added tax (VAT) number, and qualify, you will not be charged Spain VAT.
- Spain VAT is not added to membership fees.

Cancellation Policy: Conference registration may be cancelled through Monday, 2 May, 2011, subject to a \$200 US processing fee. No refunds or credits will be given for cancellations received after this date. All no-shows are charged the full amount. All cancellations must be received in writing—mail, fax, or e-mail is acceptable. CSCMP membership fees are never refunded.

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HOTEL

The CSCMP Europe 2011 Conference will be held at the Hotel Fira Congress Barcelona (www.firacongress.com). It is a quality 11-story hotel featuring state-of-the-art design and excellent service located opposite the Fira Gran Via 2 exposition centre in Barcelona.

The hotel address is:

José Agustín Goytisolo, 9-11 08908 L'Hospitalet de Llobregat, Barcelona.

The hotel is located approximately eight kilometers from Barcelona Airport, about a 15- to 18-minute drive. The cost to take a taxi from the airport to your hotel is around €25.

The hotel offers a free shuttle service to and from the airport, with service available 24 hours per day, seven days a week. Arrangements for transport from the airport to the hotel need to be made by calling the hotel's front desk agent at +34 93 267 1800 upon arrival. An arrangement for the return trip is made through the front desk and it is recommended to do so 24 hours in advance.

Reservations

CSCMP's contracted room rate is €89 for a single room and €103 for a double room. The rate includes the 8% VAT, buffet breakfast, WIFI, and soft drink and water mini-bar.

Booking Policy

All requests will be handled on a "first-come, first-served basis." There are two ways to make a reservation:

Call the hotel directly at +34 93 267 1800 and refer to CSCMP to ensure that you receive the contracted rate.

Download a pdf of the reservation form located at <http://cscmp.org/events/europe-conference/hotel.asp>, complete it, and fax it to the hotel at +34 93 267 1801 or scan the document and e-mail it to grupos@firacongress.com.

Guarantee Policy

All reservations require a credit card guarantee due at the time of booking. The hotel will charge the total amount of the reservation at that time.

Cancellation Policy

Reservations must be cancelled one week in advance to avoid a penalty of the first room night.