



THE CIES SUPPLY CHAIN CONFERENCE



Myths & Realities
in the Supply Chain

2nd & 3rd October
2003
NICE, FRANCE

<http://ciesnice2003.iso-intl.com>

THE CIES SUPPLY CHAIN CONFERENCE

THURSDAY 2nd OCTOBER 2003

9:00 - 9:15 *Welcome by the CIES International Committee on Supply Chain Management*
Léandre Boulez, Supply Chain International Director, Auchan, France
& **Chairman, CIES International Committee on Supply Chain Management**

Introduction to "Myths and Realities in the Supply Chain" by Conference Chairman
Olivier Vidal, Partner, Accenture, France

9:15 - 9:35 *What Retailers Value Most from their Suppliers and How This Has Changed Over Time*
Jean-Jacques Vandenheede, VP Europe Retail Services, ACNielsen, Belgium



Multiple Store Formats – Does One Supply Chain Fit All?

9:35 - 10:20 *How Does Migros Serve Multiple Store Formats Using One Supply Chain?*

Gain insight into the Migros supply chain and the changes implemented since 2000. What influences have different store formats had on the new highly mechanised DC for dry foods? Find out what adaptations have been realised and what Migros now intends to do.

René Meyer, Logistics Director, Migros-Genossenschafts-Bund, Switzerland

Why and How Did Auchan Split Supply Chains for its Supermarket and Hypermarket Formats?

Based on an actual case of supply chain reorganisation that occurred recently in France, Auchan will share the facts and figures that brought them to the decision of splitting their supply chains and getting the best out of it.

Léandre Boulez, Supply Chain International Director, Auchan, France

10:20 - 11:00 *Coffee Break*



Benchmarking – What's in it for Me?

11:00 - 11:45 *How Benchmarking Customer Service Can Lead to Increased Service Levels and Reduced Costs*

Gillette's historical service level performance with its retail customers has been well below its peers. On top of this, Gillette's cost of managing the customer service function as a percentage of sales was above its peers. Learn how Gillette is improving both areas through a benchmarking process in the customer service organisation and attacking poor service levels through a systemic, problem-solving approach that any company can utilise.

Brad Newman, Director European Value Chain, Gillette, Switzerland

External Benchmarking - What You Can Get Out of It?

Find out what is being done in North America from a warehouse and transportation point of view. Who is doing it? How do they do it? What do they get out of it?

Richard Kochersperger, Professor, St Joseph's University & Director of Food Marketing Group, USA



Outsourcing – What Are The Mutual Expectations?

11:45 - 12:30 *The Service Provider Perspective*

This presentation will cover the merits of outsourcing, including industrial labour relations, translation of knowledge and experience across sectors and across frontiers, innovation, independence of costs, careers and professional logisticians, core focus and core competence.

John Harvey, Chairman, Tibbett & Britten, United Kingdom

MYTHS & REALITIES IN THE SUPPLY CHAIN 2nd & 3rd OCTOBER 2003

The Retailer Perspective

Here we'll look into the merits of in-house operations, including better integration within the total structure of the company, focusing in on our own business, avoid paying someone else for something you can do yourself, and finally keeping the competitive advantage in-house.

Lawrence Christensen, COO Retail Operations, Safeway, United Kingdom

12:30 - 14:00 *Lunch with topic tables*

CONSOLIDATION CENTRE AND STORE TOUR PROGRAMME

14:15 - 18:15 *The French Retail Scene - Tour A*

Auchan, Grasse and Carrefour, Nice - Lingostière

The Distribution Centre - Tour B

Monaco Logistique and FNAC Monaco

19:00

Cocktail & Dinner

H.S.H. Prince of Monaco's Private Collection of Classic Cars

Wine and dine among some of the most prestigious models from the Prince of Monaco's Private Collection of Classic Cars. While visiting 100 veteran vintage sports cars and classic models, enjoy the ideal networking opportunity to meet your counterparts from around the world.

FRIDAY 3rd OCTOBER 2003

9:00 - 9:15 *Welcome by Conference Chairman*

Olivier Vidal, Partner, Accenture, France



Primary Distribution - Can We Both Win?

9:15 - 10:00 *How Can Retailers and Suppliers Work Together to Eliminate Costs from the Inbound Distribution System such that both Sides Benefit?*

Mark Aylwin, Co-Chairman, ECR UK & Supply Chain Operations Director, Safeway, United Kingdom

Chris Poole, Co-Chairman, ECR UK & Logistics Director UK & Eire, Procter & Gamble, United Kingdom

A French Retailers' Solution to Inbound Transportation Optimisation

Gilles Lebreux, General Manager of EASYDIS, Logistics Director, Casino, France



CPFR - The Impossible Dream?

10:00 - 10:45 *CPFR - The North American Experience*

Mark Doiron, Vice President Non-Perishable Merchandising, Hannaford Bros. Co, USA

CPFR - The Silver Bullet?

Daniel Corsten, Professor, St. Gallen University, Kuehne - Institute for Logistics, Switzerland

NICE, FRANCE



10:45 - 11:30 *Coffee Break*



Global Sourcing – Dispelling the Myths

11:30 - 12:15 *The Experience of a Global Supply Chain*

Leroy Merlin, a major DIY retailer with presence in eight countries, will introduce the benefits it gets from mastering a global supply chain when it moves into a new country.

François Soulet, International Supply Chain Manager, Leroy Merlin, France

The Experience of Local Sourcing

Discover the daily challenges of sourcing 98% of your food assortment from Romanian suppliers. Carrefour has found the solution by adapting to the Romanian market.

François Oliver, Country Manager, Carrefour, Romania

12:15 - 13:45 *Lunch with topic tables*



RFID – Moving on from Myth to Reality

13:45 - 15:15 *RFID Application in the Warehouse - The Productivity Benefit*

Pierre Enderlé, General Manager, Danzas, France

The Results of a Retailer's Pilot Study

Ian Mumby, Head of IT and Supply Chain - Food, Marks & Spencer, United Kingdom

Metro Future Store Initiative

Gerd Wolfram, IT-Strategy, IT-Buying and Development Services, Metro, Germany
Jochen Rackebrandt, Director Customer Service KFI, Kraft Foods International, Germany

Panel Debate Session - The Milestones over the Next Couple of Years

Moderator: Olivier Vidal, Partner, Accenture, France
Helen Duce, Director Europe, Auto-ID Centre, United Kingdom
Pierre Enderlé, General Manager, Danzas, France
Ian Mumby, Head of IT and Supply Chain - Food, Marks & Spencer, United Kingdom
Andy Robson, Business Development Manager, Chep, United Kingdom
Gerd Wolfram, IT-Strategy, IT-Buying and Development Services, Metro, Germany



Closing Keynote Address

15:15 - 16:15 *The Logistical Challenges of Monaco's Formula One*

The Monaco Grand Prix is one of the world's greatest and most challenging motor-racing events. The Monaco Grand Prix is staged around the narrow, winding streets of Monte Carlo. This 263-kilometre race allows the drivers no margin for error. Find out about the logistical challenges of turning the one of the most densely populated areas of the world into a 78-lap race track.

René Isoart, Automobile Club of Monaco, Monaco

16:15 - 16:45 *Conclusion of Conference by Chairman*

17:00 *Shuttle bus departure to airport*

Please visit our conference website for on-line registration and programme updates : <http://ciesnice2003.iso-intl.com>



Why Should You Attend?

Discover the myths and realities of the latest developments in the Supply Chain. Through practical experiences and case studies find the solutions to the challenges your company is facing today. Find out how the supply chain is being shaped and what future technology will do for you.

The CIES Supply Chain conference is a valuable source for you and your company to gain knowledge and networking in the food retail industry. Join us in active debates on the issues you want to deal with.

The CIES "Myths and Realities in the Supply Chain" conference has been developed by CIES members for CIES members. If you are a Senior Manager in Supply Chain and Logistics in the food retail sector this programme has been designed for you. CIES conferences welcome delegates from 30 countries around the world with a mix of 50% retailers and 50% suppliers.

What Topics Will Be Covered?

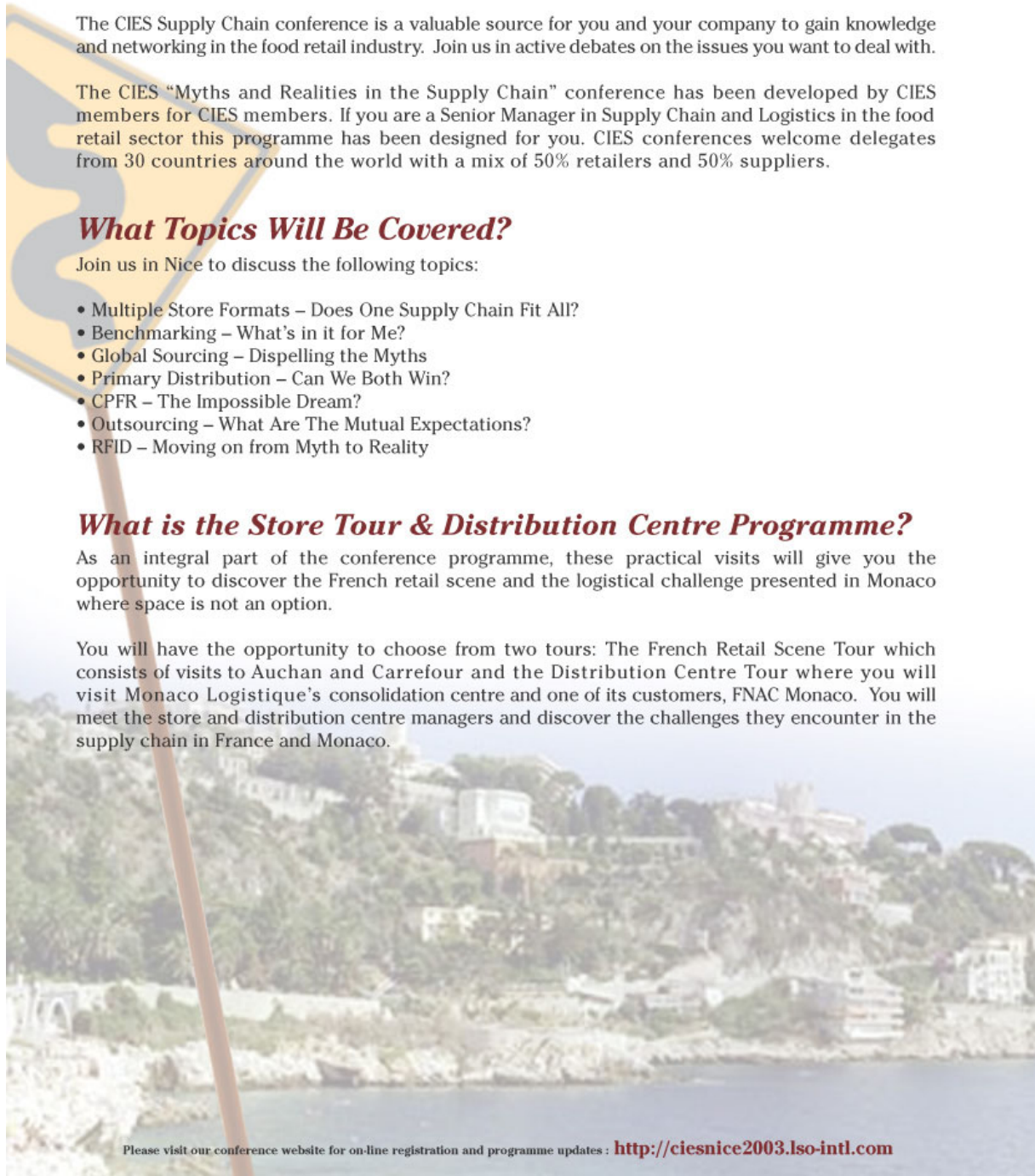
Join us in Nice to discuss the following topics:

- Multiple Store Formats – Does One Supply Chain Fit All?
- Benchmarking – What's in it for Me?
- Global Sourcing – Dispelling the Myths
- Primary Distribution – Can We Both Win?
- CPFR – The Impossible Dream?
- Outsourcing – What Are The Mutual Expectations?
- RFID – Moving on from Myth to Reality

What is the Store Tour & Distribution Centre Programme?

As an integral part of the conference programme, these practical visits will give you the opportunity to discover the French retail scene and the logistical challenge presented in Monaco where space is not an option.

You will have the opportunity to choose from two tours: The French Retail Scene Tour which consists of visits to Auchan and Carrefour and the Distribution Centre Tour where you will visit Monaco Logistique's consolidation centre and one of its customers, FNAC Monaco. You will meet the store and distribution centre managers and discover the challenges they encounter in the supply chain in France and Monaco.



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What is CIES - The Food Business Forum?

CIES is the independent global food business network. Our members include more than two thirds of the world's largest food retailers and their suppliers. At the same time, local players from Austria to China and New Zealand to Brazil also play an active role in our organisation. All in all, more than 200 retailer and 200 supplier companies in over 50 countries are part of the international CIES network.

CIES membership is on a company basis. Our programmes are designed for chief executives and their senior management. They cover themes like strategic management, food safety or the image of the food retail sector, and functional areas like marketing, I.T. or supply chain management. These programmes include projects, international conferences and seminars, benchmarking studies, publications and reports, as well as many other tailor-made member services.

The CIES network is based on privileged access to information and contacts. It enables you to step back from daily business life and take in the latest trends and developments in the global food business. By sharing this knowledge, CIES members gain a new perspective on their activities which brings a key advantage in their business.

CIES - The Food Business Forum has been growing with the food business for the last 50 years. No other organisation can offer this depth in knowledge and contacts. For more information about CIES, please visit our website www.ciesnet.com.

The CIES International Committee on Supply Chain Management has designed this conference for the members of CIES. The members of the committee are:

Chairman: Léandre BOULEZ, Supply Chain International Director, **AUCHAN**, France
Mark AYLWIN, Supply Chain Operations, Director, **SAFEWAY PLC**, United Kingdom
Erland BJORN, Executive Vice President, **ICA HANDLARNAS AB**, Sweden
Dieter DORNAUER, Director of Logistics, **SPAR ÖSTERREICHISCHE WARENHANDELS AG**, Austria
Gerry GREENLEAF, Vice President - Distribution, **HANNAFORD BROS. CO.**, USA
Gérard GUERIN, Group Logistics Director, **GROUPE LOUIS DELHAIZE**, France
John HARVEY, Chairman, **TIBBETT & BRITTEN GROUP PLC**, United Kingdom
Sharon JESKE, Senior Manager – Specialised Management Programme, **CIES – THE FOOD BUSINESS FORUM**
Philippe LAMBOTTE, Director Supply Chain Management Europe, **KRAFT FOODS INTERNATIONAL**, United Kingdom
Jim MAC RAE, President & C.E.O., **KOM INTERNATIONAL, INC.**, Canada
Franck MARIAMBOURG, Group Supply Chain Director, **CARREFOUR**, France
René MEYER, Leiter Logistik-TA, **MIGROS-GENOSSENSCHAFTS-BUND**, Switzerland
John MILLS, Logistics Director Europe, **ANHEUSER-BUSCH Europe Ltd.**, United Kingdom
Ian MUMBY, Head of IT and Supply Chain – Food, **MARKS AND SPENCER**, United Kingdom
Brad NEWMAN, Director European Value Chain, **GILLETTE SWITZERLAND A.G.**, Switzerland
Antti PALOMÄKI, Vice President, Logistics, **KESKO FOOD LTD**, Finland
Didier WARCKOL, International Logistics Supply Chain Manager, **METRO CASH & CARRY GMBH**, Germany
Peter WILLIAMS, Vice President Global Customer Service / Logistics, **PROCTER & GAMBLE**, Belgium

CIES - The Food Business Forum would like to thank the following companies for their generous support of the food business sector and intellectual contribution to this CIES conference:



For all information concerning registration and accommodation please contact, Céline Lions at our agency:

LSO International

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For further enquires regarding the conference programme, please contact Sharon Bligh at

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