

# IN CONFERENCE 2008



9th & 10th October 2008  
Vienna, Austria

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# CIES SUPPLY CHAIN CONFERENCE 2008

## What is top-of-mind for supply chain executives?

Supply chain executives today are carefully juggling the complex trade-offs between cost, service and sustainability. They find themselves caught in between the ever more demanding customer, a fiercely competitive environment, growing pressure to reduce costs, and the company's need for growth and profitability. The CIES Supply Chain Committee has decided to take a deep dive into this balancing act. Through practical examples from CIES members, we'll look at why some retailers have chosen one approach over another. We'll see what trade-offs manufacturers of the industry have decided to make and the affect it's had on their business. The reality is supply chain management remains an area of great potential value. If we get the balancing act right, a competitive edge can be gained.

## What is the objective of the conference?

The CIES Supply Chain Conference is the meeting place for Supply Chain & Logistics executives in the retail industry. The objective is to anticipate future trends and challenges, share practical experiences, including benefits found and lessons learned. Participants will have many opportunities to network and exchange views on the top-of-mind issues that will be discussed at this year's conference. In Vienna, we'll have a debate on the trade-offs between cost, service and sustainability.

## What are the benefits?

- **Learn through practical case studies**, the trademark of CIES, and benefit from concrete ideas and learnings to take away and apply to your own day-to-day operations.
- **Relevance** - Topics covered are top-of-mind and of concern to supply chain executives.
- **Grow your Network** - Join this exclusive club of top supply chain executives in retail.
- **Open your mind** - Refresh your thoughts away from the office. Sit back and open your mind to new ideas in a new surrounding.
- **Benchmark your company** - Find out what others are doing and see where you stand compared to industry players.
- **CIES excellence in the retail sector** - Over the past 50 years, we've excelled in offering high quality content, service and professionalism. CIES is embedded in the retail sector.

## Who will be there?

The CIES Supply Chain Conference is attended by executives in Logistics, Supply Chain, Information Systems, half of which are retailers, coming from over 35 countries.  
If there is one event not to be missed, this is it.

CIES would like to thank the following companies for their contribution to this event:



## What is CIES - The Food Business Forum?

**CIES - The Food Business Forum** is the only independent global food business network. It brings together the CEOs and senior management of around 400 retailer and manufacturer members of all sizes, across 150 countries.

Visit  
[www.ciesnet.com](http://www.ciesnet.com)  
to find CIES in  
your region.

**CIES** has been growing with the food business for 55 years. It provides a real global platform for thought leadership, debate and networking between retailers and their partners. Its strength lies in the privileged access it offers to the key players in the sector and the sharing of best practice at the highest level. It has a mandate from its members to develop common positions on key strategic and practical issues affecting the food business.

The 2008 Supply Chain Conference  
is taking place at the Intercontinental  
Hotel, Johannesgasse 28, Vienna,  
A-1037 Austria.



For all information concerning registration  
and accommodation please contact:  
**Ormès/ CIES  
Supply Chain Conference Secretariat**  
18-20 rue Fourcroy, 75017 Paris, France  
Tel: +33 (0) 1 40 53 40 69/64  
Fax: +33 (0) 1 40 53 40 65  
Email: [ciessupplychain@ciesnet.com](mailto:ciessupplychain@ciesnet.com)

For further enquires regarding the conference  
programme or CIES please contact **Sophie Appell** at  
**CIES - The Food Business Forum**  
7 rue de Madrid, 75008 Paris, France  
Tel: +33 (0) 1 44 69 84 87  
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Email: [s.appell@ciesnet.com](mailto:s.appell@ciesnet.com)

For programme updates, practical information and  
on-line registration visit our conference website  
[www.ciessupplychain.com](http://www.ciessupplychain.com)

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## Who are the industry experts working behind the scenes to make this CIES programme happen?

The programme has been developed for the members of CIES by the  
**CIES Supply Chain Committee**



Chairman of CIES Supply Chain Committee:  
**Ian Mumby**  
Head of Operations, Marks & Spencer, United Kingdom



**Mark Aylwin**  
Managing Director -  
Booker Delivered Wholesale,  
Booker Group Plc., United Kingdom



**Léandre Boulez**  
Managing Director,  
Auchan Import-Export, France



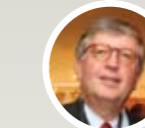
**Dieter Dornauer**  
Director of Logistics,  
Spar, Austria



**Kevin Dougherty**  
Group Vice President Logistics,  
The Kroger Co., USA



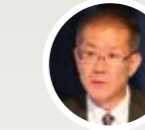
**Daniele Fregnan**  
Vice President Logistics,  
Gruppo PAM, Italy



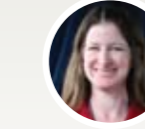
**Claus Garbisch**  
Senior Vice President Global BD,  
DHL Supply Chain, Germany



**Xavier Hua**  
Director of B2B Strategy,  
Carrefour, France



**Takao Iwamoto**  
President, ÆON Global SCM,  
ÆON, Japan



**Sharon Jeske**  
Director,  
Operational Management Programmes,  
CIES - The Food Business Forum



**Luc Koenot**  
Senior Vice President Supply Chain &  
IT Europe, Delhaize Group, Belgium



**Frank Körber**  
Chief Operating Officer Eastern Europe,  
Metro Group Logistics, Germany



**René Meyer**  
Logistics Director,  
Migros, Switzerland



**Stewart Oades**  
Group Chief Executive,  
Christian Salvesen, United Kingdom



**Christoph Overlack**  
Supply Chain Manager - Zone Europe,  
Nestlé, Switzerland



**Nam Patel**  
CEEMEA Customer Service &  
Logistics Director, Procter & Gamble,  
Switzerland



**Eckhard Südmeren**  
Member of the Executive Board of  
arvato AG, CEO of arvato services CEE,  
arvato AG, Germany



**Tony Vendrig**  
Executive Vice President Supply Chain,  
Albert Heijn, The Netherlands



**Logistical Challenges of the Austrian Retailers**  
**Optional Store Tour Programme**  
 The CIES store tour programme is unique. It offers a first-hand discovery of how leading retailers are tackling their logistical challenges. **Participants of the tour will walk the shop floor with the Supply Chain Directors of the host companies to have an inside look at what is happening behind the scenes.** The visits will show the practical side of the business and demonstrate what it means to supply the stores in the city of Vienna. The tour is optional, offered at an additional fee, available on a first-come, first-served basis and delegates are requested to register for the tour.

**CIES Store Tour Programme**



This InterSpar hypermarket offers an example of the innovative store design that Spar Austria is well known for. Spar enjoys a high brand awareness and brand appreciation among Austrian consumers. This visit will be hosted by **Martin Gleiss, Logistics Manager, Spar Austria.**

Discover the Merkur Hypermarket and walk the shop floor with **Andreas Bayer, Supply Chain Management, Rewe Austria.** Merkur is a subsidiary of Rewe Austria, market leader.

Learn why Metro Cash & Carry is an international leading player in self-service wholesale with host **Karl Gigerl, Supply Chain Management, Metro Cash & Carry, Austria.**

**19:00 CIES Welcome Cocktail for Conference Delegates**  
 The conference will open with a cocktail hosted by the members of the CIES Supply Chain Committee.



**Welcome by CIES Supply Chain Committee Chairman**  
**Ian Mumby**, Head of Operations, Marks & Spencer, United Kingdom

**CEO Expectations of The Supply Chain**  
**What are the CEO's requirements of the supply chain? How does the CEO view the balance between cost, service and sustainability?**

**Michel Eeckhout**, Chief Executive Officer, Delhaize Belgium and Executive Vice President Delhaize Group, Belgium

Video interviews with top industry CEOs on the question of supply chain requirements

**Supply Chain Principles**  
 Putting to work the principles that can help you manage the delicate balance between cost, service and sustainability

**Welcome to the Session on Supply Chain Principles by CIES Supply Chain Committee Member**  
**Tony Vendrig**, Executive Vice President Supply Chain, Albert Heijn, The Netherlands

- Choosing the Right Approach to Stock**  
**Xavier Hua**, Director of B-to-B Strategy, Carrefour, France
- Choosing the Right Approach to Technology**  
*The Marks & Spencer Food supply chain is fast, stockless and focused on shortlife chilled products. Marks & Spencer continues to be a pioneer in the use of RFID in the retail supply chain, and is now linking RFID and mechanisation to drive further speed and efficiency benefits in its food business.*  
**Ian Mumby**, Head of Operations, Marks & Spencer, United Kingdom
- Choosing the Right Automation**  
**Eckhard Südmersen**, Member of the Executive Board of arvato AG, CEO of arvato services CEE, arvato AG, Germany



- In-store Efficiency**  
 The trade-off between cutting costs, increasing profit margin and providing better customer service in the store
- Welcome to the Session on In-store Efficiency by CIES Supply Chain Committee Member**  
**Mark Aylwin**, Managing Director - Booker Delivered Wholesale, Booker Group Plc., United Kingdom
- In-Store Logistics at Gruppo PAM**  
*An Italian retailer's approach to optimise in-store logistics to increase sales while decreasing costs of labor, out-of-stocks and shrinkage.*  
**Daniele Fregnan**, Vice President Logistics, Gruppo PAM, Italy
- In-Store Logistics at Migros**  
*The results of a Swiss retailer's drive to increase the efficiency of in-store processes.*  
**Marianne Stänz**, Project Manager, Migros, Switzerland  
**Josef Haid**, Associate Principal, McKinsey & Co., Switzerland

**Sustainable Food Chain For The Future**  
**Plan A. Because there is no Plan B.**  
*Consumers want to be reassured that the retailer company where they shop is taking measures to create a sustainable food chain for the future. How is Marks & Spencer gaining its customers' trust?*  
**David Gregory**, Director of Technology, Marks & Spencer, United Kingdom

**New Perspectives**  
**Change Management and the Processing of Complexity in Intelligent Networks**  
**Peter Kruse**, Chief Executive Officer, Nextpractice GmbH, Germany

**CIES Evening of networking and dining at a typical Austrian Heuriger**  
*Enjoying good wine has become a tradition in Vienna. CIES members will have the opportunity to experience this tradition by spending the evening together in the wine growing area near Vienna. We'll experience the Austrian Gemütlichkeit at a Heuriger, a local wine tavern run by winemakers.*



- Transportation Optimisation**  
 The complex choice between cost savings, improved service and environmentally friendly transportation methods
- Welcome to the Session on Transportation Optimisation by CIES Supply Chain Committee Member**  
**Léandre Boulez**, Managing Director, Auchan Import-Export, France
- Transportation Re-Generation & Driving Control**  
*What were the lessons learnt and benefits found in savings and efficiency from this new way of working?*  
**Nam Patel**, CEEMEA Customer Service & Logistics Director, Procter & Gamble, Switzerland
- Green Logistics – The Urban Experience**  
*Learn how this French retailer is using innovative ways to make deliveries to its stores in the heart of Paris, from barges on the Seine River to trains arriving at central stations.*  
**Alain Carini**, Supply Chain Director, Monoprix, France
- Innovative Approaches to Building Sustainability Across the Supply Chain**  
*The strategy behind Nestlé Waters' ambition to substantially decrease CO2 emissions by 2020.*  
**Roberto Canevari**, Vice President Supply Chain, Nestlé Waters, Switzerland

**People - Your Greatest Asset**  
**Choosing the Right People – What is Expected from the Supply Chain**  
*What are the specific requirements of the Supply Chain? Management development and a vision for the future.*  
**Immanuel Hermreck**, Executive Vice President, Human Resources, Bertelsmann AG, Germany

**Be. You. Now.**  
**Releasing human potential to its fullest**  
**Caroline Sami**, Chief ID:ologist, ID:OLOGY, United Kingdom

**16:00** Bus transfers to Vienna International Airport