

The Supply Chain Committee presents:



12 – 14 October 2010 • Berlin, Germany



SUPPLY CHAIN CONFERENCE 2010



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Previously known as the ICIES Supply Chain Conference

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The Consumer Goods Forum would like to thank the following companies for their contribution to this event:



What is The Consumer Goods Forum?

The Consumer Goods Forum is an independent global parity-based retail and consumer goods network. It brings together the CEOs and senior management of over 650 retailers, manufacturers, service providers and other stakeholders across 70 countries. The Forum provides a unique global platform for thought leadership, knowledge exchange and networking between retailers, manufacturers and their partners on collaborative, non-competitive issues. With its headquarters in Paris and its regional offices in Washington, D.C., Singapore, Tokyo and Shanghai, The Consumer Goods Forum serves its members throughout the world. For more information go to www.theconsumergoodsforum.com

What is the objective of this knowledge exchange & networking event?

The Supply Chain Conference 2010 is the meeting place for Supply Chain & Logistics executives in the retail and consumer goods 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.

What are the benefits of attending?

- Learn through practical case studies, the trademark of your association, and benefit from concrete ideas and learnings to take away and apply to your own day-to-day operations.
- Discuss and debate relevant topics – issues addressed covered are top-of-mind and of concern to supply chain executives today.
- Grow your Network – Join this club of top supply chain executives.
- Open your mind – Refresh your thoughts away from the office. Sit back and open your mind to new ideas in new surroundings.
- Benchmark your company – Find out what others are doing and see where you stand compared to industry players.
- Discover the supply chain challenges of a specific part of the world – only at this Forum do you walk the shop floor with the local supply chain managers who personally host our unique store tour programme.
- Do business – this is the meeting place where business gets done.
- Excellence in knowledge exchange & networking – Over the past 57 years, we've excelled in offering high quality content, service and professionalism. Our Forum is embedded in the retail and consumer goods sector.

Who will be there?

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

How can you register?

For programme updates, practical information and on-line registration visit our conference website www.tcgsupplychain.com

This event will be taking place at the Hotel Palace Berlin
Budapester Straße 45, 10787 Berlin-Charlottenburg, Germany.
Website: <http://www.palace.de>

For all information concerning registration and accommodation please contact:
Ormes / Supply Chain Conference Secretariat- 12 rue de Florence, 75008 Paris, France
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tcgsupplychain@theconsumergoodsforum.com

For further enquiries regarding the conference programme please contact
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Back to Basics

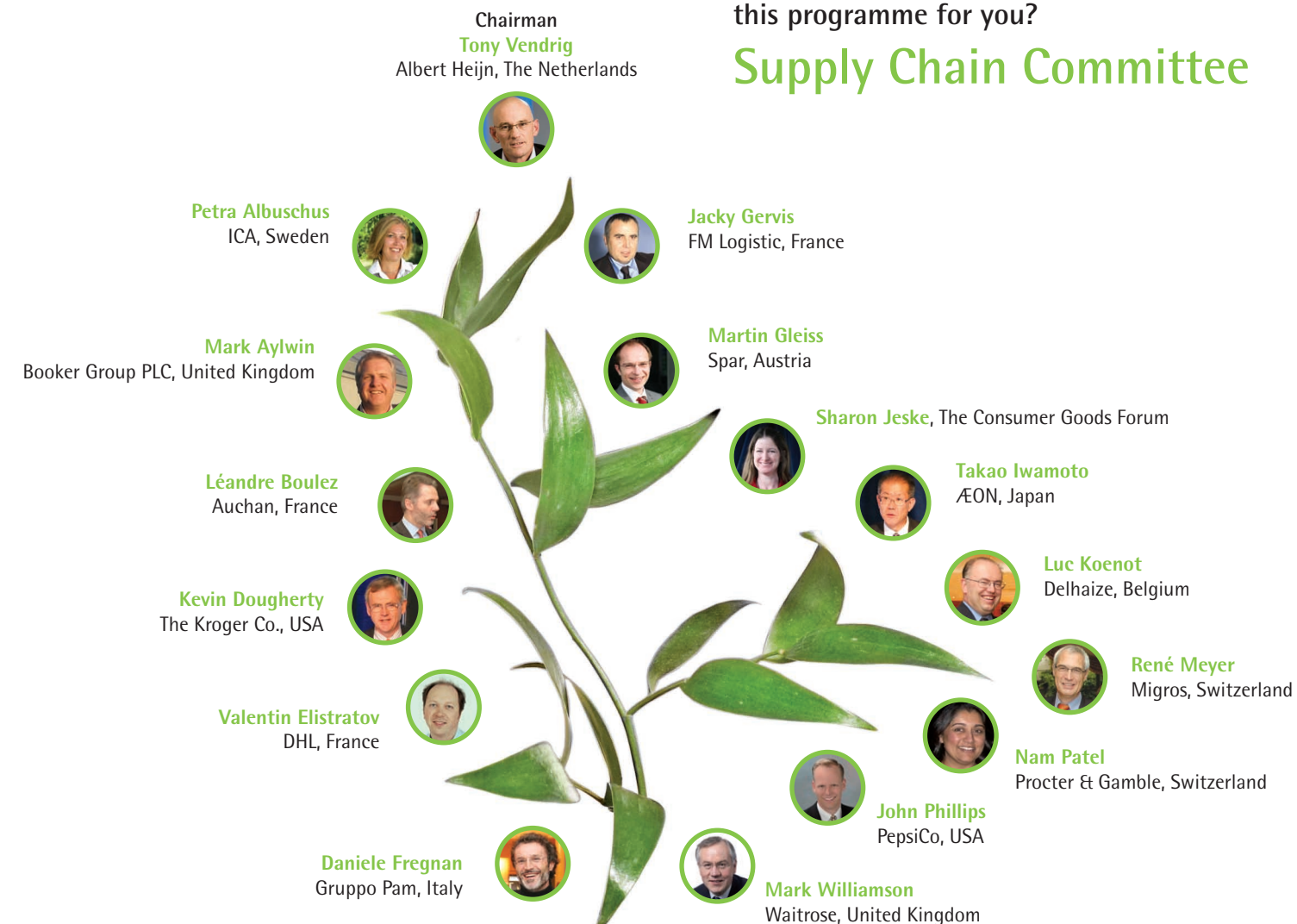
Deliver Today, Deliver Tomorrow.



www.tcgsupplychain.com

Who are the industry experts who are working behind the scenes to develop this programme for you?

Supply Chain Committee



Retailers and manufacturers

united in a new Forum

What's new about your association? The Consumer Goods Forum is a new, independent, global parity-based network of retailers, consumer goods manufacturers, and their partners. It was created in June 2009 by the merger of ICIES – The Food Business Forum, the Global CEO Forum and the Global Commerce Initiative (GCI) with the objective to provide a global platform for thought leadership, debate and networking. This global forum brings together manufacturers and retailers with the mission to better serve shopper and consumer needs.



The Supply Chain Conference 2010

Back to Basics

Deliver today, deliver tomorrow.

On-shelf availability
Transportation optimisation
Supply chain efficiency





Tuesday 12th October 12.30 – 18.00

Store tour programme – Lessons in Supply Chain from German Retailers

This Store Tour Programme is unique in that participants walk the shop floor with the supply chain managers of the host companies. Participants will have first-hand discovery of how leading retailers are tackling their supply chain challenges. 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.

Douglas Parfumerie



The Douglas Group stands for "Excellence in Retailing" – offering outstanding service, first-class product ranges at fair prices, a stimulating shopping ambience and the friendly employees. Leader in the European market, the Douglas Group operates nearly 2,000 specialty stores.

__ Host: Jörg Strüning, Divisional Director Organization Store Processes, Douglas Parfumerie, Germany

Real



"Real: one store, you won't need more". Real's focus on the consumer, innovation and quality is key to its strategy. The company highlights its leadership position in the area of innovation by continually deploying new technologies in its stores, such as self-service check-outs.

__ Host: Uwe Pieper, Supply Chain Management, Real, Germany

Rewe



In Germany, Rewe Group employs 219,000 people working in about 11,000 stores, from supermarkets, through discount stores and self-service stores to specialist stores and travel agencies, generating turnover in the region of nearly 35 billion Euros.

__ Host: Torsten Prag, Logistics Director, East Region, Rewe, Germany

For conference programme updates, please visit www.tcgfsupplychain.com

Wednesday 13th October 09.00 – 17.30

Welcome and Introduction to the Supply Chain Conference 2010

__ Tony Vendrig, Executive Vice President Business Development, Albert Heijn, The Netherlands & Chairman of the Supply Chain Committee

What's New about Your Association – The Consumer Goods Forum

__ Jean-Marc Saubade, Managing Director, The Consumer Goods Forum

Back to Basics – Learnings from the German Market

Welcome to Germany.

__ Jörg Pretzel, General Manager, GS1 Germany

Challenges of the German Retail Landscape

What are the challenges for German retailers today? How has consumer behavior changed? How has Metro reacted to the changing consumer? How have the hard discounters altered the retail landscape? Learn how Metro has reacted.

__ John Rix, CEO, Metro Cash & Carry Deutschland GmbH, Germany

Back to Basics – On-shelf Availability

Welcome to session by Committee Member

__ John Phillips, Vice President, Customer Supply Chain & Logistics, PepsiCo, USA

Fresh at Albert Heijn: an Integrated Customer Driven Replenishment and Production

In this presentation the vision and practice of Albert Heijn fresh supply chain will be explained. Actual customer shopping drives the production and distribution of fresh articles. Based on KPI's as required shelf availability and attractiveness, freshness and write-offs, the flow of fresh goods is managed from the central replenishment department for all Albert Heijn stores.

__ Peter van Kralingen, Vice President Replenishment, Albert Heijn, The Netherlands

Information Substitutes Stock – The Douglas Parfumerie's Way of Supply Chain Management

Douglas revolutionized its perfumery logistics in the past years and achieved sustainable efficiency. Discover Douglas' supply chain strategy and the details of its latest project – the implementation of an automated forecasting and ordering system. The Douglas supply chain strategy targets company-wide IT-integrated optimization of the supply chain which is based mainly on three components: IT, integration of its suppliers and outsourcing to top logistic providers.

__ Jörg Strüning, Divisional Director Organization Store Processes, Douglas Parfumerie, Germany

Back to Basics – Sustainable Transportation

Welcome to the afternoon session by Committee Member

__ Luc Koenot, Senior Vice President & CIO Belgium, Delhaize Belgium

National Transportation Optimization (NATRO)

Migros set itself the goal of saving 10% of national transport costs. Migros uses a transportation network consisting of 400 of its own trucks, as many coming from third parties, and an intensive use of the railway. Based on performance and cost transparency, Migros has established a new transportation policy and developed practical solutions and measurements. With each player a specific target was agreed upon. The goal was exceeded, even though key measurements could not be implemented. As a side effect carbon foot print was reduced. This presentation will reveal not only the factors that contributed to NATRO's success but also the problems it encountered.

__ Thomas Paroubek, **SCM-Coordinator of M-Industry-Group**

Sustainable Transportation at Delhaize

How can transportation support the productivity loop of the company while contributing to a more responsible world? The recent initiatives Delhaize Belgium successfully launched are building this program. They range from innovations on trucks and trailers to end-to end supply chain optimization projects on store delivery plannings and store reordering.

__ Tanguy t'Serstevens, Vice President, Supply Chain, Delhaize Belgium

A Practical Way in Turkey to Minimize Transportation Cost from DC to Store

Transport represents a significant portion of the overall retail logistics costs. Through this presentation you will learn how Tesco Turkey introduced a new way of managing Distribution Center Transportation. Costs were efficiently controlled and reduced as a result while at the same time service level targets were met. What were the benefits found and lessons learned from Tesco's experience?

__ Osman Dogrucu, Distribution Director, Tesco Kipa, Turkey

Sustainable Urban Delivery and Yamato's Focus on the Last Centimeter

By using a unique means of delivery, the bicycle, downtown streets are spared from large delivery trucks, and provide a more earth-friendly method to go the "last mile" in a company's distribution chain. What has been the experience of using specially modified cargo bikes to deliver goods in Japan's urban city centers? What are the advantages? Disadvantages? What makes the Yamato's "Ta-Q-Bin" home delivery so successful? Learn how customer service plays a key role in Yamato's success.

__ Katsuhiko Umetsu, Account Executive, Business Development / Global Customer Solutions, Yamato Transport Co., Ltd., Japan

Back to Basics – Key Learnings from Disaster Relief Logistics

Excellence in Logistics Saves Lives

The DHL Rescue Relief Programme provides logistical support to ensure that relief goods will quickly reach victims of major sudden-onset natural disasters. The Disaster Response Team applies its professional knowledge of logistics and transportation to help governments organize the handling, warehousing and loading of relief goods for onward transportation in an efficient manner, ultimately reducing bottlenecks at the airport close to the scene of a major sudden-onset natural disaster. What lessons can we learn from disaster relief logistics that we can apply to our own businesses?

__ Susanne Meier, Vice President, CSR Strategy and Policy, DHL, Germany

Evening of Networking

Spend a memorable evening of networking in good company with fellow supply chain executives.

Thursday 14th October 09.00 – 16.00

Back to Basics – Supply Chain Efficiency

Welcome to the morning session by Committee Member

__ Petra Albuschus, Senior Vice President Logistics, ICA Sverige AB, Sweden

Supply Chain Efficiency Means Investing in Accuracy and Trust

Investing in accuracy and trust brings significant reduction in time consumed for repetitive processes of identification within supply chain. Modifying the process of final control of goods in distribution at this retailer's DC has led to a significant increase in trust.

The result has been significant reduction in time invested in control of goods received in retail shops. In this presentation, a store director will explain what this new process has meant for the business.

__ Marko Cedilnik, Executive Director of Logistics, Mercator, Slovenia

__ Rok Gajšek, Logistics Project Manager, Mercator, Slovenia

__ Romana Kramar, Director, Retail, Mercator, Slovenia

Paltac's Five-Nine (99.999%) Logistics Service Level

As the leading wholesale distributor of products used daily, Paltac succeeds in supplying some 30,000 items to retailers throughout Japan efficiently, accurately and on-time. What is unique about Paltac's warehouse and transport sharing system? How does it succeed in achieving the "five nine" accuracy at 99.999%? What role does technology play to achieve ideal delivery accuracy? How does it run a fully streamlined operation? With over 100 years of experience in merchandising and logistics systems, learn how Paltac contributed to the development of the distribution industry in Japan.

__ Toshiyuki Sakai, Executive Director, Chief Information and Logistics Officer, Paltac Corporation, Japan

Operational KPI's Leading to Cost Excellence Internally and Externally

This piece of work looks at how Procter & Gamble has established simple KPI's linked to cost drivers, to ensure there are cost savings which are taken out of the system. In addition Procter & Gamble is establishing this with its supplier and customer / distributor partners, to have an end to end impact via this simple but very effective methodology.

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

Learnings in Supply Chain

Welcome to the afternoon session by Committee Member

__ Mark Aylin, Managing Director – Booker Delivered Wholesale, Booker Group, United Kingdom

Back to Basics – Supply Chain Efficiency at Zara

What is unique about Zara's supply chain formula that makes it so successful? How will the company's unique supply chain help it to weather out the storm of our economic crisis better than most of its rivals? What role does the constant exchange of information play in getting the latest fashion trends into stores within speed time? How does Inditex thrive and prosper by breaking all the rules?

__ Lorena Alba Castro, Supply Chain Director, Inditex, Spain (speaker to be confirmed)

Insights into the Future Value Chain 2020

What directions will sustainability or "going green" take over the next 10 years – and to what extent will this really change our business? Will new urban infrastructures lead to significant redesigns of our physical distribution in mega-cities? How will the industry be able to serve large groups of currently underserved consumers in emerging countries? The 2020 Future Value Chain program identifies key areas in which companies need to collaborate in order to thrive in this future value chain and aims to initiate and implement concrete collaborative activity.

__ Gerd Wolfram, Managing Director, MGI METRO Group Information Technology GmbH, Germany

__ Nigel Bagley, Director, **Global Customer Development**, Unilever, United Kingdom

Cherry on the Cake

Attitude is What Determines Altitude

Miles Hilton-Barber went blind in his early twenties, but has not let that stop him from achieving his dreams. Miles weaves together rich anecdotes and humour with powerful life-lessons he has learnt whilst overcoming his blindness. He reminds his audiences that "attitude is what determines altitude" and that we too can live our dreams, because "the only limits in our lives are those we accept ourselves".

__ Miles Hilton-Barber, Adventurer, United Kingdom

16.00 – Bus transfer to Berlin International Airport

For conference programme updates, please visit www.tcgfsupplychain.com