

# Supply Chain Conference Agenda

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## Day 1 - 24th October

### THE SUPPLY CHAIN CONFERENCE - TECHNICAL TOUR PROGRAMME & OPENING COCKTAIL

#### Tech Tour Registration

11:00 am -

Registrations open on the 1st floor, The Okura Hotel, Ferdinand Bolstraat 333, 1072 LH Amsterdam. Please pick up your badge before departure at **12:30**.

#### Supply Chain Technical Tour Programme

12:30 pm - 6:15 pm

The Technical Tour programme will offer delegates the best of the supply chain scene, on a half day of visits to the most relevant Dutch players.

**12:45 sharp:** Departure of bus from The Okura Hotel

**12:45-14:15:** Transfer from The Okura Hotel to **APM Terminals** (*Europe Ocean Customer Logistics - HUBS Boompjes 40 3011 XB Rotterdam*)

**14:15:** Arrival **APM Terminals**

**14:15-15:15:** Visits

**15:15:** Transfer APM Terminals to **Vanderlande's** automated warehouse (*Van Gelder Ridderkerk B.V., Krommeweg 10, 2988 CB Ridderkerk*)

**15:45-16:45:** Visits

**16:45:** Transfer from Vanderlande's automated warehouse to The Okura Hotel

**18:45:** Arrival back to **The Okura Hotel**

**19:30:** Official **Opening Cocktail** at The Okura Hotel, Amstel Foyer

The following hosts will welcome the Supply Chain delegates in their properties and provide unique opportunities for questions and discussions with the executives running operations Amsterdam.

#### We will be visiting:

- APM Terminals, as part of A.P.Moller-Maersk, leverages more than a century of industry experience to design and build high-quality container terminals, and provide port and inland services for cargo handling and transportation between port facilities and inland locations.
- Vanderlande's warehousing solutions are the first choice for many of the largest global e-commerce players and retailers in food, fashion and general merchandise across the globe. During

the Supply Chain Technical Tour, you will get a first-hand view of Van Gelder's state-of-the-art automated solution.



***VANDERLANDE***

**Supply Chain Conference Opening Cocktail - kindly sponsored by  
Maersk (Okura Hotel - Foyer Amstel - 1st Floor)**

*7:30 pm -*

**Speakers**

**Johanna HAINZ**, Global Head of Retail , Maersk

**Day 2 - 25th October**

**THE SUPPLY CHAIN CONFERENCE**

**Navigating The VUCA Supply Chain in The Post Pandemic Era**

9:00 am - 9:45 am

Over the last 24 months, everything we thought we knew about the consumer, employees, and the supply chain has gone by the wayside. The COVID pandemic has introduced significant structural changes in how employees see work and showcased labour's importance in virtually every aspect of the consumer value chain. The pandemic has recalibrated the expectation of work-life balance for employees and set a much higher bar for employers to keep and retain their top talent.

Retailers and CPGs will have to significantly up their game in how they treat their employees and invest in the latest technologies that can automate as many parts of the supply chain as possible to build a new level of surety of supply. We have spent the last two decades on the right side of the resiliency and efficiency continuum, focusing on cost reductions. As a result, companies have reduced upstream inventory levels and cut staffing levels to the bare minimum, resulting in less agility to react to significant disruptions across the supply chain related to labor, raw materials, and transportation.

### **Main Stage**

## **Speakers**

**Isabelle KUMAR**, Presenter and Journalist - Moderator

**John S. PHILLIPS**, SVP Customer Supply Chain & Go-To-Market , PepsiCo

## **Plenary Session - Maersk : Supply Chain Megatrends**

9:45 am - 10:30 am

Join this session on Supply Chain Megatrends to learn more about current consumer and supply chain trends for the retail and FMCG landscape. Valuable insights will be shared on how changes in consumer behavior impact retail and FMCG and how these translate into supply chain impact.

### **Main Stage**

## **Speakers**

**Johanna HAINZ**, Global Head of Retail , Maersk

**Mattias PRAETORIUS**, Global Vertical Head Consumer, Maersk

**Eduardo BRITO**, COO & Board Member, Jeronimo Martins

**Ana Davila MARTINEZ**, Global Logistics Procurement Director, Unilever

**Tom ROSE**, Head of International Operations, SPAR International

## **Networking Break**

10:30 am - 11:15 am

### **Main Plenary Hall**

## **Strategy for Climate Positivity: Insights from a Sustainability Trailblazer - kindly hosted by Kearney**

11:15 am - 12:00 pm

**Have you found the sweet spot of sustainable business growth?**

Chief Supply Chain Officers are uniquely positioned to lead the charge on making every aspect of a company's operations more sustainable. Few CSCOs are more ardent sustainability champions than Dirk Holbach of Henkel Consumer Brands. In this session, Holbach teams with Kearney partners Marc Lakner and Mirko Warschun to share key take-aways from Henkel and other leading consumer goods companies to suggest practical paths to accelerating sustainability across CPG supply chains.

During the session, proven strategies to building more sustainable and profitable consumer goods supply chains, such as increasing visibility on energy consumption up and down the value chain and collaborating with suppliers on product circularity will be shared - including innovative new strategies they believe hold particular promise.

### **Main Stage**

## **Speakers**

**Dr. Dirk HOLBACH**, Corporate Senior Vice President & Chief Supply Chain Officer, Henkel

**Dr. Marc LAKNER**, Senior Partner & Managing Director, Kearney

**Dr. Mirko WARSCHUN**, Senior Partner & Managing Director, Kearney

## **The Smart Factory**

*12:00 pm - 12:45 pm*

The Industrial Internet of Things and Industry 4.0 promises the next revolution for manufacturing and the CPG "smart factory." At the same time, CPG brands collect vast troves of process data but common issues such as disparate data sources, stranded data and ownership issues make it difficult to identify insights. With new technology and process capabilities in the operations environment, we can more efficiently enable access to disparate plant data to improve Overall Equipment Effectiveness (OEE), add Artificial Intelligence and Machine Learning for real time and predictive analytics capabilities, enable cross-location supply chain visibility, and create a disaster recovery plan in the cloud. In this session, we will explore how to connect, measure, and manage the "smart" factory.

### **Main Stage**

## **Speakers**

**Justin Honaman**, Head, Worldwide Retail & Consumer Goods Go-To-Market (GTM), Amazon

**Wiggert DEELEN**, Senior Director Global Supply Chain Transformation, The HEINEKEN Company

**Gareth BYRNE-PERKINS**, Technology, Security & Services Director, Premier Foods

## **Lunch Break**

*12:45 pm - 2:00 pm*

## **Special Session - Avery Dennison : Unlocking the Potential of Digital Item-Level Twins, Sustainability, in Modern Supply Chains**

*2:00 pm - 2:30 pm*

**Unlocking the Potential of Digital Item-Level Twins, Sustainability, in Modern Supply Chains**

The need for brands and retailers to directly engage with consumers is affecting modern supply chains. In addition, growing regulatory requirements for transparency and the need for a sustainable circular economy are also affecting everything and everyone, from source to gate to end of life.

Recent breakthrough innovations in printed electronics and cloud-based data storage enable brands and retailers to embrace more easily and cost-effectively, the next step in supply-chain management, to create a game-changing differentiator through serialization.

Topics to be discussed:

- Why do we believe that a connected digital item-level supply chain provides the answer?
- What is the difference between digital labels, digital twins, and smart packaging?
- How can digitization of the supply chain provide transparency, circularity, waste reduction, and provenance?
- How can a connected digital supply chain create trust and loyalty with consumers?
- What benefits could serialization bring consumers over information already found today on a company's website?
- What is the role of big data? What can it teach us and how can it make our supply chain more efficient and resilient?
- What are the challenges we have to solve to make all this happen? What's the role of regulation?
- How could standardization, and collaboration across the supply chain help?

### **Main Stage**

## **Speakers**

**Jack PEPPERELL**, Global PR Manager, Avery Dennison

**Noam ASSAEL**, Director of Business Ventures , Avery Dennison

## **Special Session - kindly sponsored by Bain & Company**

*2:30 pm - 3:00 pm*

### **Driving Resiliency from your Supply Chain**

In the new world order, supply chain leaders are struggling to manage an increasing number of priorities. In this session, we will share a recent survey across the top CPG companies where we map their resiliency practices and investment priorities. We will then shape a Call to Action on how to drive the full potential opportunity from your Supply Chain base. This will include sharing some external provocations from other companies that do it well.

### **Main Stage**

## **Speakers**

**Bahige EL-RAYES**, Partner, Bain & Company

**Jens KILIMANN**, Expert Partner, Bain & Company

## **Special Session - Satelligence : How to Prove Deforestation-Free Supply Chains?**

*3:00 pm - 3:30 pm*

### **How to Prove Deforestation-Free Supply Chains?**

Consumers and investors increasingly require proof that the products they buy or companies they invest in do not contribute to destruction of the environment and climate change.

This session discusses the requirements of EU due diligence requirements and how new supply chain monitoring technologies can help to report on environmental performance, demonstrate compliance, procure raw materials with confidence and build trust with customers and investors. Bunge Loders Croklaan and Satelligence discuss their use case demonstrating traceability coupled with satellite-based monitoring of supply chain risks.

Bunge Loders Croklaan is a leading global producer and supplier of sustainable plant-based specialty oils and fats for the food manufacturing industry. The company is continuously improving the sustainability and transparency of the palm oil sector. It operates as the global B2B edible oils business of Bunge Limited. Its products are used in a wide range of applications, from bakery and confectionery to culinary and infant nutrition.

Satelligence is the satellite-powered geo data analytics company providing daily insights into the global performance of agricultural production and supply chain risks, such as deforestation, forest fires and flooding. The company helps clients including Mondelez, Unilever, Bunge, Cargill, LDC, Wilmar, Nestle, BMW Group, IKEA, Rabobank, Robeco, and others demonstrate progress towards zero deforestation, and make the right sourcing and investment decisions.

### **Main Stage**

## **Speakers**

**Rudy HAGEDORN**, Director E2E Value Chain & Standards, The Consumer Goods Forum

**Niels WIELAARD**, CEO & Founder, Satelligence

**Ben VREEBURG**, Senior Director Sustainability for Tropical Oils, Bunge Loders Croklaan

## **Networking Break**

*3:30 pm - 4:00 pm*

### **Main Plenary Hall**

## **Breakout Session 1: Smart City Loop**

*4:00 pm - 4:35 pm*

### **Main Plenary Hall**

## **Speakers**

**Christian KÜHNHOLD**, CEO, CKB Beteiligungen GmbH

## **Breakout Session 2: Reducing In-Transit Inventory by Optimizing Cold Chain Logistics**

*4:00 pm - 4:35 pm*

Food growers, manufacturers and importers all bear additional in-transit inventory driven by technological processes (e.g. ripening bananas before they are delivered to supermarkets, cold treatment of berries before they can enter the import market, allowing time for meat to mature). In this session, delegates will learn from inspirational examples of how companies are able to benefit from new transportation technologies and enhanced visibility, allowing a reduction in such waiting

times and consequently in-transit inventory.

### **Main Plenary Hall**

## **Speakers**

**Anna DESHKO**, Business Product Owner for Cold Chain Management, Maersk

## **Breakout Session 3 - Jumbo Supermarket, Pure Value : A Revolution Towards Effective & Sustainable Promotion**

4:40 pm - 5:15 pm

With more than 70% of the Dutch retail market switching all promotions towards a system of re-use, we have seen an entire supply chain shift towards more effective and sustainable promotions. Join panelists to gain insights into the journey towards a global new standard for in-store promotions.

### **Main Plenary Hall**

## **Speakers**

**Bram van Schijndel Tromp**, Founder & CEO, Pure Value

**Nico WIERINGA**, Buyer Indirect Spend, Jumbo Supermarket

## **Breakout Session 4: Scaling of Sustainable Transports**

4:40 pm - 5:15 pm

Today, 25% of global emissions come from transports and a quarter of that comes from heavy transport vehicles. At the same time, the need for transport is increasing, with more goods needing to be transported year over year. While heavy forms of transport may show a negative environmental impact at face value, they are also required for economic and social sustainability. While we can't reduce the amount of transport needed, we can change our methods - moving away from non-renewable fuels, engineering for better efficiency and providing real-time data to make transport more efficient.

From a technical perspective it would be possible to deliver goods with zero emission transport in many parts of the world already today.

Key global brands are also determined to change their transport systems to sustainable alternatives and have set aggressive targets to reduce their carbon impact. But the shift to sustainable solutions is a complete gamechanger to the low margin transport industry. Major challenges in terms of infrastructure, upfront investments, increased risk exposure need to be addressed.

Scania and SPAR are partners with the ambition to drive the shift to sustainable transport solutions. During this session we will share the technology roadmap, the challenges that we have encountered and how we have been able to overcome the challenges by collaborating across the value chain. We hope to engage participants in a creative dialogue on how together we can enable scaling of new technologies that will reduce the carbon footprint of the consumer goods industry, the challenges that they have encountered so far, thoughts on how the geopolitical and macro-economic situation affects sustainability plans and ideas on how players in the consumer goods area can collaborate.

### **Main Plenary Hall**

## Speakers

**Evalena FALCK**, Director Strategic Account Management, Scania Group  
**Tom ROSE**, Head of International Operations, SPAR International

## Breakout Session 5 - Grupo Éxito, Logyca : Collaboration Produces Results in LatAm

5:20 pm - 5:55 pm

In addition to the post-covid 19 challenges that countries and industries are facing globally, in Latin America we have others related to infrastructure, public policies and technology adoption. However, this hasn't been a barrier for important players in the retail and CPG industry, especially in Colombia, to commit on collaboration between business partners as a strategy to face these challenges, but above all to exceed the expectations of new consumers in an omnichannel environment. Collaboration in demand planning processes, transportation and on shelf availability, are some of the practices that are generating big results for efficiency and an excellent level of service for customers.

**Main Plenary Hall**

## Speakers

**Leonel PAVA**, Executive Director, LOGYCA / ASOCIACION  
**Danilo VELASQUEZ**, Logistics Manager , Grupo Éxito

## Breakout Session 6 - ImpactBuying bv : Connecting with True-code

5:20 pm - 5:55 pm

To make interconnectivity and the easy exchange of data possible, we need to simplify the identification of every individual company that plays a role in the supply chain. This can be done by using a clear, unique electronic passport connected to every individual facility that is an actor in a supply chain.

Join Marjan de Bock-Smit, to learn more about how True-code will help provide clear and accurate data to consumers, secure your supply chains and prove your company's commitment to sustainability, safety and traceability.

**Main Plenary Hall**

## Speakers

**Marjan de BOCK-SMIT**, Co-CEO, ImpactBuying bv

## Official Supply Chain Conference Networking Dinner - kindly sponsored by Capgemini

7:00 pm -

**19:00:** Departure from Hotel Okura lobby

**Location:** STRANDZUID Restaurant - Europaplein 22, 1078 GZ Amsterdam, Netherlands

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*Timings & sessions may be subject to change.*

## Day 3 - 26th October

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### THE SUPPLY CHAIN CONFERENCE

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#### **The Importance of Supply Chain Management for the Retail Industry**

*9:00 am - 9:45 am*

In 2015, after 3 years of research, about 30 enthusiastic persons started creating their dream to setup a modern Milkman.

This modern Milkman is focused on home delivery of groceries in the most efficient way. The company was built from scratch and created a completely new supply chain infrastructure enabling the customer to order a complete basket of -ultra fresh- groceries, select their most convenient delivery time and get on the minute accurate information on the delivery time.

The modern Milkman seems to have created a very sustainable supply chain infrastructure which enables free delivery with groceries at the lowest price.

After starting in the Netherlands in 2015, Picnic started in Germany in 2018 and in France in 2021.

Delegates will learn about background, infrastructure, culture, sustainability, and growth of the Picnic model.

#### **Main Stage**

#### **Speakers**

**Wybe-Jan BLEEKER**, Supply Chain Director, Picnic supermarkets

#### **Plenary Session - Max Winkler : 101 of Material Handling Automation**

*9:45 am - 10:30 am*

Join Max Winkler, Managing Director of Winkler Technology GmbH, to learn more about the history and sequence of material handling automation, from the first level over conveying to GtP and automated picking. Delegates will learn about the importance of automatic S/R as a key enabler within the context of the different concepts and solutions available.

## **Main Stage**

### **Speakers**

**Max WINKLER**, Managing Director, Winkler Technology GmbH

## **Networking Break**

*10:30 am - 11:15 am*

### **Main Plenary Hall**

## **Accelerating Growth Through Supply Chain Transformation - kindly hosted by Capgemini**

*11:15 am - 11:45 am*

Today's consumer products companies are facing pressure on two fronts: from consumers to deliver personalized products, a seamless channel experience and frustration-free fulfilment in a sustainable way; and from retailers to improve service offers across channels and demonstrate strong operational performance. To satisfy these needs, brands must rethink the role of the supply chain and how it can be used to support innovation, achieve operational excellence, and drive sustainable, profitable growth.

In this session, Mayank Sharma, Global Consumer Products Supply Chain Lead, Capgemini, will explore how brands can enhance existing supply chain capabilities, such as integrated business planning and distributed order management, to unlock new business models, optimize decision-making, and satisfy complex customer requirements to become 'preferred suppliers.' During this presentation, we will also draw on our company's extensive client experience to share specific examples of how supply chain transformation has helped brands build new channel offerings, maximize revenue opportunities, and ultimately enable the company's growth ambitions.

### **Main Stage**

### **Speakers**

**Mayank SHARMA**, Global Supply Chain Lead, Consumer Products, Capgemini

## **How Alibaba's Smart Supply Chain Empowers and Reinvents New Retail Business in China**

*11:45 am - 12:15 pm*

China's retail industry has a very diverse ecosystem, including supermarkets, community retail, retail-as-a-service, and many other new digital channels. Under such a diverse environment, how does Alibaba provide an all-in-one portal for consumers to access various services? With smart supply chain and cloud-based technology, Alibaba has created commerce ecosystems and provided a platform for independent brands, retailers and small business owners.

### **Main Stage**

## Speakers

**Bin LIU**, Director of Supply Chain Management , Alibaba Group

## Supply Chain Pain Points: The Next Steps for 2023 - Brainstorming Session

12:15 pm - 1:00 pm

**Main Plenary Hall**

## Speakers

**Rudy HAGEDORN**, Director E2E Value Chain & Standards, The Consumer Goods Forum

**Bram van Schijndel Tromp**, Founder & CEO, Pure Value

## Supply Chain Pain Points: The Next Steps for 2023 - Brainstorming Outcomes

1:00 pm - 1:15 pm

**Main Plenary Hall**

## Speakers

**Rudy HAGEDORN**, Director E2E Value Chain & Standards, The Consumer Goods Forum

**Bram van Schijndel Tromp**, Founder & CEO, Pure Value

## Closing Lunch

1:15 pm - 2:00 pm

**Networking Area**

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*Timings & sessions may be subject to change.*