



SUPPLY CHAIN CONFERENCE

Executive Summary

24th-26th
OCTOBER 2022

tcgfsupplychain.com

AMSTERDAM
THE NETHERLANDS

#2022SCC

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1st Edition 2022 Supply Chain Conference IN NUMBERS

 **65 PARTICIPANTS**

Main reasons to attend:

Networking

Increase knowledge

Implementation support

Top countries:

 The Netherlands

 USA

 UK

 Germany

 Switzerland

32 Speakers

6 Breakout Sessions

3 Special Sessions



#2022SCC

84,521 Potential Reach
246,236 Impressions



Plenary sessions

Tuesday 25th October DAY 2

Navigating The VUCA Supply Chain in the Post Pandemic Era

Following a first day of technical visits, the Supply Chain Conference plenary sessions were officially kicked off with a fascinating, dynamic presentation by **John Phillips**, SVP Customer Supply Chain & Global Go-To-Market, PepsiCo.

To encourage supply chain leaders to navigate the VUCA world - volatile, uncertain, complex and ambiguous -, **Phillips** described three major topics that connect to what we are seeing in the industry:

- How the pandemic changed consumer behaviour,
- The major reset in employer / employee relationship and expectations, and
- How these changes require us to run supply chains differently.

Many of the behaviours acquired by shoppers during the Covid crisis will remain: shoppers still enjoy food shopping in stores, but are spending more than before in channels beyond supermarkets; they continue to use the new platforms adopted during pandemic.

As expectations about fulfillment methods and delivery times change and demand more labour, there is also a shift in employees' expectations about worklife balance. The "Great Resignation" shows that 41% of employees worldwide want to quit; employees want to change how work is structured, with more flexibility, and companies should encourage creative work schedules, examine their operations and improve working conditions. The office should be used for the "4Cs": create, collaborate, connect, celebrate.

The changes on consumer demand and employees' expectations amplify the pressures on the supply chain, which have also suffered from labour shortage, transportation challenges, and even external factors such as geopolitical crises and unpredictable weather. We now have to balance efficiency with resilience, and companies need to make significant investments across their E2E value chain to diversify sourcing, increase storage and manufacturing capacity, accelerate automation and use of technology.

In summary, companies are encouraged to build a comprehensive roadmap that encompasses these themes to their business: omnichannel consumer, employee value proposition, and technology leverage.

Tuesday 25th October DAY 2

Supply Chain Megatrends

After diving into the intricacies of the VUCA supply chain, the next session provided an overarching view of current Supply Chain Megatrends. Hosted by **Johanna Hainz**, Global Head of Retail and **Mattias Praetorius**, Global Vertical Head Consumer, Maersk, this session included a panel discussion with **Tom Rose** - Head of International Operations, SPAR International; and joining virtually **Eduardo Brito**, COO and Board Member, Jerónimo Martins, and **Ana Davila Martinez**, Global Logistics Procurement Director, Unilever. This session discussed the four megatrends impacting supply chains today: globalisation, rising costs, changing consumer demand and dealing with labour shortages.

Hainz and **Praetorius** shared research that Maersk has been doing to understand the needs of the suppliers, retailers and consumers. As companies are re-evaluating product sourcing and market-shifts, over 95% of supply chain leaders surveyed by Maersk said they are looking to diversify their sourcing - moving away from China.

Rose stressed the need to incorporate end-to-end supply chain planning answering key questions such as how the product moves and where does it originate from? He claimed that the ever-increasing consumer and supplier demands can be tracked through data sharing and advanced AI.

Brito urged the audience to “think local”. “*Being proactive and supporting local suppliers are of utmost importance and Jerónimo Martins has been doing this for the past decade.*” With regard to maintaining sustainability within the supply chains, he said it is not possible to be 100% sustainable but there are ways to measure and make changes across the supply chain that will have a major impact. Government regulations will play an important role in redesigning supply chain logistics.

Martinez suggested looking at ways of building omnichannels to filter and understand large amounts of ever-changing product data. She called it “*building a fulfilment model*” whereby the FMCG company has to decide what the right kind of tech, automation and service level is needed to navigate logistics in the supply chain.

The discussion concluded with the point that collaboration in the end-to-end supply chain space was crucial to combat these challenges.

Johanna Hainz
Global Head of Retail
Maersk



Mattias Praetorius
Global Vertical Head Consumer
Maersk



Eduardo Brito
COO & Board Member
Jerónimo Martins



Tom Rose
Head of International Operations
SPAR International



Ana Davila Martinez
Global Logistics Procurement Director
Unilever



Dr. Dirk Holbach
Corporate Senior Vice President & Chief Supply Chain Officer
Henkel



Tuesday 25th October DAY 2

Strategy for Climate Positivity: Insights from a Sustainability Trailblazer

Kindly hosted by Kearney

Dr. Mirko Warschun
Senior Partner & Managing Director
Kearney



Kearney's **Dr. Mirko Warschun** and **Dr. Marc Lakner**, Senior Partner & Managing Director, shared the stage with **Dr. Dirk Holbach**, Corporate Senior Vice President & Chief Supply Chain Officer, Henkel, for a session on "Strategy for Climate Positivity: Insights from a Sustainability Trailblazer". They emphasised how doing good for the environment comes with financial benefits, by optimising and maximising efficiency of our operations.

They began the session by showcasing their individual actions to reduce their carbon emissions in their personal lives - by being vegetarian, commuting by bike or foot to the office, etc.; they encouraged the audience to lead by example.

Sustainability and supply chain activities are becoming increasingly linked and to bring together a holistic view on how actions can move the scale, Kearney developed the "Sustainability Chessboard", that contains four main themes and 64 actions that encourage companies to take a more transformative approach into their supply chain management.

Warschun and **Lakner** claimed that *"Complexity develops as a company needs all parties, all stakeholders to make a difference. Companies should find specific ways that make sense to them to take their sustainability reporting to the next level."*

They gave examples on working on a strategy with global food and beverage and retail companies, and concluded that the organisation of ESG activities are crucial - a top priority that needs to be combined with other strategy and organisational elements. They also summarised the top needs from ESG leaders: 1) Ensure C-Suite level representation, 2) Measure the return on carbon investment, 3) Stimulate and reward action over ambition, and 4) Act with a pioneer's mindset - don't be afraid to test and trial.

Holbach reiterated that there is always tension between meeting sustainable goals and making a profit. However he claimed that *"Doing good for the environment comes with financial benefits - by optimising and maximising efficiency of operations."* He recommended reaching out to partners, industry peers and wider stakeholders beyond operations to effectively measure and reach ESG goals.

Dr. Marc Lakner
Senior Partner & Managing Director
Kearney



Tuesday 25th October DAY 2

The Smart Factory

The next session saw the experience of three different companies in their transformation journey into smarter factories. **Justin Honaman**, Head, Worldwide CPG & Retail GTM, Amazon, shared that retail evolution is influenced by market trends, such as inflation, as well as the current volatile macro context. As we leave behind a long era of relative stability, companies need to adapt and fuel transformation to in-store technology and infrastructure, leverage the platforms to access and manage big data, and anticipate how major changes such as the metaverse apply to CPG.

Fragmented and siloed companies represent a challenge to companies, **Gareth Byrne-Perkins**, Technology, Security & Services Director, Premier Foods, alerts. The key is to reframe the context: instead of “Smart Factory”, embrace the fact that you are starting the journey to achieve a connected, smart factory. **Byrne-Perkins** detailed their journey at Premier Foods and how they incorporated technology into the factory processes: by first establishing a blueprint at one factory, replicated across the group, with a strong focus on functional collaboration between OT & IT, and simple objectives such as a standardised IT infrastructure, automated plant driven OEE dashboards, and real-time digital interaction for engineers.

The journey was somewhat similar to The HEINEKEN Company, as shared by **Wiggert Deelen**, Senior Director Global Supply Chain Transformation. They knew from the beginning that they wanted everybody and everything connected, and to be in charge of who can use the data, how and when. They took an operator-centric approach, defined a dashboard to identify which problems to attack first, and used real-time insights and scalable use cases to build a digital culture of quick failure - or as **Deelen** mentioned, “*don’t get ready, get started*”.

If you work with data, most of the business value is in seeing what is happening and why. The three cases shared emphasised the importance of understanding the business context, focusing on people, and focusing on repeatability and expandability.

Justin Honaman
Head,
Worldwide
CPG &
Retail GTM
Amazon



Gareth Byrne-Perkins
Technology,
Security &
Services
Director
Premier Foods



Wiggert Deelen
Senior Director
Global
Supply Chain
Transformation
The HEINEKEN
Company



Wednesday 26th October DAY 3

The Importance of Supply Chain Management for the Retail Industry

Starting the last day of the SCC, **Wybe-Jan Bleeker**, Supply Chain Director, Picnic Supermarkets, noted that reliability and predictability are key to building a successful digital shelf and managing a supply chain in the retail industry, in a plenary session titled “The Importance of Supply Chain Management for the Retail Industry.”

Dutch online supermarket chain Picnic has revolutionised online grocery shopping for families in The Netherlands. Being inspired by the old phenomenon of the milkman delivering fresh milk to your doorstep, **Bleeker** explained how Picnic wanted to create a new online delivery service for healthier and more sustainable foods. They tackled three issues when designing their user interface:

1. Make sure that families can order in bulk in under 3 mins,
2. Home delivery, and
3. No delivery charge.

For this to happen, they are reliant on their suppliers. **Bleeker** encouraged other retailers to be transparent with their suppliers as to what’s in-store, thus creating a transparent infrastructure between suppliers and the retailer.

He believes that the customers know how to make the best decisions for themselves and it is the retailers job to provide them with the healthiest freshest produce at competitive prices. Picnic created an intuitive app to let customers check product details and price fluctuations. Reliability and predictability are key to building a successful digital shelf.

Bleeker claimed that one of the reasons for Picnic’s success is that they look at the management of supply chains differently - placing high importance on last-mile service, an automated warehouse management system, and providing the customer with real-time feedback of where and how they acquire their produce.

With 50% of Dutch households signing up, the Financial Times coined the phrase “The Picnic Effect” for companies inspired to create more sustainable grocery delivery services in Europe.

Wednesday 26th October DAY 3

101 of Material Handling Automation

Scalable and flexible automation technologies have significant upfront costs, **Max Winkler**, Managing Director, Winkler Technology GmbH, shares; you need specialists to do so. On the other hand, it improves efficiency and quality. Automation also helps in a context of labour shortage. To summarise, automation can be difficult and costly, but often it is the only way forward.

Winkler proposes a few simple steps to approach automation. First, you should get rid of paper and introduce paperless warehouse control systems. Second, you should reduce walking - you can't get rid of it, but you should implement conveyance. Automating the actual storage and retrieval of goods would come next, allowing also a fourth

step, which is optimising goods-to-person picking. The next step would be automation, using robotics or AI for de-palletizing, picking, advance resource management, etc. In his words, *"I can't tell you what comes next, but technology will allow for 6th and 7th steps for sure"*.

To close his session, **Winkler** shared a few pieces of advice: first, that failed warehouse automation can cost you, so it is better to prepare your plan thoroughly before starting. Second, you should have clear roles and responsibilities, and make sure you're buying not a machine, but a full connected operation. *"Don't believe you install an operating system like a washing machine"*, he says; it takes 3-18 months to get to performance.

Max Winkler
Managing
Director
Winkler
Technology
GmbH



Wednesday 26th October DAY 3

Accelerating Growth Through Supply Chain Transformation

Kindly hosted by Capgemini

Capgemini's Global Supply Chain Lead **Mayank Sharma** noted that challenging questions need to be answered 'intelligently' across the supply chain in order to accelerate growth. He brought a consulting perspective to supply chain transformation and how Capgemini's horizontal-style mentality could transform the CPG industry through cloud technology.

Sharma spoke about how consumer trends have a huge impact on customer requirements. According to recent forecasts customers are indeed demanding better and more consistent services from CPG companies. And trends move quickly, so it is imperative for companies to stay informed. With many variables to consider, companies need to comprehend and optimise the data they possess from different streams in real-time.

He explained that Capgemini is building a kind of Master Data Management System (MDM) known as the "Intelligent Fulfilment", which can enable strategic decisions. He said that challenging questions need to be answered, stocked up and ready for review across the supply chain. It has individual "microservices" feeding the "brain" of the machine as many data inputs are necessary to make overall good strategic decisions.

Taking into account complexities such as supply chain fragmentation and volatility, CPG companies will have to evolve beyond their current definitions of order management to exceed expectations.

Quoting Indian-American comedian Hasan Minaj, Sharma ended the session with "*The supply chain is like your parents' marriage - when it works it's great and when it doesn't you're messed up for life.*"

Wednesday 26th October DAY 3

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

Bin Liu, Director of Supply Chain Management, Alibaba Group, introduced the session's topic by sharing how the young generation in China feels towards sustainability and health. Of course, they are paying more attention to these two compared to their parents, and they go the extra mile to look for high quality products. Alibaba uses AI technology to have a better understanding of health-related data for various products; through their digital supply chain, called DChain, they follow the customer on their journey. There is a single online point and payment at the same place, and this allows data collection from different channels: central, local, regional, stores, delivery sites, etc.

Liu presented Alibaba's pilot project on product data and its focus on data and health. The goal is to provide personalised information, gathered from digital and ecommerce platforms, transforming data insights into positive health outcomes from consumers.

In terms of AI technology, Alibaba has built a billion-scale product knowledge graph, bringing deeper knowledge and multiple perspectives of products. **Liu** shared a few examples on how to turn data insights into positive health outcomes from consumers. For example, under Alibaba's online shopping platform, retailers can upload one photo of their products to Tmall's product publishing system, an AI algorithms are used to capture the corresponding information in that photo and link it to the correct product data. On the consumer side, when searching for products on Taobao app, the nutritional labels will appear in the search summary page, giving consumers a detailed guide for health information.

Isabelle Kumar

Plenary Moderator
Presenter and Journalist

Bin Liu

Director of Supply Chain Management
Alibaba Group





Closing Session / Brainstorm Session

To wrap up the three days of the successful first edition of the Supply Chain Conference, **Ruediger Hagedorn**, Director, End-to-End Value Chain, The Consumer Goods Forum, shared that technology is the No. 1 driver to address sustainability and health challenges. The industry will continue to use a variety of technologies to solve these challenges faced by retailers, brand owners and consumers.

The group then gathered together for a brainstorming session, led by **Hagedorn** and **Bram van Schijndel**, Founder & CEO, Pure Value. In a very participative session, delegates were able to share what are the pain points in their supply chain business and solutions to them, such as collaborating 2-way data sharing between supplier and retailers; enhancing visibility, connectivity, and productivity; creating frameworks to work together; and thinking of how to integrate sustainability into supply chain operations.

Special Sessions



Jack Pepperell
Global PR Manager
Avery Dennison



Noam Assael
Director of Business Ventures
Avery Dennison



Special Session

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

Jack Pepperell, Global PR Manager, and **Noam Assael**, Director of Business Ventures, started this Special Session by Avery Dennison with a few thought-provoking questions: how can you translate connecting products to a connected supply chain, and why do we believe the connected supply chain is the answer when modernizing operations? The answer, they share, is that companies may look at their supply chain and think they understand what goes on from one gate to the other, but they don't necessarily see what is happening before and after the gates; getting those insights from data helps their companies be more connected.

Once you have the infrastructure and the data, you start to understand information that you didn't imagine before. Having big data to look back and understand how to improve in the future is crucial, especially when tracking the life cycle of a product. **Pepperell** and **Assael** then showed the atma.io platform, developed to get transparency from source to gate / from gate to end of life, and reinforced that visibility is a key advantage of the roll-out of this technology.

To finalise, they emphasised how, as an industry, retailers and manufacturers need to work together; collaboration is an absolute requirement.



Bahige El-Rayes
Partner
Bain & Company



Jens Kilimann
Expert Partner
Bain & Company



Ruediger 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

BAIN & COMPANY

Special Session

Driving Resiliency From Your Supply Chain

In this special session from Bain & Company, **Bahige El-Rayes**, Partner and **Jens Kilimann**, Expert Partner, tackled the complex topic of supply chain resiliency, more specifically “Driving Resiliency From Your Supply Chain.”

In their presentation, they claim it’s all about the cost. Resiliency comes with a cost - how resilient does the company need to be and what’s the cost? Automation seems like the obvious solution but it gets complicated depending on the company in question.

Bain & Company surveyed 125 companies, and found that there is a strong positive correlation between how proactive supply chain resilience efforts are and

the level of supply chain resiliency maturity. This is because companies tend to regard supply chains as relatively stable and resilient.

A key question brought up by companies during the survey was how to fix the company’s integrated business plan and in turn measure their supply chain resilience. To this, **El-Rayes** and **Kilimann** answered that “to measure resilience in their supply chains, companies need to develop a baseline risk exposure, a scenario analysis and mitigation design - plenty of bottom-up work.” Leaders that address resiliency can unlock significant top line and speed to market.

SATELLIGENCE

Special Session

Satelligence: How to Prove Deforestation- Free Supply Chains?

In a Special Session by Satelligence’s CEO and Founder, **Niels Wielaard**, and **Ben Vreeburg**, Senior Director Sustainability for Tropical Oils, Bunge Loders Croklaan, moderated by **Ruediger Hagedorn**, Director, E2E Value Chain & Standards, The Consumer Goods Forum, delegates learned about how technology can help prove and monitor deforestation-free areas.

For manufacturers, it is crucial to be sure of what areas, and which of their suppliers, are ensuring deforestation-free production and sustainable practices. To be a step ahead, Satelligence developed technology to monitor areas via satellite,

observe and prevent deforestation. Their tool verifies sustainable sourcing via satellite data, mapping where deforestation is happening. Contextual analysis is made by analysing imagery from Google Clouds platforms, collected every day.

Trust and assurance are key issues. Using satellite imagery and a combination of supply chain knowledge and expertise, companies can monitor deforestation and engage with their suppliers when they are under-performing, to either work together to solve or to change the sourcing portfolio if needed.

Breakout Sessions



Christian
Kühnhold
CEO
CKB
Beteiligungen
GmbH

Breakout Session

Smart City Loop

Due to rising consumer demands and the concentration of populations around larger cities, goods need to be transported more frequently to those cities, which are rapidly evolving and changing the landscapes. **Christian Kühnhold**, CEO, CKB Beteiligungen GmbH, hosted a breakout session on the “Smart City Loop” - an automated solution to transport goods within urban cities.

Quoting statistics from the German DataBase, **Kühnhold** claimed that 40 billion packing units get transported every year and 86% of transports to the city are of food and beverage packages. The Smart City Loop is an underground link of the city, and its objective is to create a shared city

hub that saves space and blends invisibly into the cityscape. Taking the city of Hamburg as an example, he claimed that the use of automation will reduce the time spent in getting goods to the city centre - in the tunnels below the city, the process is entirely automated to deliver goods in cities of over 300k-500k inhabitants.

Interaction from the audience involved questions surrounding the complex task of city-centre delivery, machine maintenance, last mile and the future of inter-city transportation.



Breakout Session

Reducing In-Transit Inventory by Optimising Cold Chain Logistics

Anna Deshko, Business Product Owner for Cold Chain Management, Maersk, started this Breakout Session with a straight truth: “*When talking about fresh produce, every day matters.*”. Even if your company is not producing anything that requires transportation in just a few days, there are always ways to improve how to deliver the produce as fresh as possible to consumers, and make transportation as efficient as possible.

Exploring new transportation technologies will help companies reduce transit time, and enhanced visibility enables companies to reduce waiting times and in-transit inventory. She shared the example of transporting blueberries: there is an environmental cost of the containers that ensure a cold treatment to kill fruit

flies, but this extra cost for transportation also means the certificate is ready for authorities and the company doesn’t need to do the treatment again, thus gaining a few days. Add to the savings the fact that the food is not going to waste, because these extra days add to the short shelf life.

This is especially true with produce that are low in value to retailers, like bananas: any money you can save from transportation savings will be of value.

Deshko encourages companies to analyse their supply chain end-to-end, think about the process and how they transport the goods end-to-end, identifying the pain points and areas of improvement, as well as the main markets, to optimise their supply chains.

Breakout Session

A Revolution Towards Effective & Sustainable Promotion

In the breakout session “A Revolution Towards Effective & Sustainable Promotion” we were joined by **Bram van Schijndel**, Founder & CEO, Pure Value, and **Nico Wierenga**, Buyer Indirect Spend, Jumbo Supermarket, to discuss the most valued spot in retail - the promotional displays. Schijndel talked about the issue of cardboard waste caused by promotional displays, and how changing the design and adding IoT technology can help reduce CO2 emissions.

He said, “*Through collaboration we can measure the effectiveness of promotional displays -the most valuable spot in retail reduces our CO2 emissions.*”

Wierenga touted the benefits of having reusable displays in-stores. Traditionally, different brands use a variety of materials - shipping it from warehouse to stores. He said that we can reduce 90% of carbon emissions by just replacing the cardboard sleeve of the promotional display, designed by suppliers.

They both claimed that when the retailer has control of the placements of the promotional displays they can manage the cost optimisation and keep carbon emissions in check.

Evalena Falck
Director
Strategic
Account
Management
Scania Group



Leonel Pava
Executive
Director
LOGYCA



Tom Rose
Head of
International
Operations
SPAR
International



Danilo Velasquez
Logistics
Manager
Grupo
Éxito



Breakout Session

Scaling of Sustainable Transports

“Solutions to scale sustainable transports will come from engaging with everyone involved in transportation.”. With this strong call-to-action for collaboration and the use of technology, **Evalena Falck**, Director Strategic Account Management, Scania Group, kicked off this Breakout Session. There are solutions in place to ensure sustainable transports, she said; with today’s technology we’re delivering a 55% reduction of carbon emissions. This is easy to do in Europe, but we have to have a global perspective.

Transport buyers are setting ambitious goals and measuring the full cost of energy. **Falck** shared there are two challenges

of hydrogen vehicles, energy and finance, that makes companies review (the business case itself. Electric seems to be the main way ahead, but there are challenges in terms of the infrastructure to charge the vehicles; companies should work together to solve these issues and grow as an industry, thinking of a wider range of solutions.

As **Tom Rose**, Head of International Operations, SPAR International summarised it, “To overcome the scaling challenges, you need technical solutions, you need the business case and infrastructure to be in place, but also everyone involved needs to come along.”.

Breakout Session

Collaboration Produces Results in LatAm, Case: Éxito Group

Leonel Pava, Executive Director, LOGYCA, and **Danilo Velasquez**, Logistics Manager, Grupo Éxito, kicked off this Breakout Session on collaboration by sharing the challenges Colombia has been facing with rises in cost of living as well as logistical challenges in Latam: 90% of cargo is transported by road, trucks alone represent 3% of GHG emissions, and trucks travel empty in 40% of trips.

A new collaboration model tries to solve these issues: their companies, and many others, are working to put together resources and activities to collaborate among them. They shared a benchmarking model introduced by LOGYCA, a non-profit organisation, along with their members,

where companies can compare their level of collaboration related to competitors and colleagues, inside their sectors.

By ensuring trust and neutrality to analyse the surveys and compile the companies’ maturity profiles, they can collaborate in initiatives such as six retailers who are sharing the same platform to measure their shared availability on stocks and reduce empty trips.

As a final takeaway, they mentioned the main logistical challenges in Latam today: last mile delivery, vendor management inventory, supply chain sustainability and dark stores in the store.



Breakout Session

Connecting with True-code

At our final set of Breakout Sessions of the day, **Marjan de Bock-Smit**, Co-CEO, ImpactBuying bv, showed our delegates how True-code will help provide clear and accurate data to consumers. She claimed that to make interconnectivity and the easy exchange of data possible, supply chain leaders 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.

The key question **Bock-Smit** asked was: how can end-to-end value chain data visibility and transparency be achieved? The last stage of product handling is the most difficult data to achieve. When researching for True-code, she gave the

example that traders and cooperatives were not always willing to share our data until the level of the smallholder farmer. With more and more pressure on companies to make ESG commitments and subsequently measure them, sharing of data through the supply chain is crucial - but difficult to get key stakeholders to agree.

She said that True-code, which uses Blockchain technology, allows manufacturers and suppliers to ask questions and receive data without providing background information. This is known as “zero-knowledge proof”. This way an inventory can be built. She concluded the session by sharing, “*You can’t improve what you don’t know - knowing your supply chain end-to-end is crucial.*”



Monday 24th October DAY 1

Technical Tour



Delegates joined a Technical Tour in the first day of the Supply Chain Conference. Starting with a visit to APM Terminals, part of A. P. Moller-Maersk, delegates were delighted to have access to the container terminals and observe firsthand the port and inland services for cargo handling and transportation. This visit was followed by a stop at Vanderlande’s warehousing solutions, where delegates got a glimpse of their state-of-the-art automated solutions. Delegates were happy to get up close and personal with the machinery, cargo ships and personnel working on-site to move the supply chain forward.



Networking Moments





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www.tcgfsupplychain.com

About The Consumer Goods Forum

The Consumer Goods Forum is a global, parity-based industry network that is driven by its members to encourage the global adoption of practices and standards that serves the consumer goods industry worldwide. Uniquely positioned as the organisation bringing consumer goods retailers, manufacturers and their service providers together globally, the organisation is expertly placed to drive positive change across the industry to benefit both people and planet, and help members secure long-term, sustainable business growth.

www.theconsumergoodsforum.com

About the Supply Chain Conference

The Consumer Goods Forum (CGF)'s global Supply Chain Conference brings together one global and diverse network with a shared mission: "to unlock the potential of global supply chains and be the foundation for which consumer trust is built upon".

The first-ever edition took place in October 2022 in Amsterdam.

www.tcgfsupplychain.com

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