

# SPRINGBOARD

**XL SPECIAL EDITION**

**SÃO PAULO (BRAZIL)**  
9-10 SEPTEMBER 2020

**Commodity Data**

SPRINGBOARD



End-to-End  
Value Chain





## By invitation only.

**SpringBoard Events** are off-site events, hosted by member companies to provide hands-on experience of new technologies.

The aim of these events is to empower decision makers of retail and manufacturer companies who want to enter discussions about the strategic implications of new technologies for their business. What will the impact of these technologies be? Which process changes lie ahead?

Producers in Brazil, Colombia and Peru are receiving increasing demands for data. Key questions arising include where was the product produced? How was it produced? Under which circumstances was the product harvested?

This all has to do with the growing concern from consumers in western Europe. In order to be sure of the responses to these rising questions, technologies like Blockchain are used to get the data.

What are the implications of these trends for Brazilian producers of commodities that are exported to Europe? What are the demands for data on products like soy, meat, fruit and vegetables?

The Consumer Goods Forum and SIM Supply Chain are delighted to invite you to a unique SpringBoard XL Special Edition to tackle these key questions.

For more information, please contact:

**Ruediger Hagedorn**  
*Director, End-to-End Value Chain*  
**(+49) 17 16 93 55 83**  
[r.hagedorn@theconsumergoodsforum.com](mailto:r.hagedorn@theconsumergoodsforum.com)