



# **31ST INTERNATIONAL SUPPLY CHAIN CONFERENCE**

October 22-24, 2014

Complexity, Cost, Collaboration

InterContinental/Schweizerhof, Berlin

**Programme**



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# Overview of Contents

Hotel and room map .....	4
Foreword, premium sponsors, media partners .....	5
<b>Programme</b>	
Wednesday, October 22, 2014 .....	6
Thursday, October 23, 2014 .....	10
Friday, October 24, 2014 .....	18
Workshops .....	21
At a glance: time and topic schedule .....	22
<b>Fringe programme</b>	
Gala Evening .....	24
Awards .....	25
Lean Experience .....	26
BVL International .....	27
Parallel special-interest exhibition .....	28
Conference lounges .....	30
After Work Party .....	32
<b>Service</b>	
Registration, travel, accommodation .....	34
Organisation, partners .....	37

You can always find the updated programme at  
[www.bvl.de/isc](http://www.bvl.de/isc)



## Conference tracks

### SECTORS

As a cross-functional activity, logistics is a key competitive factor both internally and in cross-company terms, underpinning long-term success in all sectors. The sequences will profile approaches to topical logistics challenges in various sectors.

### COMPLEXITY

Supply chain management, logistics and information technology are characterised by ongoing and dynamic change. Value added chains are becoming longer and less transparent. A seemingly endless flow of complex data is generated every day. How can these challenges be managed?

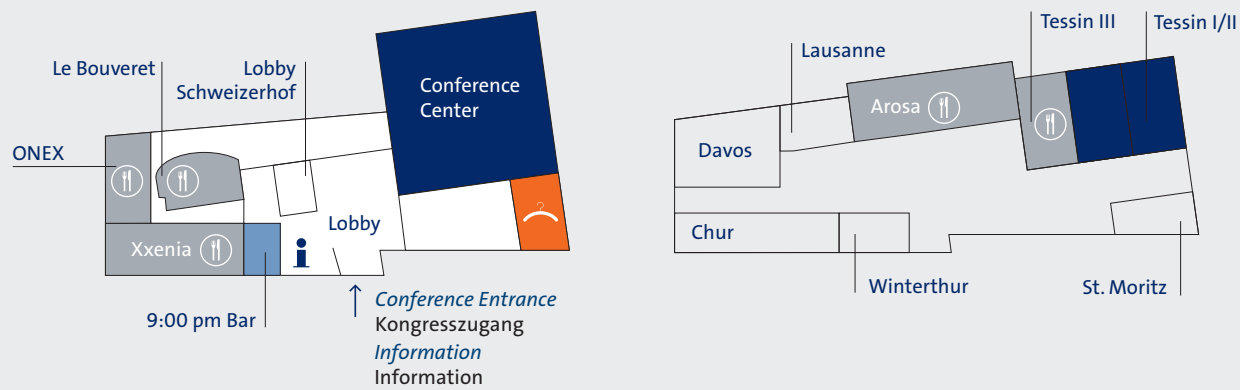
### COST

Now that world markets are generally transparent and highly developed in logistical terms, cost pressure is the key factor that determines the nature of supply chains - from development and procurement all the way through to distribution and disposal. How can this cost pressure be countered? How can costs be reduced further? Where do the potentials lie, and who has addressed these challenges with particular success?

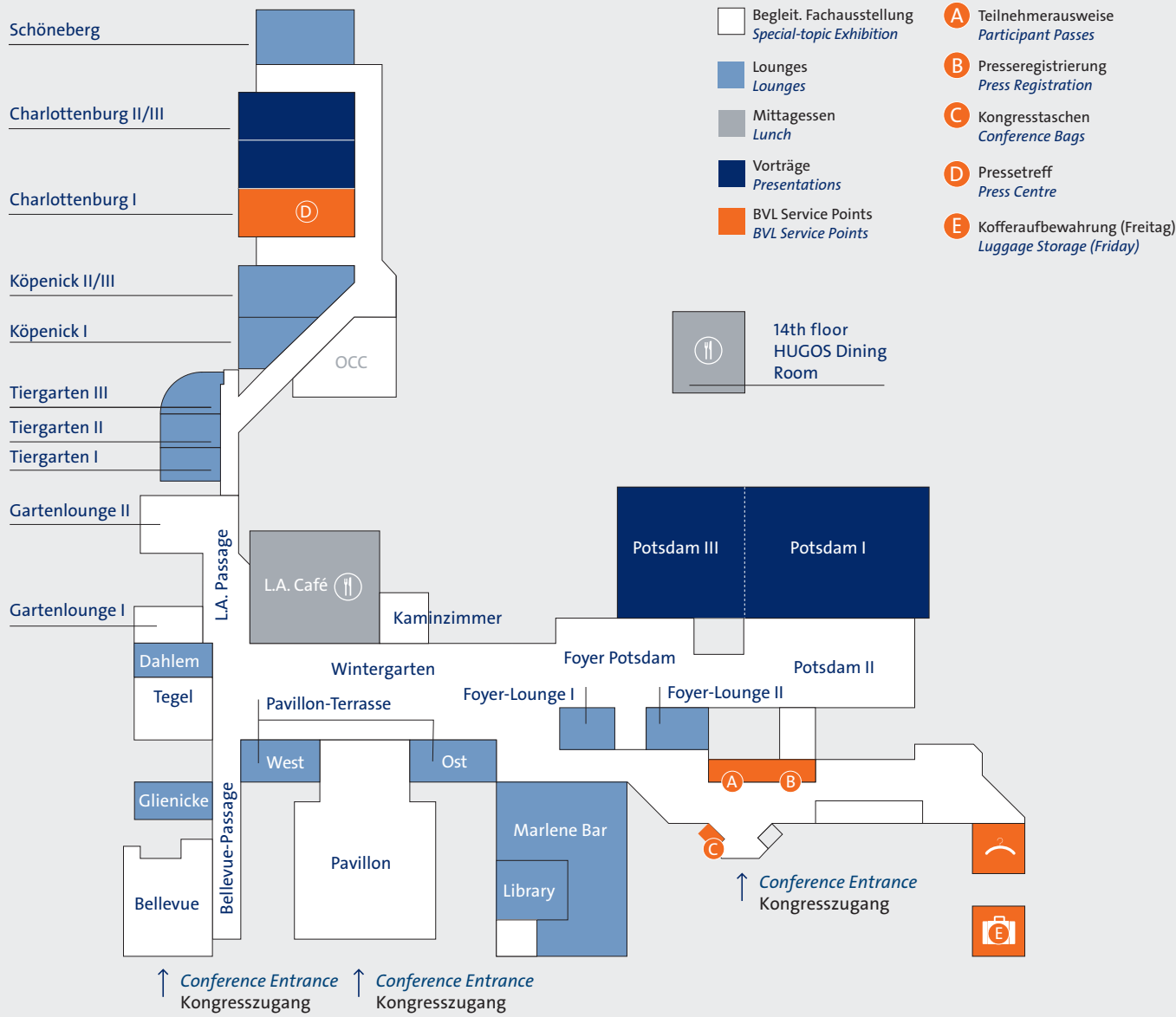
### COLLABORATION

Genuine collaboration in industry, trade, services and the academic field pave the way for new ideas, positive synergies and the spreading of risk. Serious partnerships are a real option both for companies and for entire networks. How can we work together to achieve more?

Hotel Pullman Berlin Schweizerhof



Hotel InterContinental Berlin





# Complexity, Cost, Collaboration



Prof. Dr.-Ing. Raimund Klinkner  
 President,  
 BVL International, Bremen,  
 Managing Partner,  
 IMX Institute for Manufacturing Excellence,  
 Martinsried

What do sourcing, production and trade have in common? They have all been becoming increasingly global for many years and are no longer feasible without the intensive use of IT. Companies are active on multiple levels in a networked global economy, with the result that value added chains are becoming longer and business relationships more complex.

Although logistics makes complexity manageable, higher complexity leads to higher costs. This is compounded by the fact that transparent market conditions increase cost pressure. The BVL study "Trends and Strategies in Logistics and Supply Chain Management" confirms these interdependencies and also finds that quality and punctuality suffer if expectations are too high. How can these effects be countered?

With an almost classic logistics approach based on the realisation that if all parties involved in value added also take account of the processes outside their own company, then this can generate significant efficiency gains. This means collaboration with companies and with customers, suppliers and service providers, backed up by horizontal and vertical collaboration in networks in order to jointly achieve operational excellence.

The conference theme of "Complexity, Cost, Collaboration" aptly describes the current framework of action for the logistics sector. The key is to further advance knowledge, to exchange ideas and to reap the benefits for day-to-day activities in the working sphere. Play your part in this process, share your expertise, and help to shape the future of logistics and supply chain management.

Welcome to Berlin!

## Premium sponsors in 2014

Our special thanks to the partners who made the conference and the wide range of services possible:



Mercedes-Benz  
 CharterWay



## Media partners in 2014



8.30	BUSINESS BREAKFAST	Opening of the exhibition
10.00	Opening   Venue: InterContinental Berlin, Potsdam I/III	A 1
	<p>Prof. Dr.-Ing. Raimund Klinkner President, BVL International, Bremen, Managing Partner, IMX Institute for Manufacturing Excellence, Martinsried</p>	<h3>Complexity, Cost, Collaboration</h3> <p>Logistics is driven by market volatility, customer expectations and cost pressure. The majority of managers in logistics and supply chain management currently view the resulting complexity as the greatest challenge. The presentations and discussions at the 31st International Supply Chain Conference will focus on the analysis of complexity and cost structures, with the aim of identifying options for collaboration in value added chains.</p>
   		
10.15	Plenary session   Venue: InterContinental Berlin, Potsdam I/III	A 2
	<p>Prof. Wolfgang Kenntemich Honorary Professor, Institute of Communication and Media Studies, University of Leipzig, former Television Desk Chief, MDR, Leipzig, Chairman of the Jury</p>	<h3>Presentation of the Media Award</h3> <p>Through their reporting, analysis and articles, the media play a key role in shaping the image of the logistics sector. How can companies and other players generate interest among journalists for topics in the field of logistics and supply chain management? The Media Award for Logistics 2014 is open to TV and radio broadcasts that portray logistics themes in a lively and informative manner.</p>
   		
10.30	Plenary session   Venue: InterContinental Berlin, Potsdam I/III	A 3
	<p>Dr. Frank Appel Chief Executive Officer, Deutsche Post DHL, Bonn</p>	<h3>Global E-Tailing 2025 – E-Commerce and Logistics on Course for Growth</h3> <p>During the next 10 years, online trading will not only gain in importance in the industrial nations but will also have a major impact on trading activities in developing and emerging economies. Logistics plays a key role in this process by providing flexible delivery supply models and value added concepts. It is increasingly acting as an „enabler“, making it both the driver and the partner of successful business.</p>
   		
11.00	Plenary session   Venue: InterContinental Berlin, Potsdam I/III	A 4
	<p>Ronald M. DeFeo Chairman and Chief Executive Officer, Terex Corporation, Westport, USA</p>	<h3>Complexity... a Supply Chain Opportunity or Risk?</h3> <p>Complexity and fixed costs are enemies of capital goods companies. Price increases to our customers are extremely difficult to achieve, therefore we must simplify and remove cost with the partnership of our suppliers. It is our only option for shareholders and team members future.</p>
   		
11.30	Plenary session   Venue: InterContinental Berlin, Potsdam I/III	A 5
	<p>Jean-Jacques van Oosten Chief Digital Officer, Rewe Group, Cologne</p>	<h3>Fast Evolution – Selling Food and Non-Food in a Digital World</h3> <p>Most Bricks and Mortar Grocery businesses are not prepared to embrace the challenges of the Digital World. New talent, new ways of working and new habits needs to be adopted to re-invent our business. No stones can be left unturned. Speed and quality of execution / implementation are essential to succeed. We are very lucky to be living in this fast period of evolution.</p>
   		

12.00

COFFEE BREAK

Visit to the parallel special-interest exhibition

12.30

Active discussion | Venue: InterContinental Berlin, Potsdam I/III

A 6



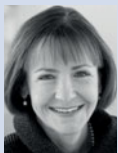
**Joachim Limberg**  
 Chairman of the Materials Services  
 Business Area, ThyssenKrupp AG, Essen,  
 Member of the BVL Board



**Frank Sportolari**  
 President,  
 UPS Deutschland Inc. & Co. OHG,  
 Neuss,  
 BVL Advisory Board



**Peter Heep**  
 Managing Director,  
 Nanu Nana  
 Einkaufs- und Verwaltungs GmbH & Co. KG,  
 Oldenburg



**Dr. Bettina Volkens**  
 Chief Officer Corporate Human Resources  
 and Legal Affairs,  
 Deutsche Lufthansa AG,  
 Frankfurt/Main

### Complexity, Cost, Collaboration – Discussion

Increasing complexity in a global business environment leads to increased costs. In order to curb rising costs, companies must create transparency along the entire value added chain and optimise their processes in an integrated way. It also appears to be a good idea for companies to cooperate both horizontally and vertically in order to maximise efficiency. In this interactive sequence, representatives of different industries will discuss the challenges outlined in the conference theme - "Complexity, Cost, Collaboration".



**Moderation:**  
**Roland Tichy**  
 Editor-in-Chief, WirtschaftsWoche, Düsseldorf  
 (until September 30, 2014),  
 Chairman of the Board,  
 Ludwig Erhard Foundation, Bonn



Active discussion

13.15

Plenary session | Venue: InterContinental Berlin, Potsdam I/III

A 7



**Alexander Dobrindt**  
 Member of the German Bundestag,  
 Federal Minister of Transport and Digital  
 Infrastructure



### Strengthening Germany's Pace-Setting Role as World Logistics Champion

Germany's logistics industry is very well equipped. The World Bank confirms that we are once again world logistics champion. This attestation is very pleasing but at the same time it is an obligation. There is enormous growth potential inherent in the rapidly evolving digitalization which we are determined to utilise. Modern infrastructure policy is the key prerequisite for it. A policy that focuses on both the conventional mobility sector and the development of digital high-speed networks.



13.45

PRESS CONFERENCE

Venue: InterContinental Berlin Charlottenburg II/III

13.45

LUNCH BREAK

Visit to the parallel special-interest exhibition

15.00

Special-topic sequence | Venue: Pullman Berlin Schweizerhof, Conference Center

B 1

## Machine and Plant Engineering

The mechanical and plant engineering sector is virtually unmatched when it comes to innovative drive and the commitment to continuous development and optimisation. This strength is reflected not only in research and the development of new products but also in the optimisation of processes and the organisation of global networks. The sequence will present different approaches to achieve operational excellence that can also be transferred to other sectors.



### Moderation:

**Regina Schnathmann**  
Director Communications and Public Relations,  
BEUMER Group GmbH & Co. KG,  
Beckum

Participants include:



### Value Management – Organising Cooperation between Purchasing and Technology Effectively

**Hanno Hildebrandt**  
Head of Purchasing,  
Aerzener Maschinenfabrik GmbH,  
Aerzen



### Managing Complexity in a Global Production Network

**Claudia Sorrentino**  
Head of Group Supply Chain,  
Bobst SA,  
Lausanne, Switzerland



### Operational Excellence and Optimum Processes as a Success Factor in Technology Companies

**Dr. Robert Untiedt**  
Head of Strategic Marketing and Sales,  
Körber AG,  
Hamburg

SECTORS

15.00

Special-topic sequence | Venue: InterContinental Berlin, Potsdam I

B 2

## Harnessing the Benefits of Big Data for Logistics

One area of fast-growing importance is the application of “big data” methods and technologies that can use large data volumes to extract useful knowledge about potential improvements to business processes or customer services in today’s companies. But IT security and data protection are often neglected when dealing with this glut of data. How can I generate valuable information from the data ocean, and how can I ensure that my data is safe?



Active discussion



### Moderation:

**Prof. Dr.-Ing. Michael Benz**  
Senior Business Consultant, Teradata GmbH, Frankfurt/Main,  
Head of Studies, M. Sc. International Transport and Logistics,  
ISM International School of Management, Frankfurt/Main,  
BVL Research Council



### Geographic Analytics – Efficient Supply Chain Decision Making through Visualization

**Dr. Jozo Acksteiner**  
Manager Strategy & Analytics,  
Hewlett-Packard,  
Singapore



### Livehack: How Hackers Infiltrate Your Company

**Holger Junker**  
Head of Section, Cyber Security in Critical IT  
Systems, Applications and Architectures,  
Federal Office for Information Security (BSI),  
Bonn

Followed by a discussion with:



**Michael Kranawetter**  
Head of Information Security, Chief Security Advisor,  
Microsoft Deutschland GmbH,  
Unterschleißheim



**Prof. Dr. Michael Backes**  
Professor for Computer Security and Cryptography,  
University of Saarbrücken

COMPLEXITY



15.00

Special-topic sequence | Venue: InterContinental Berlin, Potsdam III

B 3

### Variable Structuring of Transport Costs

Transport costs have been on the increase for a number of years and are meanwhile equivalent to between three and five percent of turnover in many sectors. Dynamic transport planning is necessary to optimise these costs. During this sequence, experts from various industries will present their flexible supply chain solutions.

Participants include:



#### Achieving Sustainable Cost Reduction through Transparency

Thomas Leverkus  
 Head of Logistics Europe,  
 MANN + HUMMEL GMBH,  
 Ludwigsburg



#### Cost-Optimised and GDP-Compliant Global Pharmaceutical Distribution

Horst Langhammer  
 Head of Receiving/Sampling/Dispatch Logistics,  
 Boehringer Ingelheim Pharma GmbH & Co. KG,  
 Biberach



#### Moderation:

Prof. Dr.-Ing. Stefan Wolff  
 Chairman of the Board,  
 4flow AG,  
 Berlin,  
 Member of the BVL Board

COST

15.00

Special-topic sequence | Venue: InterContinental Berlin, Charlottenburg II/III

B 4

### Vivat Academia?

Challenges in the field of logistics are becoming increasingly complex, and the pressure of costs is growing all the time. This means that hands-on logistics has to continuously progress and develop - in close cooperation with the world of science. It is against this backdrop that BVL has invited entries for the Science Award for SCM for over 20 years now. The Award is presented in recognition of outstanding academic projects focusing on logistics and supply chain management.

You can find more information on the Science Award for SCM on page 25 or at [www.bvl.de\sascm](http://www.bvl.de\sascm)

With the kind support of the



#### Moderation:

Prof. Dr.-Ing. Gisela Lanza  
 Head of Institute,  
 Karlsruhe Institute of Technology,  
 wbk Institute of Production Science,  
 Karlsruhe



### SCIENCE AWARD FOR SUPPLY CHAIN MANAGEMENT 2014

Every year, BVL presents the Science Award for SCM in recognition of innovative work of high practical relevance. In this sequence, the finalists will present their projects and answer questions from the jury and the floor.

The deadline for entries was June 15, 2014, the jury is now selecting the nominees. The nominees are showcased in the updated programme, which will be sent out at the end of August.

COLLABORATION

17.15

Buses leave for the Gala Evening

Buses leave for the Gala Evening from the Hotel InterContinental Berlin

19.00

GALA EVENING – Information p. 24

Venue: ESTREL Convention Center

8.30

BUSINESS BREAKFAST

Visit to the parallel special-interest exhibition

9.30

Special-topic sequence | Venue: Pullman Berlin Schweizerhof, Conference Center

C 1

## Chemical Industry

New opportunities in growth markets are opening up for the chemical industry. This means that global production locations and networks need to be perfectly coordinated if they are to meet the challenge in terms of flexibility and transparency. How can suitable supply chain structures be created? Will greater integration of service providers reduce costs, or might this even increase complexity?

### Panel discussion:

#### Increasing/Reducing Complexity through Insourcing/Outsourcing?



**Manfred Fischer**  
Vice President Global Distribution Chemicals,  
Merck KGaA,  
Darmstadt



**Detlef Stürcken**  
Head of Logistics Services,  
ALTANA AG,  
Wesel



**Ortwin Nast**  
Chief Executive Officer,  
HOYER GmbH,  
Hamburg



**Michael Kriegel**  
Head of DACHSER Chem-Logistics,  
DACHSER GmbH & Co. KG,  
Kempten, Allgäu



#### Supply Chain Design by a Chemical Company – Complexity, Costs, Sustainability

**Wubbe Prins**  
Director Global Supply Chain Projects,  
The Dow Chemical Company / Dow Olefinverbund GmbH,  
Merseburg



Active discussion



**Moderation:**  
**Prof. Dr. Carsten Suntrop**  
Chair of the BVL “Chemical Logistics” Focus Group,  
Expert Group on Chemical Logistics,  
Cologne

SECTORS

9.30

Special-topic sequence | Venue: InterContinental Berlin, Potsdam I

C 2

## Putting Industry 4.0 to the Test

The future project “Industry 4.0” is a key element in the high-tech strategy of the German government aimed at promoting the computerisation of traditional industries. “Industry 4.0” will pave the way for the further development of value added chains into value added networks. The goal is the intelligent factory, characterised by flexibility, resource efficiency and ergonomics in business and value added processes. Which visions have already been developed to the point that they are ready-for-market?



#### Future Warehouses Will Be Mobile – Industry 4.0 Technologies Permit Hub2Move

**Prof. Dr. Michael ten Hompel**  
Executive Director,  
Fraunhofer Institute for Material Flow and Logistics (IML),  
Dortmund, Member of the BVL Board



**Matthias Klug**  
Head of Corporate Communication,  
STILL GmbH,  
Hamburg



#### Will the Retail Trade Handle Spare Parts Supply in Future? – 3D Printing for End Customers in Practice

**Dr.-Ing. Nektarios Bakakis**  
Managing Director,  
Knauber Freizeit GmbH & Co. KG,  
Bonn



#### The Flexconveyor – Plug & Play in Logistics – Intelligent Conveying Technology

**Dr.-Ing. Thomas Stoll**  
Managing Director,  
Flexlog GmbH,  
Karlsruhe



**Moderation:**  
**Gregor Blauermel**  
Managing Partner,  
B416 Unternehmensberatung GmbH & Co. KG, Cadolzburg,  
Member of the Executive Board, VDI-GPL,  
Association of German Engineers (VDI)

COMPLEXITY

8.30

BUSINESS BREAKFAST

Visit to the parallel special-interest exhibition

9.30

Special-topic sequence | Venue: InterContinental Berlin, Potsdam III

C 3

### Contract Logistics in Dialogue

The sequence discusses the trends in global contract logistics with the focus on problem areas and potential solutions to improve relationships in the field of contract logistics. Working relationships between logistics service providers and their industrial customers are often burdened by a lack of agreed and coordinated flexibility and scaling models in contracts, processes and work organisations.



**Dr. Dirk Dreher**  
 Vice President Foreign Supply,  
 BMW AG, Munich



**Jochen Schabinger**  
 Head of Warehousing,  
 Robert Bosch GmbH,  
 Stuttgart



**Dr. Thomas Böger**  
 Board Member Contract Logistics/SCM,  
 DB Schenker Deutschland AG,  
 Kelsterbach



**Dr. Johannes Söllner**  
 Managing Director,  
 Geis Holding GmbH & Co. KG,  
 Nuremberg,  
 Member of the BVL Board



**Andreas Wellbrock**  
 Member of the Board of Management,  
 BLG LOGISTICS GROUP AG & Co. KG,  
 Bremen,  
 BVL Advisory Board



**Jens Wollesen**  
 Member of the Management Board,  
 Kühne + Nagel (AG & Co.) KG,  
 Bremen



Active discussion



**Moderation and kick-off presentation:**  
**Prof. Dr.-Ing. Frank Straube**  
 Executive Director, Institute for Technology  
 and Management, Head of the Faculty of Logistics,  
 Berlin Technical University,  
 BVL Advisory Board

COST

9.30

Special-topic sequence | Venue: InterContinental Berlin, Charlottenburg II/III

C 4

### Provision of Goods to Major Conurbations

How are traders and service providers gearing themselves up for increasing urbanisation, and what intelligent concepts have been developed for the supply of goods to major conurbations?



**Moderation:**  
**Carsten Brönstrup**  
 Business Desk,  
 Der Tagesspiegel,  
 Berlin

Participants include:



**Cities as a Key Growth Market of the Future**  
**Dr. Padideh Moini Gützkow**  
 Infrastructure & Cities Sector, Mobility and Logistics Division,  
 Siemens AG,  
 Berlin



**Central Management: What Conurbations Can Learn from Logistics in Industrial Locations**  
 Head of Sales and Marketing,  
 Infraser Logistics GmbH,  
 Frankfurt/Main

COLLABORATION

9.30

WORKSHOP – Information on p. 21

Thesis Conference

Venue: Pullman Berlin Schweizerhof, Tessen I/II

W 1

11.00

COFFEE BREAK

Visit to the parallel special-interest exhibition

11.30

Plenary session | Venue: InterContinental Berlin, Potsdam I/III

D 1



## GERMAN AWARD FOR SUPPLY CHAIN MANAGEMENT 2014



## SCIENCE AWARD FOR SUPPLY CHAIN MANAGEMENT 2014



### Logistics Needs the Best

Logistics is always looking for new strategies and ideas that can help companies to meet current challenges. Against this backdrop, BVL has for many years been inviting entries for awards with the aim of identifying, recognising and therefore publicising successful projects. In this sequence, the winner of the German Award for SCM, which will be presented during the Gala Evening, will profile the successful project in detail.

Jury Chairman Prof. Dr. Dr. h.c. Wolfgang Kersten and a representative of award sponsor BASF will then present the Science Award for SCM 2014 to the young scientist and the supervising institute.

With the friendly support of



12.00

Plenary session | Venue: InterContinental Berlin, Potsdam I/III

D 2



Tex Gunning  
Chief Executive Officer,  
TNT Nederland B.V.,  
Hoofddorp, Netherlands



### An Express Outlook – Enabling Digital Supply Chains for SMEs

While online business and multi channel are commonplace when explaining growth in logistics, B2B supply chains are moving rapidly toward more direct and more frequent digital transactions and deliveries as well. This requires more flexible and differentiated services, capabilities to manage them across borders, and systems and a culture to meet rising business expectation toward B2B service providers.

12.25

Plenary session | Venue: InterContinental Berlin, Potsdam I/III

D 3



John Gerosa  
Director, Tech/M&E/B2B Markets,  
Google Germany GmbH,  
Hamburg



### The Digital Society: Trends, Innovations and Opportunities

Digital trends like connected devices, voice recognition and wearables have an increasing influence on society. How does Google address the issue of innovation? How can companies make effective use of these trends and innovations to promote agility and success?

12.50

Plenary session | Venue: InterContinental Berlin, Potsdam I/III

D 4



Peter Bakker  
President & Chief Executive Officer,  
World Business Council for Sustainable  
Development,  
Geneva, Switzerland



### How Complexity Will Shape, and Collaboration Drive, Sustainable Business Opportunities

Future transport, of people and goods, offers huge opportunities as business and societies adapt to a low-carbon and resource-constrained world. Transformational solutions demand systems approaches. Logistics companies understand how to identify opportunities for more resilient and efficient supply chains, of both goods and, increasingly likely, humanitarian supplies for disaster relief.

13.15

LUNCH BREAK

Visit to the parallel special-interest exhibition





## Efficient Warehouse Systems

As a full range supplier of warehouse and logistics systems we support our customers in a comprehensive and straight-forward way. Irrespective of whether you decide in favour of a manual, partially or fully-automated solution. For more than 75 years, we have been designing concepts for all kinds of industries. We customize every solution to the particular requirements of our clients in a cooperative partnership. Using our many years of experience to your advantage, we will demonstrate how to make your processes more efficient.

**Meet us at the 31<sup>st</sup> International Supply Chain Conference, 22 – 24 October 2014 in Berlin!**



**FRITZ SCHÄFER GMBH**  
[info@ssi-schaefer.de](mailto:info@ssi-schaefer.de) • [www.ssi-schaefer.com](http://www.ssi-schaefer.com)



14.30

Special-topic sequence | Venue: Pullman Berlin Schweizerhof, Conference Center

E 1

## Trade

Stationary retail outlets still account for over 90 percent of sales volumes, while online sales meanwhile make up over 80 percent of distance trading. Depending on the required scope, there are various models for the integration of sales channels - in the form of multi, cross or omni-channel concepts. In these scenarios, logistics is becoming an ever more important core competence. How do traders address the different challenges posed by the various channels? Where are the synergies, and how can predictive tools help to ensure the availability of goods?



### Moderation:

**Marc-Stephan Heinsen**  
Director Supply Chain Management & Logistics,  
Tchibo GmbH,  
Hamburg,  
BVL Advisory Board



### Challenges in Omni-Channel Logistics – Steps towards Effective Integration

**Dr. Michael Krings**  
Managing Director,  
Douglas Logistik GmbH, Zossen,  
BVL Research Council



### Internationalisation of Efficient Logistics Networks as the Basis for Dynamic Growth – Challenges of a Fast-Growing Online Pure Player

**Jürgen Védie**  
Member of the Management Board, Chief Operating Officer,  
Zooplus AG, Munich



### Requirements for Multi-Channel Logistics from the Viewpoint of a Fast-Growing Consumer Electronics Retailer

**Danilo Frasiak**  
Managing Director,  
Cyberport GmbH,  
Dresden



### Success Factors for Trading Logistics – Findings of the BVL Study

**Prof. Dr. Stephan Seeck**  
Professor of Logistics & Supply Chain Management,  
University of Applied Sciences,  
Berlin

SECTORS

14.30

Special-topic sequence | Venue: InterContinental Berlin, Potsdam I

E 2

## Global Business

Companies are increasingly focusing their operations on their target markets, and network structures and supply chains are of an increasingly global nature. What are the drivers behind these developments, and how will they affect future business scenarios? How are SMEs and corporations in different parts of the world responding to this trend, and how can greater cross-sector integration help to boost success and minimise risks? How can tax-optimised supply chains reduce costs?



### Moderation:

**Prof. Dr.-Ing. Jörg Dalhöfer**  
Board Member for Purchasing, Production and Logistics,  
MAQUET Cardiopulmonary AG,  
Rastatt

Participants include:



### Tax-Optimized Global Supply Chains

**Anke Schumm**  
KSPG Officer Customs & Foreign Trade,  
KSPG AG,  
Neuenstadt/Kocher



### Returning German Troops from Afghanistan – a Logistical Challenge for the Joint Support Service

**Generalmajor Dieter Warnecke**  
Chairman,  
Blauer Bund e.V.,  
Aachen

COMPLEXITY

14.30

Special-topic sequence | Venue: InterContinental Berlin, Potsdam III

E 3

### Personnel Deployment in Volatile Markets

Modern “nomads” choose their place of residence to suit their workplace. Job mobility opens up a wide range of opportunities and is expected by representatives of industry. According to recent surveys, around 80 percent of students could imagine moving for their sake of their career. Mobility decreases, however, as employees get older. How can the willingness to stay mobile be increased among skilled employees? And is mobility essential for a successful career?



Active discussion


**Moderation:**
**Ulf R. Meckbach**

 Freelance Coach and Interim Manager,  
 Kassel

**Kick-off presentation:**
**Mobility in Times of Skill Shortage: Flexibility as a Key Factor in Personnel Loyalty and Recruitment**
**Dr. Sebastian Dettmers**

 Managing Director,  
 StepStone Deutschland GmbH, Düsseldorf

**Working abroad: Awareness – Knowledge – Skills**
**Frank Tobias Baur**

 Vice President Demand Planning and Logistics NA,  
 Robert Bosch LLC,  
 Chicago, USA

**Challenges in a Fast-Growing Logistics Market**
**Sören Hagen**

 Managing Director,  
 forflow consulting (Shanghai) Co. Ltd.,  
 Shanghai, China

**Y on the Move? Next Generation Careers**
**Thomas Düker**

 Team Leader Marketing Promotion,  
 AEB GmbH,  
 Stuttgart

**Followed by a discussion with, among others:**
**Dr. Karl Alexander May**

 Head of Vehicle Distribution and VDCs,  
 BMW AG,  
 Munich,  
 Member of the BVL Board

COST

14.30

Special-topic sequence | Venue: InterContinental Berlin, Charlottenburg II/III

E 4

### On the Road Together

This sequence focuses on risks, potentials and synergies in horizontal and vertical alliances. What is the best way to build trust in a complex partnership?


**Partnerships for Sustainability in Africa**
**Nuradin Osman**

 Director,  
 Operations Africa and Middle East,  
 AGCO International GmbH,  
 Neuhausen/Rheinfall, Switzerland

**Moderation:**
**Dr. Katharina Schaefer**

 Chair of the Management Board,  
 BVL Campus gGmbH,  
 Bremen

**Intelligent Partner Management for Efficient Logistics Processes**
**Prof. Dr.-Ing. Helmut Schramm**

 Head of Production of Electric Vehicles,  
 BMW AG,  
 Leipzig

**International Collaboration in the Shipping Industry**
**Sandra Moran**

 Senior Vice President Visibility  
 and Chief Marketing Officer,  
 INTTRA,  
 Hamburg

**Inbound to Manufacturing**
**Kevin Nash**

 Senior Vice President Integrated Logistics Western Europe,  
 Kuehne + Nagel S.a r.l.,  
 Contern, Luxembourg

**Partnership for New Markets**
**Jörg Schiemann**

 Vice President Logistics and Airport Solutions IT,  
 Siemens AG,  
 Konstanz

COLLABORATION

16.00

Plenary session | Venue: InterContinental Berlin, Potsdam I/III

D 5



**Jürgen Fitschen**  
Co-Chief Executive Officer,  
Deutsche Bank AG,  
Frankfurt/Main



**Christian Lindner**  
Federal Chairperson,  
German Free Democrat Party (FDP),  
Düsseldorf

### The Role of the Banks as Partners of the Real Economy

The world economy appears to be on the road to recovery, and there are even increased signs of economic upturn in Europe. The situation of the banks has also stabilised in recent times. At the same time, however, the need for structural change to comply with the new regulatory provisions continues to create major challenges for the banking sector. In some areas, the banks are finding it necessary to reframe their business models. One of the key aims in this process is to ensure that the banks are reliable and expert partners to the real economy.

### More Not Less Market Economy

Despite the financial crises of recent years, more people in Germany than almost ever before describe their own financial situation as “good”. The foundations for the strong German economy were laid by the market economy policies that began with the “Agenda 2010”. Germany’s grand coalition has now taken leave of this strategy. Now more than ever, Germany needs a strong advocate of the market economy, because if we want progress we must ensure economic freedom and fair competition.



**Moderation:**  
**Dr.-Ing. Christoph Beumer**  
Chairman and CEO,  
BEUMER Group GmbH & Co. KG,  
Beckum,  
Member of the BVL Board



17.00

After Work Party

Venue: InterContinental Berlin, Exhibition area

## Outdoor sequences

13.30 – 17.00

Outdoor sequence | Venue: InterContinental Berlin, Lobby

O 1-4



The outdoor sequences supplement the many special-topic sequences at the conference by allowing attendees to gain some insights into the operations of companies in the vicinity. The visited companies come from many different sectors, ranging from automotive and consumer goods to trading and logistics services. An employee from the company in question will profile the key processes on site, after which participants will be given a tour of the plant or logistics centre.

You can find more information on this year’s outdoor sequences in the updated programme to be published at the end of August.

Please note for all outdoor sequences:

The number of available places for the outdoor sequences is limited! Please register on October 22, 2014 from 13.30 in the lobby of the Hotel InterContinental Berlin. Coaches leave the Hotel InterContinental Berlin for the outdoor sequences on October 23, 2014 at 13.30. Only in German language



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Potsdam II room



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 **QUINTIQ**  
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8.30

BUSINESS BREAKFAST

Visit to the parallel special-interest exhibition

9.30

Special-topic sequence | Venue: Pullman Berlin Schweizerhof, Conference Center

F 1

## Automotive Industry

External and internal factors drive a process of constant change in the operating environment of the automotive industry. As a result, production systems are regularly faced with the challenge of achieving the defined targets. One strategy is to further refine cross-company activities in order to ensure improved transparency of logistics processes. What trendsetting concepts have been developed along the value added chain in order to permit early identification of and a flexible response to potential risks? Which innovations can perfectly supplement the production and logistics system?



### Moderation:

**Dr.-Ing. Ulrich Eichhorn**

Managing Director Technology and Environment,  
German Association of the Automotive Industry (VDA),  
Berlin



### Standardising Group-Wide Logistics IT

**Lars Bäumann**

General Manager IT Production und Logistics,  
Volkswagen AG,  
Wolfsburg,  
BVL Research Council



### Stefanie Hegels

Head of Logistics Planning - Corporate Logistics,  
Volkswagen AG,  
Wolfsburg



### Management of Complex Logistics Chains Using RFID

**Manuel Baumbach**

Head of the Center of Competence RFID for Diesel Systems,  
Robert Bosch GmbH,  
Homburg



### Stefan Zähringer

Sub-Project Manager Packaging,  
Robert Bosch GmbH,  
Homburg

SECTORS

9.30

Special-topic sequence | Venue: InterContinental Berlin, Potsdam I

F 2

## Infrastructure 2.0

Distributed production, IT-based services and the networking of the digital and physical world call for a high-powered digital traffic infrastructure to underpin Europe's status as a leading value added location. Recent studies show that we can expect industrial data volumes to double every year. At the same time, the experts forecast rising transport volumes with decreasing shipment sizes.

In this interactive sequence you can engage in discussion with the speakers about potential solutions for finance, performance capability and security in the networked world of value added activities.



Active discussion



### Moderation:

**Prof. Dr. Robert Blackburn**

President Information Services and  
Supply Chain Operations,  
BASF SE, Ludwigshafen,  
Member of the BVL Board



### Sabine Bendiek

Country Manager,  
EMC Deutschland GmbH,  
Schwalbach



### Gerd Deimel

Vice President,  
Representative of the Management Board, VCI Initiative  
Infrastructure,  
LANXESS Deutschland GmbH,  
Cologne



### Dr. Oliver Grün

President,  
Federal Association of German IT SMEs (BITMi),  
Aachen



### Thomas Jarzombek

Member of the Committee for Transport  
and Digital Infrastructure,  
German Bundestag,  
Berlin

COMPLEXITY

WORKSHOP – Information on p. 21

19th BVL PhD Candidates Workshop

Venue: Pullman Berlin Schweizerhof, Tessin I/II

W 2

11.30

COFFEE BREAK

Visit to the parallel special-interest exhibition

8.30

BUSINESS BREAKFAST

Visit to the parallel special-interest exhibition

9.30

Special-topic sequence | Venue: InterContinental Berlin, Potsdam III

F 3

### Total Global Procurement

The purchasing and procurement functions are characterised by a high level of cost awareness. Global sourcing attempts to strike a balance between low purchase price and the cost of quality assurance and transport. Experts discuss the potential of the “best cost country” strategy and the associated risks in Asian markets.



**Moderation:**  
 Dr.-Ing. Christian Büssow  
 Vice President Logistics,  
 Knorr-Bremse AG,  
 Munich,  
 BVL Research Council

Participants include:



#### Necessity for the Interplay of All Supply Chain Activities to Achieve an Added Competitive Edge and Set Yourself Apart from the Competition

Prof. Dr. Guido M. Stannek  
 Managing Director,  
 RITTAL GmbH & Co. KG, Herborn



#### Global Sourcing – Balancing between Cost and Complexity

Thomas Holzner  
 Chief Procurement Officer,  
 Siemens AG Wind Power,  
 Hamburg,  
 BVL Research Council

COST

9.30

Special-topic sequence | Venue: InterContinental Berlin, Charlottenburg II/III

F 4

### Innovative Business Models

Innovations in logistics are primarily driven by young start-ups. Find out about innovative concepts from different perspectives.



#### Disrupting the Local Delivery Market

Maximilian von Waldenfels  
 Chief Executive Officer & Founder,  
 MyLorry GmbH,  
 Berlin



#### Culture. Process. Innovation. Moving Direct Loads Smarter.

Hanno C. Behrens  
 Managing Partner,  
 TruckLoad24 GmbH,  
 Hamburg



#### Blink to Scan: Mobile Order Fulfillment via Pick by Vision

Dr. Samuel Müller  
 Chief Executive Officer and Co-Founder,  
 Scandit AG,  
 Zurich, Switzerland



**Moderation:**  
 Dr. Sven Rutkowski  
 Principal,  
 A.T. Kearney GmbH,  
 Düsseldorf



#### Same Day Delivery for Chain Outlets and Webshops

Michael Löhr  
 Managing Director,  
 tiramizoo GmbH,  
 Munich



#### Key Technologies for the Last Mile

Dr.-Ing. Claudia Nagel  
 Founder and Managing Director  
 Operations, Technology & Finance,  
 KIWI.KI GmbH,  
 Berlin



#### Customers Deliver Purchases to Customers: Crowdsourced Deliveries

Stella Viktoria Schieffer  
 Chief Executive Officer,  
 BringBee | PolyPort GmbH,  
 Zurich, Switzerland



#### Solving the Problem of Returns through Secondary Marketing

Philipp Lück  
 Managing Director (COO),  
 Returbo.de | Arena RKD GmbH,  
 Berlin



#### The Logistical Challenges of Extreme Growth Rates

Dr. Johannes Cramer  
 Managing Director,  
 Petobel GmbH,  
 Berlin

COLLABORATION

11.30

COFFEE BREAK

Visit to the parallel special-interest exhibition



12.00

Plenary session | Venue: InterContinental Berlin, Potsdam I/III

G 1



Dr. Rüdiger Grube  
Chief Executive Officer,  
Chairman of the Management Board,  
Deutsche Bahn AG,  
Berlin



### Deutsche Bahn – Challenges and Outlook

Twenty years after the rail reform, Deutsche Bahn is a globally active mobility and logistics company with over 310,000 employees at 2,000 locations worldwide. Globalisation, volatile markets and ever-greater demands on the sustainability of logistics are just three of the challenges facing Germany's biggest infrastructure operator. Ultimately, it is infrastructure that will decide the future of Germany as a logistics location.

12.30

Plenary session | Venue: InterContinental Berlin, Potsdam I/III

G 2



Prof. Klaus Josef Lutz  
Chief Executive Officer,  
BayWa AG,  
Munich



### Transformation and Diversification in Times of the Increasing Internationalisation of Markets

Global and complex markets create not only risks but also major opportunities for future corporate growth. The BayWa Group is therefore pursuing a strategy of systematic internationalisation. At the same time, it is also trying to exploit added potential through close cooperation in the extended group of companies.

13.00

Plenary session | Venue: InterContinental Berlin, Potsdam I/III

G 3



Felix Magath  
Manager and Head Coach,  
Fulham Football Club,  
London, UK



### Motivation, Teamwork and Leadership Qualities in Top-Flight Football

As is the case in top-flight sports, ambitious goals can only be achieved in industry in a team setting, and with the right motivation and attitude. Today's professional footballers are exposed to many different influences, from training, social media, advertising and marketing appearances through to reports in the media - all of which can promote or impair their performance. Gain an insight into the world of professional football, and learn what it has in common with your day-to-day work in your company.

13.30

Plenary session | Venue: InterContinental Berlin, Potsdam I/III

G 4



Prof. Dr.-Ing. Raimund Klinkner  
President,  
BVL International, Bremen,  
Managing Partner,  
IMX Institute for Manufacturing Excellence,  
Martinsried



### Closing address

The highlights of the three conference days will be summarised in a brief retrospective. Which hands-on methods provided valuable insights, and which trendsetting stimuli for forward-looking strategies emerged from the presentations, sequences and workshops?

13.35

LUNCH

Visit to the parallel special-interest exhibition

Save the date!



**32ND INTERNATIONAL  
SUPPLY CHAIN CONFERENCE**  
October 28-30, 2015



# Workshops

The special-topic sequences are supplemented by interactive workshops focusing on different themes in which the speakers and the audience are encouraged to discuss specific issues in depth. Play an active part in these workshops and discuss topical logistics challenges with colleagues.

**Thu, Oct 23, 2014, 9.30 – 11.00**
**Workshop | Venue: Pullman Berlin Schweizerhof, Tessin I/II**
**W 1**


## THESIS AWARD 2014

You can find more information on the Thesis Award on page 25 and at: [www.bvl.de/en/thesisaward](http://www.bvl.de/en/thesisaward)



### Thesis Conference

The Thesis Conference is where young professionals come together to network at the International Supply Chain Conference. Five Thesis Award winners will present their work and talk about career paths in logistics.

The diversity of logistics themes will once again be reflected in the wide range of contributions to the Thesis Conference. This year's event will be moderated by two award winners from previous years.

Nominations for the Thesis Award can be submitted from June 2 to June 30, 2014. An online tool will soon be available (probably from July 4) which you can use to vote on which topic should be presented in the Thesis Conference.

Only in German language

Contact: [Susanne Großkopf-Nehls](mailto:Susanne.Großkopf-Nehls@bvl.de) | Phone: +49 / 421 / 173 84 19 | [nehls@bvl.de](mailto:nehls@bvl.de)

With the friendly support of


**Fri, Oct 24, 2014, 9.00 – 12.00**
**Workshop | Venue: Pullman Berlin Schweizerhof, Tessin I/II**
**W 2**

**Moderation:**

**Dr. Julia Bendul**

Assistant Professor of Network Optimization  
in Production and Logistics,  
Jacobs University Bremen


**Moderation:**

**Dr. Günter Prockl**

Associate Professor of  
Supply Chain Management,  
Copenhagen Business School,  
Copenhagen, Denmark

Separate registration required

### 19th BVL PhD Candidates Workshop

#### Complicated yet readable – trick and tips from science journalists for writing scientific texts

With the aim of promoting interaction between the various logistics disciplines, BVL invites PhD candidates to come together to discuss current issues in logistics research. The core theme this year is "Complicated but still readable - tricks and tips from science journalists for the writing of scientific texts". The PhD candidates also have the opportunity to engage in an interdisciplinary dialogue that will help to improve the quality of their personal dissertation projects. During the three-day conference, they also have the chance to learn about new ideas in the hands-on presentations, allowing them to gain new insights into the findings of the latest scientific research.

Applications and more information:

[Dr. Julia Bendul](mailto:Dr.Julia.Bendul@bvl.de) | Phone: +49 / 421 / 200 31 94 | [bendul@bvl.de](mailto:bendul@bvl.de)

PhD candidates may submit applications by e-mail with immediate effect. Send your application documents with a short topic description in English to [bendul@bvl.de](mailto:bendul@bvl.de). The deadline is July 31, 2014. You can find details of the documents to be submitted at [www.bvl.de/iscc](http://www.bvl.de/iscc). The participants are selected by the moderators of the workshop.

## Room and topic schedule

Wednesday, October 22, 2014

8.30 – 10.00	Business Breakfast   Opening of the exhibition	
10.00	A 1   P. 6	Opening Prof. Dr.-Ing. Raimund Klinkner   Venue: InterContinental Berlin, Potsdam I/III
10.15	A 2   P. 6	Presentation of the Media Award for Logistics   Venue: InterContinental Berlin, Potsdam I/III
10.30	A 3   P. 6	Plenary session: Dr. Frank Appel   Venue: InterContinental Berlin, Potsdam I/III
11.00	A 4   P. 6	Plenary session: Ronald M. DeFeo   Venue: InterContinental Berlin, Potsdam I/III
11.30	A 5   P. 6	Plenary session: Jean-Jaques van Oosten   Venue: InterContinental Berlin, Potsdam I/III
12.00 – 12.30	COFFEE BREAK   Visit to the parallel special-interest exhibition	
12.30	A 6   P. 7	Complexity, Cost, Collaboration   Venue: InterContinental Berlin, Potsdam I/III
13.15	A 7   P. 7	Plenary session: Alexander Dobrindt   Venue: InterContinental Berlin, Potsdam I/III
13.45 – 14.45	Press conference   InterContinental Berlin, Charlottenburg II/III	
13.45 – 15.00	LUNCH BREAK   Visit to the parallel special-interest exhibition   Registration for outdoor sequences	
15.00 – 17.00	B 1   P. 8 SECTORS	B 2   P. 8 COMPLEXITY
	Special-topic sequence: “Machine and Plant Engineering”   Venue: Pullman Berlin Schweizerhof, Conference Center	Special-topic sequence: “Harnessing the Benefits of Big Data for Logistics”   Venue: InterContinental Berlin, Potsdam I
17.15	Buses leave for the Gala Evening   From Hotel InterContinental Berlin	
19.00	Gala Evening and presentation of the German Award for SCM 2014   ESTREL Convention Center Berlin, Sonnenallee 225, 12057 Berlin   p. 24	

Thursday, October 23, 2014

8.30 – 9.30	Business Breakfast   Visit to the parallel special-interest exhibition	
9.00	PHOTO SHOOT   Thesis Award winners   Venue: Pullman Berlin Schweizerhof, staircase	
9.30 – 11.00	C 1   P. 10 SECTORS	C 2   P. 10 COMPLEXITY
	Special-topic sequence: “Chemical Industry”   Venue: Pullman Berlin Schweizerhof, Conference Center	Special-topic sequence: “Putting Industry 4.0 to the Test”   Venue: InterContinental Berlin, Potsdam I
11.00 – 11.30	COFFEE BREAK   Visit to the parallel special-interest exhibition	
11.30	D 1   P. 12	German Award for SCM 2014 – Science Award for SCM 2014   Venue: InterContinental Berlin, Potsdam I/III
12.00	D 2   P. 12	Plenary session: Tex Gunning   Venue: InterContinental Berlin, Potsdam I/III
12.25	D 3   P. 12	Plenary session: John Gerosa   Venue: InterContinental Berlin, Potsdam I/III
12.50	D 4   P. 12	Plenary session: Peter Bakker   Venue: InterContinental Berlin, Potsdam I/III
13.15 – 14.30	LUNCH BREAK   Visit to the parallel special-interest exhibition	
13.30 – 17.00	O 1   P. 16	O 2   P. 16
	Outdoor sequence: Amazon Logistik Potsdam GmbH	Outdoor sequence: Kraftverkehr Nagel GmbH & Co. KG
14.30 – 16.00	E 1   P. 14 SECTORS	E 2   P. 14 COMPLEXITY
	Special-topic sequence: “Trade”   Venue: Pullman Berlin Schweizerhof, Conference Center	Special-topic sequence: “Global Business”   Venue: InterContinental Berlin, Potsdam I
16.00	D 5   P. 16	Plenary session: Jürgen Fitschen   Venue: InterContinental Berlin, Potsdam I/III
16.30	D 5   P. 16	Plenary session: Christian Lindner   Venue: InterContinental Berlin, Potsdam I/III
17.00	After Work Party   p. 32	

Friday, October 24, 2014

8.30 – 9.30	Business Breakfast   Visit to the parallel special-interest exhibition	
9.30 – 11.30	F 1   P. 18 SECTORS	F 2   P. 18 COMPLEXITY
	Special-topic sequence: “Automotive Industry”   Venue: Pullman Berlin Schweizerhof, Conference Center	Special-topic sequence: “Infrastructure 2.0”   Venue: InterContinental Berlin, Potsdam I
11.30 – 12.00	COFFEE BREAK   Visit to the parallel special-interest exhibition	
12.00	G 1   P. 20	Plenary session: Dr. Rüdiger Grube   Venue: InterContinental Berlin, Potsdam I/III
12.30	G 2   P. 20	Plenary session: Prof. Klaus Josef Lutz   Venue: InterContinental Berlin, Potsdam I/III
13.00	G 3   P. 20	Plenary session: Felix Magath   Venue: InterContinental Berlin, Potsdam I/III
13.30	G 4   P. 20	Closing address: Prof. Dr.-Ing. Raimund Klinkner   Venue: InterContinental Berlin, Potsdam I/III
13.35	LUNCH   Visit to the parallel special-interest exhibition	

[illegible]

## Gala evening at the ESTREL Convention Center

“Logistics in Motion” – let yourself be enchanted, carried away and inspired by artistic performances, lively music and international cuisine. After a casual get-together in the foyer, a further highlight is the presentation of the German Award for SCM. Make use of this excellent opportunity to build your personal network and establish new contacts across sector and national borders.

**Welcome to an entertaining evening in the rooms of the ESTREL Convention Center!**



### Venue and schedule

17.15	Buses leave from the Hotel InterContinental Berlin for the ESTREL Convention Center
18.00	Reception and get-together
19.00	Start of the stage show Presentation of the German Award for SCM 2014 by the Jury Chairman
20.00	Evening programme with catering & entertainment
22.30	First buses return to the Hotel InterContinental
Venue:	ESTREL Convention Center Sonnenallee 225, 12057 Berlin



### German Award for SCM 2014



During the award ceremony, Jury Chairman Prof. Dr. Bernd Gottschalk will profile the company and showcase the project chosen by recognised experts



**GERMAN AWARD FOR  
SUPPLY CHAIN MANAGEMENT  
2014**



## Major stage for outstanding performance in 2014

Who will be this year's award winners? Which companies and scientists have developed outstanding concepts to shape the future of logistics and supply chain management? Which new and hands-on thesis profile innovative approaches? Who are the journalists who have described the theme of logistics in trendsetting reports and articles? The invitations for entries are open; the people and their projects will be presented at the International Supply Chain Conference.



### Furthering Logistics

Once again, the motto for entries to the German Award for SCM in 2014 is "Wanted: Innovation". This is an extremely prestigious award among logistics experts and supply chain managers in all sectors of the economy. The jury chaired by Prof. Bernd Gottschalk is already looking forward to finding out which projects it will be assessing from the beginning of July. Entrants may submit descriptions of innovative methods and processes that have resulted in improvements to SCM and logistics. The concept should preferably already have been implemented in practice. It is all about the innovative character, implementation and outcomes of the concept. The entry should be as concrete as possible, and facts and figures are decisive. The deadline for entries is June 30, 2014.  
<http://www.bvl.de/en/gascm>



**GERMAN AWARD FOR  
SUPPLY CHAIN MANAGEMENT**  
2014

Day-to-day logistics thrives on inspiration from the world of science - the kinds of ideas that are found in dissertations, for example. This is why BVL has been presenting the Science Award for SCM for over 20 years now. This award is conferred in recognition of outstanding academic work of young scientists that is of particular real-world relevance. The award also goes to the supervising institutes, as they generated decisive stimuli and created the necessary conditions for targeted work and research.

The new Jury Chairman this year is Prof. Wolfgang Kersten from Hamburg University of Technology. The award winner is chosen in a two-stage process, and the decision on the winner is made during the conference. The ceremony for the award, which is once again being supported by BASF in 2014, takes place on the Thursday of the conference.  
[www.bvl.de/en/sascm](http://www.bvl.de/en/sascm)



**SCIENCE AWARD FOR  
SUPPLY CHAIN MANAGEMENT**  
2014

BVL presents the Thesis Award in recognition of outstanding Bachelor, Master and "Diplom" theses. The jury is made up of university lecturers, who can nominate their best graduates. 100 nomination spots are available. The award winners receive a certificate and an invitation to attend the conference. Nominations can be submitted from June 3 to June 30.  
[www.bvl.de/en/thesisaward](http://www.bvl.de/en/thesisaward)



**THESIS AWARD**  
2014

Every two years, BVL stages the competition for the Media Award for Logistics; this year, the award will go to a radio or TV report that enabled its audience to experience logistics in an exemplary fashion. Prof. Wolfgang Kenntemich has been appointed the new Jury Chairman for the award. The deadline for entries is July 4, 2014, and the report in question must have been broadcast between the beginning of 2012 and June 30, 2014.  
[www.bvl.de/en/mpl](http://www.bvl.de/en/mpl)



**MEDIA AWARD FOR LOGISTICS**  
2014

## Additional Fringe Events during the Conference

### On all conference days



**Organiser:**  
Prof. Dr.-Ing. Kai Furmans  
Karlsruhe Institute of Technology (KIT),  
Chair of Conveying Technology  
and Logistics Systems,  
Karlsruhe,  
BVL Scientific Advisory Board

Separate registration required

Lean Experience | Venue: InterContinental, Schöneberg

### Lean Experience

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## On all conference days

## BVL International Meeting Point



The special programme at the International Meeting Point will be published in the updated programme and finalised shortly before the conference.

Please also see the information on our homepage [www.bvl.de/en](http://www.bvl.de/en).

## International delegations are extremely welcome!

As in past years, BVL is looking forward to welcoming international delegations to the International Supply Chain Conference in Berlin. We offer special conditions for groups of minimum 10 participants.

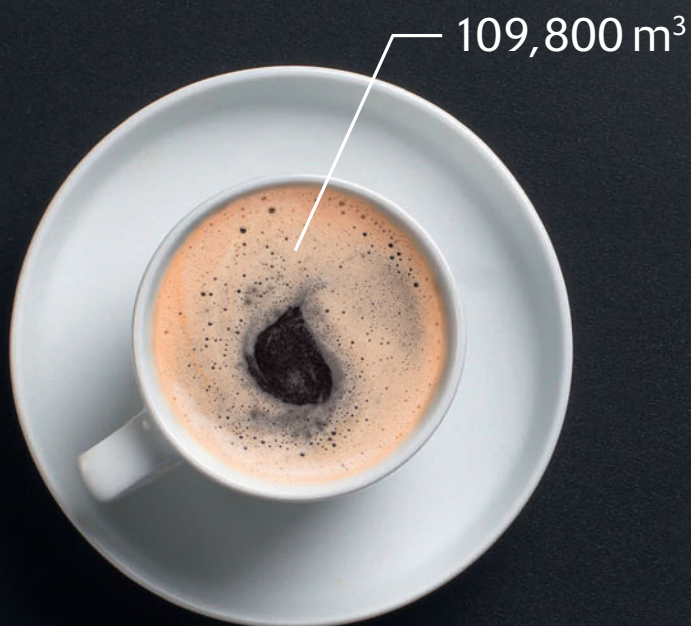


If you would like to register a delegation, please contact:

Béatrice Cécé | Phone +49 / 421 / 173 84 39 | [cece@bvl.de](mailto:cece@bvl.de)

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## 2014 parallel special-interest exhibition Providers and innovative solutions



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### B

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- BLG LOGISTICS GROUP AG & Co. KG
- Boplan
- Bremen Research Cluster for Dynamics in Logistics (LogDynamics)
- bremenports GmbH & Co. KG
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- Bundesvereinigung Logistik (BVL) e.V.

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- Fraunhofer-Institut für Materialfluss und Logistik IML

### G

- Garbe Logistics AG
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- WFB Wirtschaftsförderung Bremen GmbH
- Wirtschaftsförderung Sachsen GmbH

**Z**

- ZukunftsAgentur Brandenburg GmbH

## Information on presentation options

Are your core fields of expertise and your area of activity closely connected to key themes of the conference?

### Information on sponsoring options

Christa Ehlers  
Phone +49 / 421 / 173 84 12  
ehlers@bvl.de

### Information on the parallel exhibition

Regina Brüning  
Phone +49 / 421 / 173 84 45  
bruening@bvl.de



# Conference lounges

## Places for interaction and communication

### 1 Lean Experience

Room Schöneberg

Learn about the importance of lean management close-up in a simulated order picking environment. You can find more information on "Lean Experience" on page 26.

### 2 Your lounge?

Room Köpenick II/III

Reserved for you.

Please call us on  
+49 / 421/173 84 12  
or send us an e-mail at  
ehlers@bvl.de

### 3 Media Lounge

Room Köpenick I

The meeting place for media representatives and company spokespersons provides ample room for in-depth talks with interesting contacts on exciting topics in a confidential atmosphere. Plus live features on [www.logistik-tv.net](http://www.logistik-tv.net).

*mainblich*  
öffentlichkeitsarbeit

### 4 Active Lounge

Room Tiergarten III

Health is a precious thing. In the "Active Lounge", conference participants can take part in easy exercise routines and listen to interesting talks which will help them to unwind away from the hustle and bustle of the conference – and also provide them with fitness ideas they can benefit from at home.

 **SCHENKER**

### 5 Perspectives Lounge

Room Tiergarten II

KNAPP has helped to shape the character of the world of logistics – with the motto "Making Complexity Simple" and the derived product and system processes. Find out about the solutions we are developing in the ongoing pursuit of this goal.



### 6 Havanna Lounge

Room Tiergarten I

Maintain and build your contacts and networks once again this year in the traditionally relaxed atmosphere of the PSI's Havanna Lounge. We look forward to seeing you!



### 7 Tea Lounge

Room Dahlem

Welcome to the Tea Lounge! In addition to tea specialities and small delicacies to please the palate, you can also experience an innovative technical speciality: our optimised STILL cubeXX concept vehicle!



### 8 Customcare Lounge

Room Glienicke

CUSTOMCARE is the best way to further the business of our customers. Not a motto but a principle. Our Customcare Lounge is where experts meet experts.

 **trans-o-flex**  
Logistics Group

### 9 Hanse Lounge

Pavillon-Terrasse West

Stimulating conversations with experts in a sunny, central located setting: the meeting place of the North German logistics initiatives and their partners in its usual surroundings.



### 10 Sports Lounge

Pavillon-Terrasse Ost

Let us tell you what we can do for you in relaxed surroundings. Experience the holistic world of supply chain management at arvato – complete with IT as the integrative element.

 **arvato**  
BERTELSMANN

### 11 DPD Lounge

Marlene Bar

The conference meeting place with a stylish bar ambience. We look forward to seeing you once again this year in the DPD Lounge.



### 12 Knowledge Lounge

Library

Knowledge that shapes the future. Further training that really does further your career. And conversations that combine the two. Visit us and expand your knowledge in the Library.

 **GlobalGate**  
THE KNOWLEDGE COMPANY

**13 Hafen „Port“ Lounge**

Foyer-Lounge I

The Rhine and Mosel ports are the trademark of Rhineland-Palatinate logistics - high-performance transport and logistics infrastructures, intelligent integration of the three modes of transport. Pay us a visit.


**14 Istanbul Lounge**

Foyer Potsdam II

Discover our logistics and transportation services while enjoying a unique view of the Bosphorus and flavours of Turkish cuisine. Immerse yourself in the magic of Istanbul. "Logistics For A Better World"

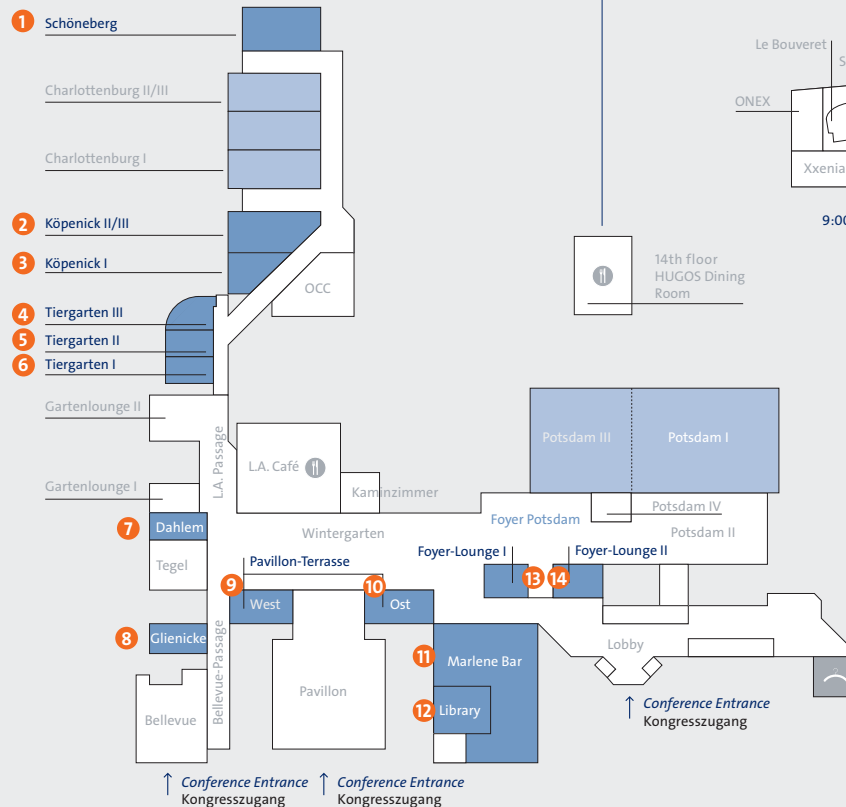
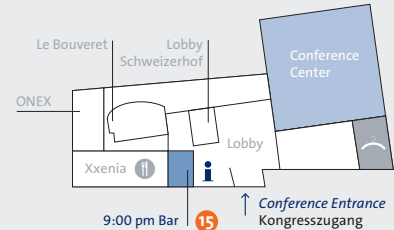

**15 Innovations Lounge**

9:00 pm Bar – Pullman Berlin Schweizerhof

Where companies ask questions and creative ideas are born in a community setting: visit the Efficiency Cluster Lounge and renew your contacts in Europe's leading research and innovation network.



**You can find lounges on the premises of both conference hotels – the InterContinental Berlin and the Pullman Berlin Schweizerhof**

**Hotel InterContinental Berlin**

**Hotel Pullman Berlin Schweizerhof**


## Culinary delights, networking, app and more

### Culinary delights, Hotel InterContinental Berlin | On all conference days



We learn at a young age that a balanced meal at breakfast lays the foundation for a successful start to the day. So why not combine good food with creative business ideas. Take the opportunity to fuel your mind and body at the Business Breakfast from 8.30 from Wednesday to Friday in the exhibition area of the Hotel InterContinental Berlin before the conference presentations begin. At various stations in the exhibition area, you can get the day off to a good start with a wide selection of breakfast treats including croissants, brownies, pancakes, egg specialties, muesli, and yoghurt as well as a range of coffees and teas.

During the lunch break, numerous restaurants offer a wide range of hot and cold meals, ensuring that you can keep up your strength and stay active on all three days of the conference

### After Work Party, Hotel InterContinental Berlin | Thursday, October 23, 2014, 17.00 to 22.30



As we all know, business comes before pleasure, but then comes pleasure. Due to its huge popularity, the After Work Party is being extended until 22.30 this year. From 17.00 to 19.00, BVL invites you to build your networks and engage in stimulating conversation on Thursday evening while enjoying artistic performances, culture and excellent cuisine. There will be fingerfood, drinks and entertainment throughout the exhibition area in the InterContinental Berlin. The setting also provides sponsors with an opportunity to publicise their commitment in a stylish and creative format. The exhibition closes at 7 pm, but exhibitors and sponsors can keep on partying at their own stands and make use

of the positive mood in the exhibition area. They can also organise their party together with other partners. From 19.00 onwards, participants are the guests of the organising companies.

If you are interested in acting as a sponsor or exhibitor at the After Work Party, please feel free to contact us.

**Christa Ehlers**

Phone +49 / 421 / 173 84 12  
ehlers@bvl.de

### Networking online



Become a fan of the International Supply Chain Conference group on Facebook or LinkedIn or "follow" the conference on Twitter – an ideal way to get to know other attendees as well as the BVL team and exchange ideas before the event.

[www.twitter.com/BVL\\_Int](http://www.twitter.com/BVL_Int)  
[www.facebook.com/DLK.Berlin](http://www.facebook.com/DLK.Berlin)  
[www.linkedin.com/company/bvl\\_iscc](http://www.linkedin.com/company/bvl_iscc)

### Get to grips with the conference themes



Only in German language

The accompanying conference volume contains more detailed and in-depth information on the sixteen special-topic sequences at the 31st International Supply Chain Conference.

**Expert authors from the fields of science and real-world companies provide conference participants with background information, enabling them to get to grips with the topics presented at the conference.**

### The conference app | [www.bvl.de/dlk-app](http://www.bvl.de/dlk-app)



The conference app ensures you are up to speed on the developments and events during the conference. Developed by BVL and the DVV Media Group, the app offers a range of features with the focus on the conference and logistics.

**The app is available a few days before the event (only in German language).**

### Exercises in the house



Good business goes hand in hand with good health, and a little exercise often helps us to find good solutions. The early morning run meet-up, the “active break” in the “Active Lounge” and the “chance to dance” at the After Work Party add a totally new sportive dimension to the annual meeting of logistics managers.

**The conference is “keeping itself in shape”. So why not join in?**

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## Your registration

### Registration



You can register for the 31st International Supply Chain Conference in 2014 in Berlin either

- online at [www.bvl.de/iscc](http://www.bvl.de/iscc) or
- by phone on +49 / 421 / 173 84 34.

With your registration, you accept the Conditions of Participation listed at [www.bvl.de/iscc](http://www.bvl.de/iscc).

#### Participation fees

- € 1,590 for BVL members
- € 1,790 for non-members

Special terms for scientists/researchers, young professionals and students on request

#### Venue

- Hotel InterContinental Berlin  
Budapester Straße 2, 10787 Berlin
- Hotel Pullman Berlin Schweizerhof  
Budapester Straße 25, 10787 Berlin

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[www.nagel-group.com](http://www.nagel-group.com)



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... and it's possible.

## Travel, accommodation

### Book a return trip to the 31st International Supply Chain Conference with Deutsche Bahn from € 99



Enjoy a relaxed and reduced-price journey from any DB station in Germany to Berlin. Spare your wallet and protect the environment.

**The tickets\* are valid between October 20 and 26, 2014:**

2nd Class € 99, 1st Class € 159  
 You can book your ticket as of today on the 01805 / 31 11 53 hotline\*\*

(make sure you mention the “ International Supply Chain Conference”).

\* Booking deadline: at least 3 days in advance. The ticket is only valid in certain trains. These tickets are subject to availability. Exchange and refund possible up to one day before travelling for a fee. No exchange and no refunds possible on day of travel. Fully flexible tickets (no specified trains) are available for travel within Germany for a surcharge of € 40.

\*\* Monday to Sunday from 7.00 to 10.00; calls are charged at 20 cents a minute from the German landline network and a maximum 60 cents a minute from mobile phone networks in Germany.

### Reduced-price travel with Lufthansa



BVL is once again offering this service in 2014 in cooperation with Lufthansa.

As a conference attendee, you can use the global route network of Lufthansa to travel to the International Supply Chain Conference in Berlin from all major cities. Lufthansa is exclusively offering reduced-price flight tickets and special terms for all conference participants. The reduced prices in First, Business or Economy Class are displayed automatically, as are any available special rates.

**You can find all the necessary information as well as access to the Lufthansa booking platform at [www.bvl.de/iscc](http://www.bvl.de/iscc).**

### Accommodation – more rooms available in the event hotels!



To make sure you never have far to go during the conference week, we recommend the InterContinental Berlin and Pullman Berlin Schweizerhof hotels, both of which have a far bigger room quota for attendees than in previous years.

Conference attendees can reserve rooms directly at special rates in the two hotels by mentioning the “International Supply Chain Conference” when booking. Take advantage of the central location of both hotels.

**Other hotels are also available besides the event hotels.**

**You can find information and details at [www.bvl.de/iscc](http://www.bvl.de/iscc).**

**More rooms available in the event hotels!**

## Enjoy the benefits of a strong network



### Become a member of BVL

#### BVL International

- brings together logistics experts, decision-makers and future logistics managers from industry, commerce and services as well as the worlds of politics and science at its regional and national events,
- publishes first-hand information in its BVL Magazin, LOG.Letter and LOG.Mail media,
- offers hands-on training seminars and dual study courses together with attractive logistics companies, and stages training courses for logistics specialists and managers under the umbrella of BVL Campus comprising the German Foreign Trade and Transport Academy (DAV) and the School of International Business and Supply Chain Management (HIWL).

#### As a member of BVL you are part of this network.

You regularly receive additional in-depth information, you can attend the events staged by BVL and BVL Campus at reduced rates, and you can become actively involved in the work of BVL.

#### Interested?

Then contact:

**Katja Wiedemann**

Phone +49 / 421 / 173 84 26  
wiedemann@bvl.de

and our employees at the BVL Lounge look forward to your visit.

**Join now and save over € 200 in participation fees!**

[www.bvl.de/en/member](http://www.bvl.de/en/member)



### International Supply Chain Day 2015

More and more companies, organisations and educational establishments are taking part in Supply Chain Day in order to let the public take a look behind the scenes and find out all about the diversity of this key sector of the economy. Logistics managers from all fields organise events that visitors can participate in free of charge. This year, over 37,500 people experienced logistics and supply chain management close up at more than 400 events all over the world. Event organisers have a unique opportunity to benefit from the media reporting that accompanies Supply Chain Day, which is the perfect day to raise the profile and shape the public image of their company. They also have a range of outstanding options to present themselves as attractive employers, and the day of action, among many, many other things, also provides company employees with a stage on which to showcase logistics services to potential customers.

**Companies and organisations who would like to open their doors to visitors on April 16, 2015 and showcase their logistics expertise can find more information and register their events at [www.supply-chain-day.com](http://www.supply-chain-day.com).**

#### Talk to us at the conference.

We will be happy to provide you with information and advice:

you can find us in the BVL Lounge in the Hotel InterContinental Berlin; updated information is available online at:

[www.supply-chain-day.com](http://www.supply-chain-day.com)



**SUPPLY CHAIN DAY**  
April 16, 2015

# Preparation and staging of the 31st International Supply Chain Conference

## We would like to thank the Concept Team ...

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**Prof. Dr.-Ing. Stefan Wolff**, Chairman of the Board, 4flow AG, Berlin, Member of the BVL Board

**Dr. Pia-Maria Zecevic**, Director Communications, DPD Dynamic Parcel Distribution GmbH & Co. KG, Aschaffenburg

## Organisations

We would like to thank the following organisations for helping us to stage the conference





# The Project Team – your contacts for questions and suggestions



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## We would like to thank our sponsors for their valuable support



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