

# Agenda 25 & 26 October

## Day I (25th October) SUPPLY CHAIN MANAGEMENT

08:30 – 09:00 REGISTRATION

09:00 – 09:10 CHAIR INTRODUCTION

09:10 – 10:00 CHAIR KEYNOTE PRESENTATION

***Increase Upstream and Downstream Supply Chain Flexibility***  
Event Chairperson

10:00 – 10:45 END-USER KEYNOTE SESSION (**Kraft**)

***Delivering Sustainable Profitable Growth through the Supply Chain***

Example #1 Driving growth through innovation

*A new approach led by Procurement has yielded over \$100MM incremental net revenue by leveraging supplier innovation across our business units. The model includes the appointment of dedicated Procurement Innovation Managers to Marketing/R&D innovation teams to drive companywide partnerships and makes it possible to assess innovative ideas from suppliers quickly and efficiently, decide whether to pursue them and prioritise projects. The resulting collaborative relationship is driving supplier contribution to company's revenue growth.*

Example #2 Driving growth through collaboration

*The project team successfully consolidated a diverse portfolio of bespoke and country specific displays into a sustainable modular display system with a limited number of reusable core components. The highly flexible, cost-effective system enables us to create country and channel specific display solutions that can be tailored to a retailer's exact in-store requirements. To ensure maximum benefit the concept will be supported by automated e-tools for assembly and ordering and is being rolled out as mandatory tool across all business categories and all EU countries.*

**Thomas Gehring / Procurement Director Chocolates / Kraft**

10:45 – 11:15 COFFEE & NETWORKING

11:15 – 12:15 BRONZE PARTNER SESSION (**SAP**)

***The Real-Time Supply Chain  
Trends and Drivers Impacting Supply Chains and the Processes That Help Them Run Better***

To compete and win in a market that leaves little room for error requires innovative ideas and processes. Organizations are challenged to create a new supply network model, where silos are broken down and collaboration exists between internal and external partners across the supply network.

This presentation explores the most prevalent trends and drivers – such as globalization, fluctuating economies, global brands, social networks and the need for sustainability – impacting supply chain

executives. You will learn how these trends are shaping the supply chain of the future –and the SAP roadmap- in the areas of enterprise business planning, demand sensing, network collaboration, responsive planning and supply chain execution. Finally, this presentation provides insight into critical analytics every supply chain executive will need at their fingertips in order to succeed and thrive in a precarious business climate.

**Andres Botero / Global Lead SCM Marketing / SAP**

12:15 – 12:30 QUICK FIRE ROUND-UP

12:30 – 14:30 WORKING LUNCHEON

2:30 – 3:15 END USER PRESENTATION (*Vodafone*)

***Supplier Management – The Vodafone Way***

- \* Overview of Vodafone's supplier management 2.0 programme
- \* Engagement and governance
- \* Tools to support collaboration
- \* Recognising and rewarding success

**Garry Clamp / Supplier Relationship Manager / Vodafone**

3:15 – 4:00 STRATEGIC PRESENTATION & CASE STUDY (*Alstom*)

***Sourcing blade material for turbines, a case study on an end-to-end approach to supply chain optimisation.***

- \* How unit independence fragments the business?
- \* How an end to end approach coupled with standardization and consolidation tactics can make difference?
- \* The benefits on inventory and costSourcing raw material to manufacture all sorts of turbine blades in multiple factories, can lead to a totally sub-optimal situation. An end-to-end approach, standardization, challenging the established engineering rules, clustering material specifications, outsourcing of the non-core competence and collaboration with suppliers can make a tremendous difference in cash and cost management.

**Patrick Scholler / Supply Chain Performance Director / Alstom**

4:00 – 4:20 COFFEE & NETWORKING

4:20 – 5:05 END USER PRESENTATION (*Philips*)

***Connecting Markets with Operations – the role of S&OP mastering the change of busines***

It sounds obvious and as an open door, listening to the market, taking feedback and input of customers in to account and prepare for a flawless delivery of products to your customer. So if this is the case, why is it then so difficult to really connect Markets with Operations and to create an E2E supply chain, 100% delivery score against lowest cost? I guess there are several reasons and the reasons differs per company, per business/ segments and probably per country/region. During this Case study Eric-Jan will explain the transfer of Philips Lighting (Professional Lighting Solutions) from conventional to LED configurable products and the impact of having an E2E Supply Chain mastered by a robust & efficient S&OP process.

**Topics that will be highlighted are:**

Change of Business: impact of LEDification of our business (lead-time, phase in-phase out)Connecting Markets with Operations: our Bilateral meeting approachOne Master plan: Market & Business handshakeDeliver what you Promise: the role of S&OP to collect, process info and support End-2-End decisions makingConfigurable products: how to manage a million product variants component needs  
**Erwin Klijn / Senior Director Supply Chain, Philips Professional Luminaires EMEA / Philips Lighting**

5:05 – 5:40 CHAIR'S ROUND-UP & KEY FINDINGS

5:40 END OF DAY

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## Day 2 (26th October) SUPPLY CHAIN RISK MANAGEMENT

09:00 – 09:45 OUTSIDE THE BOX SESSION (**W.E.F.**)

### ***New Models for Supply Chain Risk***

- \* *Frameworks for Global Risk Assessment*
- \* *Blueprints for Governing Supply Chain Resilience*
- \* *Transparency for Supply Chain Risk Management*

**Sean Doherty / Head of Supply Chain & Transport Industry / World Economic Forum**

09:45 – 10:30 KEYNOTE SESSION (**Cisco**)

### ***Supply chain risk management as integral part of product design***

- \* 80% of a products supply is defined at the drawing table, that's where risk management starts
- \* Supply chain risk management as part of the product development process
- \* Governance and management of supply chain risk as part of sustaining engineering during the lifecycle of a product

**Johan Jemdahl / VP Supply Chain Operations / Cisco**

10:30 – 11:00 COFFEE & NETWORKING

11:00 – 11:45 END-USER INTERACTIVE SESSION (**Diageo**)

### ***Managing Risk in the Supply Chain***

Global Supply Chain is the critical connection between Diageo's customers, sales, marketing and the global supply of Diageo's brands. In line with Diageo's growth strategy, we are driven to deliver competitively advantaged customer service in all of Diageo's markets. In response to Diageo's priority to become ever closer to our customers, Global Supply Chain's operating model is structured to enhance our presence and build our capacity in high growth markets. A focus on delivering real outcomes that includes the management of risk enables Supply Chain to maximize Diageo's performance. Ivanka Janssen discusses how the drinks manufacturer uses the Diageo framework to manage Supply Chain risk, including the implementation of risk mitigation plans, minimizing financial risk and dealing with increased risk and volatility due to economic uncertainties.

**Ivanka Janssen / Managing Director Global Supply Chain / Diageo**

11:45 – 12:30 CASE STUDY (*Sony*)

***“Re-engineering a state of the art supply chain security blueprint driven by close industry collaborations”\****

- \* Identifying, addressing, transferring and mitigating risk within the supply chain
- \* The impact of consecutive disasters in the form of an earthquake, flooding and riots
- \* The impact of constant leakage and daily exposures, impact to brand image and customer satisfaction: just as bad?
- \* From prevention to recovery: the importance of bouncing back
- \* Back to the start: Re-engineering a state of the art supply chain security blueprint driven by close industry collaborations

**Carlo Giannini / Risk & Insurance Manager Europe / Sony Supply Chain Solutions**

12:30 – 2:00 WORKING LUNCHEON

2:00 – 2:45 DUAL EXPERT PRESENTATION (*Toyota & Achilles*)

***“Extending Supply Chain Risk Management beyond Tier 1”***  
**- From Supplier Risk Management to Community Supply Chain Risk Management**

- \* TME current “Predict – Monitor – Cure” Supply Chain Risk Management process
- \* Learning from recent events – problem identification and counter-measure lead-time is too long
- \* The way forward – extend SCRM process beyond tier 1
- \* Achilles Automotive Scheme – the Community Solution

**Guillaume Jacques / Purchasing General Manager, Projects & Strategy Planning / Toyota**  
**Luis Olivie / Director Global Business Development / Achilles**

2:45 – 3:30 KNOWLEDGE PARTNER (*Willis*)

***Innovative Techniques for assessing Supply Chain Risk***

Key points covered;

- \* Challenges in better understanding risk in today’s supply chains
- \* Use of technology to improve the assessment of risk
- \* Presentation of data to support the definition of balanced risk management solutions
- \* Use of insurance

**Tom Teixeira / Practice Leader ERM – Global Markets / Willis**

3:30 – 3:45 COFFEE & NETWORKING

3:45 – 4:30 END USER PRESENTATION (*Johnson & Johnson*)

***Johnson & Johnson new approach to Supply Chain Risk Management***

- \* Importance of managing Supply Chain Risks
- \* J & J Supply Chain Risk Management Roadmap
- \* Product Risk Assessment Process: Overview
- \* Site Risk Assessment Process: Overview
- \* Pulling it Together and Tracking Process

**Joanne Jaeger / Senior Director, Supply Chain Risk Management / Johnson & Johnson**

4:30 – 5:15 TAPA EMEA PRESENTATION (**TAPA EMEA**)

***A brief introduction to TAPA***

*Observational and anecdotal evidence to identify the risk within the supply chain from a security perspective; The deployment of anticrime practices including TAPA Standards, followed by a challenge to the delegates to ensure they protect their own chain of supply.*

**Laurence Brown / Executive Director / TAPA EMEA**

5:15 CHAIR'S FINAL ROUND-UP & KEY FINDINGS REPORT

17:30 END OF SEMINAR