

4th SC & SCRM SEMINAR

25th & 26th October
BARCELONA



Effective Supply Chain Management in a Time of Crisis - IV

Speakers



From the organisers of the Annual SCRM Seminar
Barcelona



Introduction

ICON welcomes you to this unique learning event. The 4th international annual edition of the Supply Chain & Supply Chain Risk Management Seminar 2012

Organisations and their Supply Chain's face increasing risks from threats including surging prices, natural disasters, changing legal regulations and globalisation while still under pressure to respond and find growth and progression in new markets.

Over the last 4 years, the SCRM Seminar has dedicated this 2-Day event in providing many of the world's leading organisations with a platform to find real "in-process" solutions to their specific Supply Chain Risk Management issues, from expert practitioners and End-Users.

Since the first edition in 2008 we have routinely asked for your valued feedback and this year we are reshaping the seminar to incorporate one full day dedicated to General Supply Chain Management issues and a second full day to Supply Chain Risk Management challenges. We trust that this change in format will provide a greater spectrum for discussion and solutions in this strategic 2-Day international event.

Key Topics:

Supply Chain Management (DAY 1)

- Supply Chain Collaboration
- Supply Chain Finance
- Increasing Supply Chain Visibility and Flexibility
- Demand-Driven Value Network
- Reduce Supply Chain Complexity to improve SC Efficiency
- How to manage supply chain complexity in today's global volatility?
- Delivering Sustainable Profitable Growth through the Supply Chain
- Increase Upstream and Downstream Supply Chain Flexibility
- Establishing Reliable Supply Chains
- Measurement & Metrics & ROI

Supply Chain Risk Management (DAY 2)

- Loss Mitigation
- Supplier Risk Assessment and Monitoring
- Securing Global Supply Networks
- The Supply Chain of the Future: Mitigation, Adaptation and Transformation in a Changing World
- Supply Chain Disruption: Japan's Tsunami business case
- The role of total cost analysis (design versus disruption) in effective supply chain risk strategies.
- Measurement & Metrics & ROI
- End-to-end Supply Chain Risk Management
- Successful business case of SCRM implementation
- The role of supply chain risk management in global competitiveness (e.g., how effective supply chain risk management supports competitiveness-enhancing global trade patterns).

Who Should Attend?

Chief Supply Chain Officers, Global Heads of Supply Chain, Senior Operations Executives, Heads of Supply Chain, Demand Planning, Sourcing, Logistics, Procurement, Supply Chain IT Executives, Risk Management & SCRM executives & other related areas.

Official Event Partner



Knowledge Partners



Some Previous Attendees Include:

Adidas · Airbus · Arla Foods · Asda Walmart · Astrazeneca · Atos Origin · Avnet · BAE Systems · Bayer · BCI · Beiersdorf · Boehringer Ingelheim · Bristol Myers Squibb · BT · Cargill · Carrefour · C&C Group · Cisco · Coca Cola · Continental · Cooper Industries · Danone · Dell · Deutsche Bank · DHL · Diageo · DNV · EADS · Etisalat · Ferrero · GM · GSK · Genzyme · Henkel · H&M · HP · HSBC · IBM · IE Business School · J&J · Lafarge · Mattel · McDonalds · Medtronic · Microsoft · Munich Re · Nespresso · Nestle · Nokia · Novo Nordisk · Oracle · P&G · PepsiCo · Philips · Randstad · Reckitt Benckiser · Renault · Roca · Roche · Sanofi Aventis · Sara Lee · Saudi Telecom · Seat · Shell · Smith & Nephew · Sonaeocom · Supply Chain Council · Telefonica · Tetra-Pak · Thomson · Toyota · Unilever · Velcro Europe · Vestas · Wyeth · Zurich

Thursday 25th Oct. (Day 1) Supply Chain Management

08:30 am	Registration
08:50 am	Chair Introduction
09:00 am	<p>Chair Keynote Presentation</p> <p>Increase Upstream and Downstream Supply Chain Flexibility</p> <p>Event Chair</p>
09:45 am	<p>End User Presentation – KRAFT</p> <p>Delivering Sustainable Profitable Growth through the Supply Chain</p> <p>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.</p> <p>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.</p> <p>Thomas Gehring / Procurement Director Chocolates / Kraft</p>
10:30 am	Coffee & Networking
11:00 am	<p>Knowledge Partner Session</p> <p>Increasing Supply Chain Visibility and Flexibility</p> <p>(tba)</p>
11:45 am	<p>Keynote Presentation – DELL</p> <p>Flexibility & Resiliency in the Supply Chain</p> <p>* What is Resiliency and what does it mean for Dell - more than just managing downside risk but having the agility to make the most of the upside opportunities * A framework for developing resiliency in the supply chain * Resiliency requires cross organisation collaboration to be effective both from a process and a culture point of view</p> <p>Dave Williams / Director Global Operations Engineering / Dell</p>
12:30 pm	Working Luncheon
02:00 pm	<p>Dual End-User Presentation – VODAFONE</p> <p>Supplier Management – The Vodafone Way</p> <p>* Overview of Vodafone's supplier management 2.0 programme * Engagement and governance * Tools to support collaboration * Recognising and rewarding success The session will provide information on each component, including initial results/feedback & learning points.</p> <p>Garry Clamp / Supplier Relationship Manager / Vodafone Sharon Burnard / Supplier Relationship Manager / Vodafone</p>
02:45 pm	<p>Strategic Roundtable Session & Findings</p> <p>Measurement, Metrics & ROI</p> <p>(tba)</p>
03:30 pm	Coffee & Networking
04:00 pm	<p>Strategic Presentation & Case Study – ALSTOM</p> <p>Sourcing Blade Material for Turbines, a Case Study on an End-to-End Approach to Supply Chain Optimisation</p> <p>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.</p> <p>Patrick Scholler / Supply Chain Performance Director / Alstom</p>

Thursday 25th Oct. (Day 1) Supply Chain Management

04:45 pm	<p>End User Presentation – PHILIPS</p> <hr/> <p>De-Risking Volatile Value Chains</p> <hr/> <p>Extract: How do we manage our end-to-end value chain in a Make-to-Order project business environment? Topics we will address:</p> <ul style="list-style-type: none"> * Matching short customer service offers with long lead time component supply chains * Moving from an order managed supply chain towards a supply chain driven by forecast * Building a robust component forecasting process to manage global component supply base <hr/> <p>Erwin Klijn / Senior Director Supply Chain, Philips Professional Luminaires EMEA / Philips</p>
05:30 pm	<p>Chair's Round up of Day 1</p> <p>To finish Day 1 the event Chair will recap the highlights with a "Hot Point" summary of the days most important take-aways</p>
05:50 pm	<p>End of day 1</p> <hr/>
08:00 pm	<p>Networking Dinner</p> <hr/> <p><i>Join us for the evening dinner where you can engage and network with fellow speakers and delegates in a warm relaxed environment.</i></p> <hr/>

Friday 26th Oct. (Day 2) – SCRM Strategy

09:00 am	<p>Outside the Box Session – WEF</p> <hr/> <p>New Models for Supply Chain Risk</p> <hr/> <ul style="list-style-type: none"> * Frameworks for Global Risk Assessment * Blueprints for Governing Supply Chain Resilience * Transparency for Supply Chain Risk Management <hr/> <p>Sean Doherty / Head of Supply Chain & Transport Industry / World Economic Forum</p>
09:45 am	<p>Keynote Presentation – CISCO</p> <hr/> <p>Supply Chain Risk Management as Integral part of Product Design</p> <hr/> <ul style="list-style-type: none"> * 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 <hr/> <p>Johan Jemdahl / VP Supply Chain Operations / Cisco</p>
10:30 am	<p>Coffee & Networking</p>
11:00 am	<hr/> <p>A New Approach to Supply Chain Risk Management</p> <hr/> <ul style="list-style-type: none"> * 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 <hr/> <p>Joanne Jaeger / Senior Director, Supply Chain Risk Management / Johnson & Johnson</p>
11:45 pm	<p>Strategic Presentation – SONY</p> <hr/> <p>Re-engineering a State of the Art Supply Chain Security Blueprint Driven by Close Industry Collaborations</p> <hr/> <p>Identifying, addressing, transferring and mitigating risk within the supply chain</p> <ul style="list-style-type: none"> * 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 SC security blueprint driven by close industry collaborations <hr/> <p>Carlo Giannini / Risk & Insurance Manager Europe / Sony SC Solutions</p>
12:30 pm	<p>Working Luncheon</p>

02:00 pm	<p>Dual Expert Presentation</p> <hr/> <p>"Extending Supply Chain Risk Management beyond tier 1" From Supplier Risk Management to Community Supply Chain Risk Management</p> <hr/> <p>* 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</p> <hr/> <p>Guillaume Jacques / Purchasing Genera Manager, Projects & Strategy Planning / Toyota Motor Europe Luis Olivie / Director Global Business Development / Achilles</p>
02:45 pm	<p>End-User Case Study – DIAGEO</p> <hr/> <p>Managing Risk in the Supply Chain</p> <hr/> <p>Global Supply Chain is the critical connection between Diageo's customers, sales, marketing and the global supply of Diageo's brands. In line with our growth strategy we are driven to deliver competitively advantaged customer service in all of our markets. In response to Diageo's priority to become ever closer to our customers, Global SC's operating model is structured to enhance our presence and build our capacity in high growth markets.</p> <p>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.</p> <hr/> <p>Ivanka Janssen / Managing Director Global Supply Chain / Diageo</p>
03:30 pm	<p>Coffee & Networking</p>
04:00 pm	<p>Enterprise Risk Management Session</p> <hr/> <p>Innovative Techniques for Assessing Supply Chain Risk</p> <hr/> <p>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</p> <hr/> <p>Tom Teixeira / Practice Leader ERM – Global Markets / Willis</p>
04:45 pm	<p>TAPA EMEA Presentation – TAPA</p> <hr/> <p>A Brief Introduction to TAPA</p> <hr/> <p>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.</p> <hr/> <p>Laurence Brown / Executive Director / TAPA EMEA</p>
05:30 pm	<p>Chair's Complete Event Round up & Key Findings Report</p> <p>To finish the Chair will again recap the highlights with a "Hot Point" summary of the day 2's most important take-aways.</p>
05:40 pm	<p>End of Seminar</p>

2012 Media Partners



Speakers day 1



Douglas Kent / Chairman / SCOR

Douglas Kent is VP in charge of Avnet Velocity, Avnet Inc.'s global SC solutions organization. Prior to this Kent was president of eKNOWtion, a global supply chain consultancy, & chief strategist/director of InForum, a high-tech research and networking firm. Kent's previous career at Avnet spanned from 1992 to 1999, where he was director of SC marketing & operations, director of client operations and VP at Avnet's Integrated Materials Services US/EMEA. In addition, Kent was formerly the European director of the Supply Chain Council and now leads the council's high-tech and electronics industry group initiative and is one of a handful of SCOR® certified instructors. Kent is an adjunct professor at the University of Monaco's MBA programs in operations, logistics & SC management and also taught several masters-level courses in the areas of lean, six sigma, and supply chain planning at France's SKEMA business school. In 2012, Kent was named in the Top 100 people influencing EMS by Venture Outsourcer.



Thomas Gehring / Procurement Director Chocolates / Kraft

Thomas Gehring is the Category Procurement Director for Kraft Foods Chocolate Division in Europe. He has more than 20 years' experience in strategic sourcing, contract manufacturing and commodity risk management. In his current role Thomas is leading efficiency programs across the supply chain from commodity to packed consumer goods, but has also built in recent years a strong agenda around leveraging supplier know how for driving Kraft's growth and innovation agenda.

He is a business proven supply chain professional who managed multicultural and cross functional teams around the globe.



Garry Clamp / Supplier Relationship Manager / Vodafone

Specialities include;

Extensive management experience gained within complex, multicultural environments, with major global companies.

Recognised for using initiative, skills & experience to plan and implement effective customer solutions, ability to translate organisational strategies into a coherent set of business unit activities & objectives, with a pragmatic approach to the management of performance measurement, improvement and business governance.



Sharon Burnard / Supplier Relationship Manager / Vodafone

Sharon Burnard holds the position of Supplier Relationship manager for Vodafone Group Services.

Prior to this she was the Principa eSupply Manager where she was responsible for driving adoption of electronic sourcing across the Vodafone Group worldwide, by implementing business processes and knowledge support on the web-enabled negotiation environment for Global Supply Chain Management.

Sharon started with Vodafone in 2000 as a Procurement Specialist and later worked in the Enterprise Business Unit



Erwin Klijn / Senior Director SC EMEA / Philips Luminaries

Erwin Klijn obtained his master degree at the Eindhoven University of Technology in Industrial Engineering and Management Science. After working for Akzo Nobel, G.A. Sullivan and a period as independent consultant, he started at Philips Lighting in 2003 in the Information Technology function. In 2007 he moved to Asia to lead the business process transformation program for both the commercial and industrial organizations.

In 2011 he returned to Europe where he now leads the Supply Chain function of Professional Luminaires EMEA, covering 8 factories and serving the EMEA markets.



Patrick Scholler / SC Performance Director / Alstom

Patrick Scholler has 30+ years of international business operations experience, including 20 years in global sourcing. At Hewlett-Packard, based for some time in headquarter, he headed memory semi-conductors sourcing and other categories. He led also the development of procurement as a competitive advantage by promoting and deploying leading edge practices (encompassing cost, risk and efficiency management) throughout the HP procurement communities. Scholler has shown a real passion to develop new ideas and deploy them in real operational life.

He has been proud to share some of his experience in conferences and articles. In 2010, he decided to join Alstom as the Supply chain Performance director for the Thermal Power sector located in Switzerland.



Joanne Jaeger / Senior Director SCRM / Johnson & Johnson

Joanne Jaeger is Sr. Director of Supply Chain Risk Management for Johnson & Johnson. In this role, she provides enterprise-wide strategic oversight to sustain and improve J&J's capability to effectively mitigate operational risk that may compromise J&J's business continuity. The scope includes operational risk management across J&J's broad network of manufacturing, R&D, distribution, and office locations, including corporate support functions and strategic suppliers. She has conducted assessments of critical J&J manufacturing operations throughout the world.

Most recently, she was Director of Worldwide Environmental, Health, and Safety (EHS) Programs for Ortho Clinical Diagnostics, a Johnson & Johnson company, where she had global responsibility for the EHS, Product Stewardship, and BCP Programs. Before joining Johnson & Johnson, Joanne spent over 20 years in environmental and engineering consulting, with diverse experience in strategic environmental management and engineering, regulatory affairs, government relations, and organizational leadership. She is Green Belt-certified and Black Belt-trained in Six Sigma.



Dave Williams / Director Global Operations Engineering / Dell

Specialities include;

Lead Supply Chain Operations Flexibility & Resiliency Program. Working across global operations organisation to develop resiliency strategy and drive implementation.

Lead Global Capacity Planning across manufacturing & ODM sites, develop dynamic capacity planning model to ensure effective decision making across global organisation.

Speakers day 2



Johan Jemdahl / VP SC Chain Operations / Cisco

Johan Jemdahl is currently the Vice President Value Chain Operations for EMEA, Cisco systems. Prior to that he held the position of Head of Global Logistics for Ericsson and before that he was the CEO of Avure Technologies AB.

Johan holds 15 years experience in supply chain with the telecom industry and has lived and worked in Latin America, North America and Europe.

The red line through all assignments which also has come to be my speciality is driving business transformation.



Ivanka Janssen / Managing Director Global SC / Diageo

Ivanka Janssen was appointed Supply Chain Director for Western Europe, Russia & Eastern Europe in July 2011. Her focus is to ensure Europe Supply Chain is the integrated business partner to Diageo and our customers, fulfilling Diageo's consumer demand through a customer driven, end to end segmented supply chain that is efficient, responsive and agile. To achieve this she focuses on customer collaboration, improving and standardising systems and processes and creating an organisational culture that maximises the potential of all its employees.

Ivanka has extensive experience in strategic sourcing, supply chain management, logistics & procurement. She joined Diageo in October 2010 from Philip Morris International.



Luis Olivie / Director Global Business Development / Achilles

Joined Achilles in 1997 to set up the company in Spain, kicking off supplier prequalification schemes in the utilities (1998) and the transport sector (1999).

In 2000 expanded Achilles operations to Argentina, and in 2003 open up the business in Portugal. In 2004 started expansion into other Latin American countries Chile, Brazil, Colombia, Peru - and Italy, being appointed Regional Director for South Europe and Latin America in 2005.

Appointed Achilles Group Chief Operating Officer in 2007, moving to the UK and contributing to the growth of the company in Sept 2011 assumes Global Business Development direction, focus on acquiring and managing global customers, and moving back to Spain.

Prior to Achilles, worked in the Spanish utilities sector, holding various positions in the international relations department of the Utilities association, and including the implementation of EC procurement legislation.



Guillaume Jacques / Purchasing GM, Projects & Strategy Planning / Toyota

Guillaume started his career with PSA Purchasing in 1997, to support the launch of the Peugeot 206 in the Ryton plant (UK). He joined Toyota Motor Europe in 1999 as a Parts and Materials buyer. Guillaume held various positions within the TME Purchasing organisation, reaching the current position of General Manager of the Projects and Strategy Planning division. His responsibilities cover direct Purchasing for raw materials, engines and transmissions components, and indirect Purchasing such as logistics, facilities and investments. He also holds the responsibility for New Vehicles Project Management and Business Planning. Within the latter, he leads Supply Chain Risk Management on a day to day basis as well as seeking improvements for the future.



Sean Doherty / Head of Supply Chain & Transport Industry / WEF

Sean Doherty is Head of Supply Chain & Transport at the World Economic Forum, having formerly managed the Chemicals, Mining & Metals communities. He works on Forum initiatives including Enabling Trade, Supply Chain Risk, Supply Chain Decarbonization, Border Anti-Corruption and Logistics Emergency Teams.

Sean previously worked at TNT, Booz & Co. and IBM. He has masters degrees in aeronautical engineering, molecular biology and business administration.



Carlo Giannini / Risk & Insurance Manager Europe / Sony

Carlo's days in Sony started in 1991 when he joined the Logistics Operations of Sony Italia, where he worked for 10 years before moving to embrace an international career within Sony European Logistics Platform. In 2006 he was tasked with addressing the risk elements to which Sony's Supply Chain is exposed and which have so visibly and drastically culminated with the 2011 events in Japan, Thailand and the UK. He has since developed a global risk management approach within Sony embracing risks far and beyond Supply Chain.

For many years Carlo has been based in the UK, and in his spare time he cultivates his four passions: rock music, rugby, good food and wine, and his wife Francesca. Not necessarily in that order



Tom Teixeira / Practice Leader ERM - Global Markets / Willis

Tom Teixeira is an Executive Director at Willis Group, with the responsibility of building & managing the business in the Life Sciences Sector and driving an ERM capability for the Group. This includes advisory services in SC interruption & implementation of the most appropriate risk mgmt strategies to create protection from the loss of key suppliers/supplies. He joined Willis from Active Risk Group where he was VP of Enterprise Risk Solutions, and was responsible for providing strategic direction and enhancing C-level relationships with existing customers and prospects.

He has provided advice to a number of major companies from different sectors including SABIC, Roche, Rio Tinto, Lockheed Martin and BAE Systems.



Laurence Brown / Executive Director / TAPA EMEA

Laurence Brown spent 15 years in UK Law Enforcement (Trading Standards) investigating issues relating to Copyright and Trade Mark infringements and commerce. In 1987 he joined the UK Video Industry as Controller of the Legal Standards Department. In 1993 Laurence moved to the Computer Games Industry when he joined Sega Europe Ltd as Chief Investigating Officer, overseeing and investigating all losses to the company including Brand Protection and Freight theft.

Since 1995 Laurence has been the MD of LBA International Consultancy working as an independent investigative consultant with various International Corporations including a number of TAPA Members, conducting investigation throughout the EMEA region.

Registration Form

4th Annual SC & SCRM Seminar
25 & 26 October 2012

REF: SC4G

SC & SCRM Seminar - Barcelona 2012

Attendee details

Company name: _____ VAT / IVA Number: _____

Delegate name: _____

Job Title: _____

Mobile: _____ Vegetarian Yes / No: _____

Email: _____

Payment details

Credit Card Type: Visa Mastercard Amex

Cardholder: _____ Number: _____

Expiry: _____ Signature: _____

Security Code: _____

Pricing (in euros)

PLEASE TICK YOUR OPTION BELOW All rates + VAT @ 20% where applicable

For groups of 2 or more please contact us directly. Group discounts available

**EARLY BIRD
RATE**

Discount Offers discount booking dates	1 DAY RATE	TICK	2 DAY RATE	TICK
July 1st - 31st	995 €		1,395 €	
Aug 1st - 31st	995 €		1,595 €	
Sept. 1st - 30th	1,095 €		1,895 €	
Oct. 1st - 15th	1,195 €		1,995 €	

Signature: _____

scan and send to:
abraham@iconeventsinternational.com

or fax:
+34 933 807 627

Terms & Conditions
1. Full payment is required within 5 days of receipt of this registration form. Once the registration form is received and the booking confirmation sent to the client by email, the client agrees to all terms and conditions as stated.
2. In the event of a cancellation no refunds shall be made. Cancellations must be received by email or fax at least (2) weeks before the event date to obtain a full credit note to the value of the participation fee. This credit note can be used on any future event created and hosted by Icon

Events International SL. Substitutions are allowed up to 3 days before the event commences.
3. All intellectual property rights in all materials produced or distributed by Icon Events International SL in connection with this event is expressly reserved and any unauthorised duplication, publication or distribution is prohibited.
4. Client information is kept on Icon Events International database & used to assist in providing products and services which maybe of interest to the client and which will be communicated by email, or other electronic

means. If you do not want Icon to do this please tick here().
5. While every effort will be made to - adhere to the advertised package Icon reserves the right to change event dates, sites or location or omit event features, or merge the event with another event, as deems necessary without penalty and in such situations no refunds or alternative offers shall be made.