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For Immediate Release

Mastering Financial Strategies to Drive Supply Chain Value Theme of June CSCMP Barcelona Conference

Lombard, Illinois USA (January 5, 2011)—In collaboration with SIL, also known as the International Logistics and Material Handling Exhibition, the Council of Supply Chain Management Professionals (CSCMP) will hold its seventh European global conference in Barcelona, Spain, June 8-10, 2011.

“In today’s competitive global marketplace, supply chain leaders need to understand how financial strategies and decisions can significantly impact their supply chains’ performance, potentially determining the success or failure of their organizations,” said Kathleen Hedland, CSCMP director of education and research. “Learning how to develop a sound financial strategy and apply it to the entire supply chain operation will be vitally important if companies are planning to compete in the global arena.”

Peter R. Williams, vice president, product supply, Central and Eastern Europe, the Middle East and Africa (CEEMEA), Procter & Gamble, will be the keynote speaker. His presentation entitled, *How to Win in Emerging Markets through Effective Supply Chain Management*, will focus on how to design and execute supply chains in the developed world. The scope of his discussion will include managing inbound flows, building local supply networks, and working in partnership with distributors and/or wholesalers.

Conference sessions will include presentations by executives from Checkpoint Systems, DAMCO, DHL Supply Chain Iberia, IKEA Distribution Services Spain, Intel Corporation, Sara Lee International, and the Zaragoza Logistics Center. Attendees will also learn new strategies for entering emerging markets, the role that business culture plays in forging collaborative relationships with suppliers and customers, and how information technology drives supply chain efficiency.

CSCMP will hold its annual European Research Seminar on June 8 where members of the academic and research communities will present current research for consideration.

The conference is sponsored by Descartes Systems Group. Companies interested in becoming a sponsor for CSCMP events should contact Chuck M. Martinez at +1 305.661.2896 or Chuck@AdelfiGroup.com.

Additional information about CSCMP Europe 2011 is available at <http://cscmp.org/events/europe-conference/index.asp> or by e-mailing education@cscmp.org. Attendees who register by February 28, 2011 will receive the pre-pay conference rates. Registration is available at cscmp.org.

About Descartes Systems Group

Descartes is making the world a better place by enabling global organizations with logistics-intensive businesses to save money by improving the productivity and performance of their operations. As a federated global logistics network, Descartes provides global trade compliance solutions, supply chain execution solutions, and mobile resource management solutions to approximately 6,000 customers around the world. Our hosted, transactional, and packaged solutions deliver repeatable, measurable results, and fast time-to-value.

About CSCMP

Founded in 1963, the Council of Supply Chain Management Professionals is the leading world-wide professional association dedicated to education, research, and the advancement of the supply chain management profession. With over 9,000 members globally, representing business, government, and academia from 63 countries, CSCMP members are the leading practitioners and authorities in the fields of logistics and supply chain management.

For more information, please contact:

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