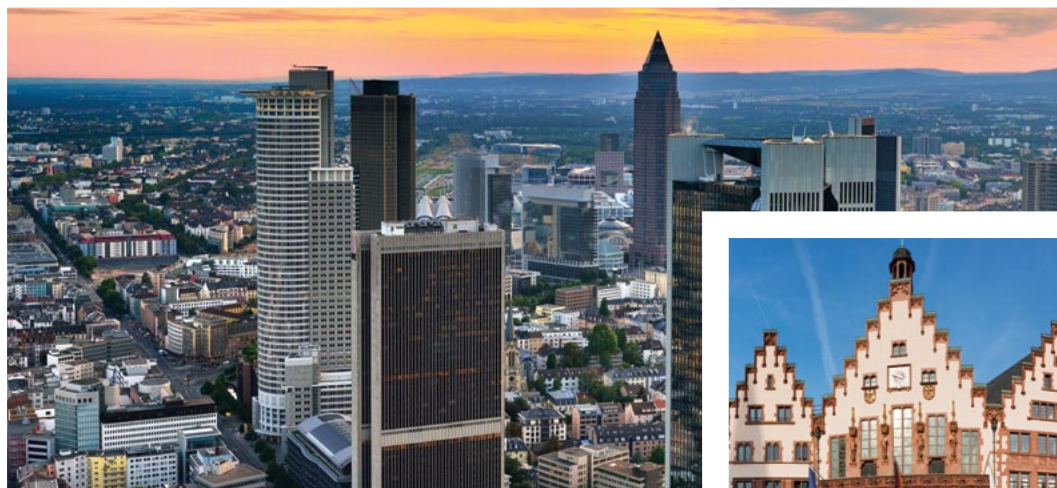


CSCMP  
**EUROPE 12**  
CONFERENCE

FRANKFURT, GERMANY • 23-25 APRIL

GROUNDBREAKING  
**SOLUTIONS.**

GLOBAL SUPPLY CHAIN  
**EXPERTS.**



INNOVATIVE  
**STRATEGIES.**

SUPPLY CHAIN  
**BREAKTHROUGHS.**



Council of Supply Chain  
Management Professionals

*The World's Leading Source for the Supply Chain Profession.™*

## MONDAY, 23 APRIL

Global supply chain thought leaders will discuss the vital and dynamic processes you need to master to successfully compete in today's marketplace, including performance measurement, talent acquisition and management, collaboration, risk management, and customer-centric strategies. Every session will focus on **unique** and **innovative** approaches to supply chain management initiatives that are being applied by forward-thinking, 21<sup>st</sup> century leaders. Plan to attend this important event!

### AGENDA

An up-to-date agenda can be found at [cscmp.org/events/europe-conference/index.asp](http://cscmp.org/events/europe-conference/index.asp) under "Schedule At A Glance [PDF]".

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HESSEN



12:00 – 13:00

### BREAKOUT SESSIONS

#### Track 1: Collaboration in Logistics to Build a Best-in-Class Aftermarket Services Value Chain

Partnerships with customers and suppliers are critical, but internal collaboration is key to helping you improve your supply chain performance beyond what your organization can accomplish on its own. In this session, you will learn how to effectively collaborate—and communicate—with your co-workers across departments to create a top-performing, world-class aftermarket services value chain.

**Hilde E. Scheers**, General Manager, Cummins N.V.

#### Track 2: Supply Chain Innovation for a Sustainable Future: A Research Perspective from Procter & Gamble

In the consumer goods industry, an efficient supply chain is a prerequisite for delivering sustained value. P&G's growth strategy of improving the lives of more customers in more parts of the world more completely requires a supply chain that will enable the company to reach the world's consumers. This session will cover practical examples of how the company plans to achieve this goal, including intermodality and vehicle fill, and future concepts such as modularity and physical internet.

**Lieven Deketele**, Principal Researcher, Procter & Gamble (P&G)

14:00 – 14:45

### BREAKOUT SESSION

#### Track 1: Breakthrough Strategies for Managing Talent in a Changing World

This session will present breakthrough strategies and practical approaches to attracting, retaining, and managing talent in both developed and emerging markets, as well as the importance of creating a workplace environment that fosters career growth in a variety of dynamic areas within the industry.

**Susie Robinson**, Executive Vice President, HR EMEA & Global Talent, DHL Supply Chain

15:15 – 16:15

### BREAKOUT SESSION

#### Track 1: Control Towers and the Technologies Needed to Achieve Dynamic Supply Chain Responsiveness

In this session, the speaker will discuss the evolution of supply chains from focusing on planning and execution to being able to see the end-to-end supply chain. He will discuss how companies can achieve real-time responsiveness to the events that im-

09:00 – 16:30

### EUROPEAN RESEARCH SEMINAR

In cooperation with CSCMP's *Journal of Business Logistics (JBL)*, the seventh annual research seminar focuses on the interests of the European logistics and supply chain communities as well as those interested in European development. The program examines contemporary European logistics and supply chain management issues, with the event offering a forum for informative and interactive presentations while providing a venue for networking with colleagues from around the world.

## TUESDAY, 24 APRIL

09:30 – 11:30

### WELCOME AND OVERVIEW

**Rick D. Blasgen**, President and Chief Executive Officer, CSCMP

### KEYNOTE PRESENTATION

#### How Influential Is Your Supply Chain?

Your supply chain has a significant impact on your company's success, but your supply chain strategy will only be as good as your organization's strategy and overall business plan. This session will explore the role that supply chains play in business success, and how to use their influence to deliver exceptional bottom-line results. The presentation will also reveal how supply chain leaders can increase their value to their companies by viewing their supply chains as solutions and sources of business innovation.

**Peter D. Gibbons**, Executive Vice President, Global Supply Chain Operations, Starbucks Coffee Company

### GENERAL SESSION

#### Managing a Dynamic Supply Chain in Volatile Markets

This session will explore how a leading German company in a new industry (renewable energy) developed a unique, technology-driven supply chain management model from the ground up, and how that model will evolve in the near future to ensure its customers' long-term success. The speaker will share how the company effectively manages demand volatility—key challenges and solutions, and why they decided to keep their manufacturing operations local as opposed to going global.

**Günther König**, Executive Vice President Operations, SMA Solar Technology AG

pact their supply chains on a daily, if not hourly, basis.

**Guy F. Courtin**, *Industry Marketing, Progress Software*

**Track 2: Clusters as Catalysts for the Creation of Innovative and Collaborative Companies**

A discussion on the expectations of the cluster institutions will be initiated based on a short presentation of the European project "Sustainable Organization between Clusters Of Optimized Logistics @ Europe" (SoCool@EU). This forum will address, among other things, what actions are needed from cluster institutions to facilitate business innovation, and what obstacles do companies encounter when implementing innovative ideas to keep their organizations and supply chains competitive.

**Urban Björn**, *President, CAICA AB*

**David Gonsalvez**, *Director, Zaragoza Logistics Center*

15:15 – 16:15

**DISCUSSION FORUMS**

Express your opinions, share ideas, ask questions, compare experiences, and learn from your colleagues when you participate in these interactive discussion forums. Led by a moderator, each forum will have a limited number of participants who will have the opportunity to ask questions and share their insights on unique and innovative solutions to enhance global supply chains.

- **Collaboration**
- **Facilitating Global Trade with Global Supply Chains**
- **Staying Local versus Global**
- **Supply Chain Management Strategies**

16:45 – 17:45

**GENERAL SESSION**

**Talent and Young Professionals Panel**

Today's young professionals face many significant challenges. A brutal job market, fierce competition, and difficulty gaining visibility and recognition are just the beginning. This session will provide a unique opportunity to gain valuable insight from well-respected members of the supply chain community.

**Rick D. Blasgen (Moderator)**, *President and Chief Executive Officer, CSCMP*

**Nicole Balken**, *Human Resources Director, Penske Logistics Europe*

**Raoul P. Dubeauclard**, *Supply Chain Practice Senior Expert, McKinsey & Co.*

**Britta Gammelgaard**, *Professor, Copenhagen Business School*

**David Gonsalvez**, *Director, Zaragoza Logistics Center*

17:45 – 18:00

**SUPPLY CHAIN MANAGEMENT AWARD ANNOUNCEMENT**

The award winner will be announced. Winning case study to be presented at 09:45 on Wednesday.

18:00 – 19:30

**DELEGATE RECEPTION**

19:30 – 23:00

**AWARD NIGHT**

Award Night 2012 offers attendees an extraordinary evening of dinner and networking with senior-level global supply chain executives including past award winners and representatives from leading firms. Hosted by PwC's PRTM Management Consulting, LOGISTIK HEUTE, the Supply Chain Management Institute (SMI), and House of Logistics & Mobility (HOLM), the event will feature distinguished guest speakers, live music, and first-class cuisine presented by a Michelin star-decorated chef. NOTE: The event is an additional cost of €100.

**WEDNESDAY, 25 APRIL**

09:00 – 09:45

**GENERAL SESSION**

**Implementing a KPI Factory: An Innovative Model to Effectively Measure Your E2E Supply Chain Performance in a Cost-Effective Manner**

Many organizations struggle to implement key performance indicators (KPIs) that are well understood and integrate the entire supply chain. When faced with this challenge, a global mining company implemented a factory of KPIs, which runs the entire company's metrics as a corporate service model that is separated from other divisions. This model aligned metrics, transparency of overall goals, and clear-cut accountabilities within and between departments. This speaker will explain the conditions for implementing metrics, how to choose them, how extensive and detailed they should be, what the key metrics for the chief operating officer should be, and how to successfully link them with the organization's performance and assessment.

**Angelo Antonio Franco Donaggio**, *External Trade General Manager, Vale*



09:45 – 10:45

**BREAKOUT SESSIONS**

**Track 1: Leadership in Collaboration**

Collaboration is a key logistics trend, enabling innovation and improvements throughout the entire supply chain. This speaker will demonstrate how a logistics service provider can effectively take the lead and be the defining link in creating collaborative solutions for multiple companies, which can result in significant cost reductions and service improvements.

**John Patullo**, *Chief Executive Officer, CEVA Logistics*

**Track 3: Supply Chain Management Award Presentation**

Hear the latest in European supply chain innovation and solutions, and gather information you can take back to your company and use to drive improvements. The award-winning case study will be presented during this session.

11:15 – 12:00

**BREAKOUT SESSIONS**

**Track 1: Trade Compliance—Cost or Enabler?**

It is no longer possible to build a robust international supply chain without an integrated trade compliance strategy. With the ever-increasing global controls, these two entities can no longer be independent from one another. This session will address the importance of developing a trade compliance strategy and why your supply chain will benefit from having one.

**Sarah E.B. Humphreys**, *Senior Trade Compliance Officer, Fluke Europe BV*

**Ad Valk**, *Senior Supply Chain Manager, Fluke Europe BV*

**Track 2: Global Trade: Constraints and Barriers. Compliance versus Efficiency?**

Global trade compliance *per se* does not add value to your business, but it is a prerequisite for conducting business as well as being an important component of global supply chain management. This session will explain why global trade compliance must fit into the concept of operational efficiency in order to support business rather than hamper it, and how you can make this happen.

**Dieter Wintergerst**, *Group Export Control Administrator, ABB Switzerland Ltd*

12:30 – 13:30

**CLOSING GENERAL SESSION**

**John Lund**, *Senior Vice President, Supply Chain Management, Disney Destinations, LLC*

## REGISTRATION

Visit CSCMP's Europe Conference web site at: [cscmp.org/events/europe-conference/registration.asp](http://cscmp.org/events/europe-conference/registration.asp) for the currency convertor tool and to register.

For groups of five or more, please contact Janine Stuck at [jstuck@cscmp.org](mailto:jstuck@cscmp.org).

### Regular Registration Rates (2/1/12 - 4/25/12)

Price	\$1,420 US	Plus 19% VAT = \$1,689.80 US
<b>Discounts Available to CSCMP Members—Join Today!</b>		
CSCMP Member	\$1,025 US	Plus 19% VAT = \$1,219.75 US
New Member	\$1,320 US	Plus 19% VAT = \$1,514.75 US
Academic/Educator Member	\$450 US	Plus 19% VAT = \$535.50 US
Student Member	\$200 US	Plus 19% VAT = \$238.00 US

### European Research Seminar (ERS)-Only Registration

ERS Registration Only	\$200 US	Plus 19% VAT = \$238.00 US
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### Award Night Networking Event

Attendees*	\$127 US (approximate)	Plus 19% VAT = \$152.05 US
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\*You must be registered for the European Research Seminar or the Europe 2012 Conference in order to attend the Award Night for an additional cost of €100.

Register today to reserve your seat at this first-class global supply chain management conference.

*"I attended CSCMP's Europe conference last year in Barcelona and had the opportunity to hear many talented speakers sharing state of the art supply chain initiatives and their learnings from real business experiences. The event also offered numerous opportunities to network with supply chain management professionals from all over the world. I strongly recommend that industry professionals attend this year's conference in Frankfurt. It's a supply chain must!"*

Miquel Serracanta, Partner, Managing Director, Solutions Decisions



## CONFERENCE VENUE

The CSCMP Europe 2012 conference will be held at the Hilton Frankfurt Airport, Frankfurt, Germany. The hotel is located at:

THE SQAIRE Am Flughafen  
Frankfurt am Main  
Germany 60549

The Hilton Frankfurt Airport hotel is a new hotel, located in a prime location. The property is within walking distance to Terminal 1 by skywalk, connected to the ICE mainline station with over 185 daily high-speed rail links across Europe, direct access to the A3 and A5 freeway, and only 15 minutes away from downtown Frankfurt and the trade fair grounds. More information is available at: [www1.hilton.com/en\\_US/hi/hotel/FRAHAHI-Hilton-Frankfurt-Airport/index.do](http://www1.hilton.com/en_US/hi/hotel/FRAHAHI-Hilton-Frankfurt-Airport/index.do)

### About CSCMP

The Council of Supply Chain Management Professionals (CSCMP) is the leading worldwide professional association dedicated to education, research, and the advancement of the supply chain management profession.

## HOTEL

### Reservations

CSCMP has contracted special room rates at the Hilton Frankfurt Airport and the Hilton Garden Inn.

For more information, or to book your hotel room, visit [cscmp.org/events/europe-conference/hotel.asp](http://cscmp.org/events/europe-conference/hotel.asp).

### Booking Policy

You must book by 6 April to reserve your room! Rates will be in effect from 20 April 2012 until 25 April 2012. Reservations must be booked online.

Payment can be made by cash, certified check, or credit card. The hotels accept American Express, Diners Club, Discover Card, Duet Card, Eurocard, JCB International, Maestro/Switch, MasterCard, and Visa.

### Cancellation Policy

If you wish to cancel your hotel room, you must do so seven days prior to your arrival to avoid cancellation penalty charges.

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## CONTACT

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