



FRANKFURT, GERMANY • 23-25 APRIL

ADDED SESSIONS

Tuesday, 24 April

Breakout Session

14:00 – 14:45

Track 2

Tomorrow's Manager

This session will focus on younger supply chain management talent and the skills they will need to compete in the 21st century. The speaker will discuss how the supply chain leaders of tomorrow are impacting the profession today, and how they can manage the changing dynamics of the marketplace to successfully drive bottom-line results. Attendees will also learn how to create a strategic vision for their organizations to better prepare them for the future.

Markus Pinger, Chief Executive Officer, Celesio AG

Wednesday, 25 April

Breakout Session

9:45 – 10:45

Track 2

Collaboration in Action Between Supply Chain Partners

This session will focus on how a supplier and wholesaler collaborated to shape the supply chain of tomorrow. The speakers will describe the different stages of their collaboration, highlighting the main challenges and achievements towards joint value creation and increased customer satisfaction.

Andrea Cappello, Head of Supply Chain Management, METRO AG

Ralph Löffler, Global Customer Supply Chain Manager, Unilever

Closing General Session

12:30 – 13:30

Supplying the Magic: Driving Shareholder Value through Intangibles

The role of supply chain in driving profitable growth is well known. Less well appreciated is the critical role that supply chain plays in defining a company's intangible assets, particularly in fulfilling its brand promise and protecting its corporate reputation. This session will explore the important contribution of supply chain to a company's intangible assets, now a larger part of company's valuation than its tangible assets, and how Disney Theme Parks applies these insights to create shareholder value through great guest experiences.

John R. Lund, Senior Vice President, Disney Parks Supply Chain Management, Disney Destinations, LLC