CSCMP SPAIN PRESENTS
SUPPLY CHAIN LEADERSHIP FORUM
EUROPEAN CONFERENCE 2017

MAY 18TH & 19TH 2017
WORLD TRADE CENTER,
BARCELONA SPAIN

ENHANCING CUSTOMER EXPERIENCE THROUGH ORGANIZATIONAL DEVELOPMENT

This international event brings together leading industrial and research experts in supply chain operations management from a wide array of industries and academia. Aiming at boosting company performance by focusing on customers and the alignment and integration of supply chain and organizational development, this unique mix of experts will share their knowledge, insights, best practices, and innovative ideas supported by real customer experience insights.

Join us for the 5th Annual SLCF, where we will broaden our audience to include CSCMP European Roundtables and C-level executives from top European companies, representing a broad range of industries, including FMCG, automotive, retail, manufacturing, 3PLs, pharma, and e-commerce to share insight on how to take your company’s organizational development to the next level by understanding and promoting the customer experience.

International Keynote Speakers like Carol Ptak, (The Demand Driven Institute), Robert Martichenko, (CSCMP Distinguished Service Award 2015), and Prof. Richard Wilding (Cranfield School of Management), will share a framework and insights from academic and research perspectives.

We will also take a deep dive into CSCMP’s Cornerstones of Supply Chain, where attendees will be able to interact, share, and solve their company’s supply chain challenges in hands-on sessions and workshops.

ADDITIONAL INFO
@CSMPSpainRT - #SCLForum17   CSCMP Spain Roundtable   CSCMP Spain

SPECIAL DISCOUNTS FOR CSCMP MEMBERS

E-Mail us: contact@cscmpspain.org
www.cscmpspain.org
KEYNOTE SPEAKERS

CAROL PTAK
CO-FOUNDER OF THE DEMAND DRIVEN INSTITUTE

Carol Ptak is currently a partner with the Demand Driven Institute. Previously, she was vice president and global industry executive for manufacturing and distribution industries at PeopleSoft where she developed the concept of demand driven manufacturing (DDM). Ms. Ptak spent four years at IBM Corporation culminating in the position of global SMB segment executive. She holds an MBA from Rochester Institute of Technology and completed the EMPO program at Stanford University.

ROBERT MARTICHENKO
CSCMP DISTINGUISHED SERVICE AWARD 2015

Robert Martichenko, Distinguished Service Award 2015 of the CSCMP, is the Chief Executive Officer and Founder of LeanCor Supply Chain Group. He recently co-authored “Discovering Hidden Profit”, detailing the operational framework to connect the four core processes of business strategy, product life-cycle management, sales and marketing, and supply-chain operations in order to maximize customer value at the lowest possible total cost.

DR. RICHARD WILDING
CHAIR OF SC STRATEGY AT CRANFIELD SCHOOL OF MANAGEMENT

As Chair (Full Professor) in Supply Chain Strategy at the Centre for Logistics & Supply Chain Management, Cranfield School of Management UK, Richard works with European and International companies on Logistics and Supply Chain projects in sectors like pharmaceutical, retail, automotive, Hi-Tech, food & professional services.

He is also Chairman of the Chartered Institute of Logistics & Transport U.K. Richard was appointed an Officer of the Most Excellent Order of the British Empire (OBE) by Queen Elizabeth II in the 2013 New Year Honours for services to Business.
SPEAKERS

OSCAR DIAZ MARTI - SWAROVSKI
DIRECTOR GLOBAL PLANNING & MERCHANDISING

Industrial Engineer with 16 years of experience in Supply Chain driving change and improvement in the areas of Supply Chain Planning, Demand Planning, Production Planning, Inventory Management and S&OP. Solid experience in FMCG, Retail and consulting including companies like Swarovski, Sara Lee and Danone. Currently, as Director Global Planning & Merchandising for Swarovski, he is globally responsible for the strategy, processes, organization and system to ensure that all products are brought in the right time, right price, right place and right quantities.

PIOTR DOPIERALA - METRO GROUP
HEAD OF LOGISTICS STRATEGY AND NETWORK DEVELOPMENT

Piotr Dopierala joined METRO Group on 2003 as SC Manager in Makro Poland and later as Head of Corporate SCM Development at Dusseldorf Headquarters. On 2009 was responsible for the Regional SCM in Region Western Europe & MENA – Senior Director METRO Group, and Managing Director of MGL-Metro Group Logistics in Turkey. After company’s restructure Piotr leading both MGL-Metro Group Logistics Company and SCM Department of Metro Cash and Carry in Turkey. Since 2014 he returned to the Corporate SCM team in Dusseldorf as Head of Logistics Strategy and Network Development, focusing on to develop the Omni-channel fulfilment infrastructure. He has worked in several logistics and distribution companies like Raben Group as Forwarding Director and in Pharmag S.A. as Operations Director in Poland.

PERNILLA ROSENQVIST - IKEA
GLOBAL RANGE MANAGER TEXTILES

10 years experience in the Fashion industry in Sweden. 16 years in IKEA: 7 years in Asia, in different positions, for ex country Manager for IKEAs purchase operations in Pakistan and Vietnam. Worked as global Supply Chain manager and Range Manager at IKEA of Sweden. Been part of The Multi Channel Transformation program and is now Global Business Leader for all Limited Design Collections.

MATHEW SPOONER - GARTNER
RESEARCH DIRECTOR - SUPPLY CHAIN CORE TEAM

Matthew has more than 20 years of experience working in Global Supply Chains management roles, covering a wide range of supply chain functions in many different business sectors. In his previous role, Matthew was The Global Supply Chain Program Director at Ericsson Television, where he was responsible for the Sales and Operations Planning process, Supply Chain Design and Supply Chain Strategy. As a line manager and in consultancy, Matthew has worked in Telecoms manufacturing, Aerospace and Life Sciences sectors.

THORSTEN SCHROER - IBM CORPORATION
DIRECTOR & GLOBAL INDUSTRY LEADER

Thorsten Schroer is the global industry leader in IBM Watson Internet of Things business unit with focus on supply chain and manufacturing across industries. He works extensively with senior supply chain executives as they look to digitize and transform their operations applying leading edge technology around cloud, analytics, mobility and cognitive. In previous roles he led IBM’s business for the electronics industry for Europe and led globally the Supply Chain & Operations Practices within IBM’s Center of Competence for the electronics industry.

MARCO PORZIO - NESTLE PURINA
SOUTHERN REGION SUPPLY CHAIN DIRECTOR OF NESTLE PURINA PETCARE EUROPE

Marco Porzio is responsible for all the Supply Chain activities of more than 25 different markets at Nestlé Purina Petcare Europe. On 1998 he joined Nestlé as Operation Manager of the new Additional Trade Channel BU and later he was Director of the Customer Service Shelf Stable. As electronic engineer, he developed projects of Computer Integrated Manufacturing for some of the main Italian industrial groups at the Engineering Society of Milan. He also worked for HEINEKEN Italy as responsible for Software Automation-Process Control, the Physical Distribution Department for the process integration Heineken - Moretti and the strategic project to outsource its logistic.

DR. KAI HOBBERG - KLU UNIVERSITY
ASSOCIATE PROFESSOR OF SC & OPERATIONS STRATEGY

Kai Hobberg worked as a strategy consultant and project manager for Booz & Company from 2006 to 2010. In research and executive education he collaborates with companies such as P&G, McKinsey & Company, BASF, Zalando, or Jungheinrich.
<table>
<thead>
<tr>
<th>SCHEDULE</th>
<th>LECTURE</th>
<th>SPEAKER</th>
<th>COMPANY</th>
<th>TITLE</th>
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</thead>
<tbody>
<tr>
<td>09:00 - 09:45</td>
<td>Welcome Coffee &amp; Registrations</td>
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<tr>
<td>09:45 - 10:00</td>
<td>CSCMP Welcome</td>
<td>Rick Blasgen</td>
<td>CSCMP President &amp; CEO</td>
<td>'How efficient assortment &amp; visual merchandising improve consumer experience, sales growth &amp; inventory levels'</td>
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<tr>
<td>10:00 - 11:00</td>
<td>General Session</td>
<td>Oscar Diaz</td>
<td>Swarovski</td>
<td>'The importance of customer centricity for Metro Group'</td>
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<tr>
<td>11:00 - 12:00</td>
<td>General Session</td>
<td>Piotr Dopierala</td>
<td>Metro Group</td>
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<td>12:00 - 12:30</td>
<td>Coffee Break</td>
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<tr>
<td>12:30 - 13:45</td>
<td>Keynote Speaker</td>
<td>Prof. Richard Wilding</td>
<td>Cranfield School of Management</td>
<td>'Supply Chain Collaboration in a social and omni-channel world'</td>
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<tr>
<td>13:45 - 15:00</td>
<td>Networking lunch</td>
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<tr>
<td>15:00 - 16:30</td>
<td>WORKSHOP Sessions</td>
<td>Miquel Serracanta</td>
<td>- SC Networking: How better partners/connections deliver more value</td>
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<tr>
<td>15:00 - 16:30</td>
<td>WORKSHOP Sessions</td>
<td>Fernando Gómez</td>
<td>- eCommerce: Assuring CX through Collaborative Planning</td>
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<td>15:00 - 16:30</td>
<td>WORKSHOP Sessions</td>
<td>Andrés Cortijos</td>
<td>- Blockchain</td>
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<tr>
<td>16:30 - 17:45</td>
<td>Keynote Speaker</td>
<td>Carol Ptak</td>
<td>Demand Driven Institute</td>
<td>'Adapt or Die - Managing the Volatile Supply chain'</td>
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<tr>
<td>17:45 - 18:45</td>
<td>General Session</td>
<td>Pernilla Rosenqvist</td>
<td>IKEA</td>
<td>'Moments of truth - Trustful customer meetings'</td>
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<td>18:45</td>
<td>Closing Day 1</td>
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<td>18:45 - 19:30</td>
<td>Networking Cocktail</td>
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<tr>
<td>08:15 - 08:45</td>
<td>Networking Coffee &amp; Registrations</td>
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<tr>
<td>08:45 - 09:00</td>
<td>CSCMP Welcome</td>
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<tr>
<td>09:00 - 10:00</td>
<td>General Session</td>
<td>Mathew Spooner</td>
<td>Gartner</td>
<td>“How advanced S&amp;OP delivers customer value”</td>
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<td>10:00 - 11:15</td>
<td>Keynote Speaker</td>
<td>Robert Martichenko</td>
<td>DSA by CSCMP</td>
<td>“Discovering hidden profit”</td>
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<td>11:15 - 11:45</td>
<td>Coffee Break</td>
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<tr>
<td>11:45 - 12:45</td>
<td>Parallel Sessions</td>
<td>Marco Pozio</td>
<td>Nestlé Purina</td>
<td>“A 3D Matrix Organization to enable Customer Experience”</td>
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<td></td>
<td></td>
<td>Thorsten Schroeer</td>
<td>IBM</td>
<td>“The next BIG thing in Supply Chain and Manufacturing - Artificial Intelligence?!”</td>
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<td></td>
<td></td>
<td>Kai Hoberg</td>
<td>KLU University</td>
<td>“How SC4.0 will enhance the customer experience”</td>
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<td>12:45 - 13:45</td>
<td>General Session</td>
<td>TBC</td>
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<td>Customer Case</td>
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<td>13:45</td>
<td>CSCMP event closing</td>
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<tr>
<td>13:45 - 14:30</td>
<td>FINAL Networking Lunch</td>
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<td>14:30 - 15:30</td>
<td>Barcelona Port Visit: Guided Tour (Optional)</td>
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REGISTRATION

Please email contact@cscmpspain.org, indicating “Registration SCLF 2017” as your subject. The attendee’s name, company name, and job title must be provided in the email. You will receive a confirmation email with payment details after your submittal. The registration will be final and confirmed upon receipt of the registration fee. The number of attendees for this event is limited to maximize the professional learning and networking experience, so please register as soon as possible to ensure participation and to Save The Date!

<table>
<thead>
<tr>
<th>CSCMP Members</th>
<th>Paid Members at <a href="http://cscmp.org">http://cscmp.org</a></th>
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<tbody>
<tr>
<td>CSCMP Non-Members</td>
<td>Register before 15/04/2017</td>
<td>€395</td>
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<td></td>
<td>Register after 16/04/2017</td>
<td>€450</td>
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Notes: 2nd and following attendants from the same company have 25% discount on the corresponding fee. VAT is included.

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VICE-PRESIDENT PROGRAMS

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HOW TO ARRIVE?

VENUE WORLD TRADE CENTER BARCELONA, SPAIN
Building East, Moll de Barcelona, s/n, 08039 Barcelona
www.wtcbcn.com

CAR
C-31 motorway and then B-10 Ronda Litoral and take Exit 21 Ciutat Vella/Paral·lel/La Rambla/Montjuic/Port Vell

BUS
Bus V11 Stop Moll de Barcelona just in front of WTC entrance

METRO
Drassanes is 10 minutes walking from WTC and Plaza Catalunya metro stop and train station are 20-25 minutes walking from WTC.

PLANE
Barcelona-El Prat Airport is just 10 miles from the WTC (25 minutes by car).

AIRPORT BUS
Every 10 minutes there are Aerobuses from Barcelona El Prat Airport to Barcelona Center.
http://www.aerobusbcn.com/en/

HOTEL OPTIONS NEAR BY WTC BARCELONA

EUROSTARS GRAND MARINA
http://www.grandmarinahotel.com/en

HOTEL BARCELONA UNIVERSAL
Special Event Price before April 15th, 2017.
€156 Breakfast included. Event Code: SCLForum17
http://www.hotelbarcelonauniversal.com/en

Note: There is a parking underground WTC