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.
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.

EVA VELDKAMP - METRO GROUP
HEAD OF FSD/MULTICHANNEL - SCM DESIGN CENTER OF COMPETENCE

Eva Veldkamp joined METRO Group Buying in Hong Kong as Logistics Manager, where she was operationally responsible for the global full container shipments and lead companywide initiatives related to shipment reliability. In 2015 Eva moved to Düsseldorf, METRO AG where she joined the Corporate Logistics team, and with that move the logistics supply chain focus has shifted to the warehousing and distribution activities within the METRO Cash & Carry Network. Currently she is one of the key enablers in a logistics’ network reorganization and warehousing concept project, with focus on implementing a semi-automated solution.

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.

MATTHEW 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 SCHRÖR - IBM CORPORATION
DIRECTOR & GLOBAL INDUSTRY LEADER

Thorsten Schröer 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 - NESTLÉ PURINA
SOUTHERN REGION SUPPLY CHAIN DIRECTOR OF NESTLÉ 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 Hoberg 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.
SCLF attendees will be able to participate, discuss, share and learn about Hot Supply Chain Topics in 3 practical workshops. These workshops are an excellent opportunity to learn from experts & other attendees, and share your own knowledge, experiences & ideas where no commercial activities will be performed. CSCMP Spain Board Members will moderate these workshops:

**Supply Chain Networking:**
*How better partners/connections deliver more value*

**Moderated by:**
CSCMP European Regional Advisor & Spain RT President.
Miquel Serracanta
Partner Solutions & Decisions. SC Masters Director EAE BCN

Discover how efficient professional networking help companies deliver more competitive value added product & services to their customers; why collaborating with better partners (suppliers & customers) will ensure your business sustainability and how investing in efficient individual networking also will deliver higher returns to your professional career.

**eCommerce:**
*Enhancing Customer Experience through Collaborative Planning & Execution*

**Moderated by:**
CSCMP Spain Vice-President of Programs. Global Master
Fernando Gomez-Calmaestra
Planning Mgr. MAXAM, SC Masters Professor at EAE Madrid

Nowadays, with the rise of eCommerce & customer expectations, having the product available when, where and how, requested is getting more complex & complicated than ever. In this workshop we will work together to learn how planning & executing collaboratively will enhance both Customer Experience & Business Performances

**How Blockchain is turning Industry 4.0 into reality**

**Moderated by:**
CSCMP Italy RT Vice-President. Supply Chain at United
Enrico Camerinelli
Nations Economic Commission for Europe (UNECE)

Increased globalization makes necessary to have real-life maximum SC E2E transparency, and allow all members of a supply chain community to monitor the activities of each other’s authorized staff. Blockchain is a global system for mediating trust and selective transparency. In this workshop attendees will have both the opportunity to understand this new trend from zero & learn from others more experienced in their use to make Industry 4.0 happen

**Workshops Common Methodology**

1. Attendees will be grouped in small groups of 8-10, organized previously by CSCMP Spain RT to ensure diversity in each group.  
   5 min
2. CSCMP Moderator welcomes and introduces the topic  
   10 min
3. Moderator and an expert speaker will introduce the “AS IS” situation and “TO BE” future developments and launches a series of statements and/or questions to the smalls groups.  
   25 min
4. Each group will discuss internally questions/statements trying to reach consensus and agreed a summary  
   25 min
5. A representative of each group will share their groups insights to the rest (5 min per group).  
   25 min
6. Open discussion for attendees to agree a final summary of the workshop discussions.  
   25 min

**Note:** The three moderators will summarize each session proceedings and share it later with conference attendees
<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>&quot;How efficient assortment &amp; visual merchandising improve consumer experience, sales growth &amp; inventory levels&quot;</td>
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<tr>
<td>10:00 - 11:00</td>
<td>General Session</td>
<td>Oscar Diaz</td>
<td>Swarovski</td>
<td>&quot;The importance of customer centricity for Metro Group&quot;</td>
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<tr>
<td>11:00 - 12:00</td>
<td>General Session</td>
<td>Eva Veldkamp</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>&quot;Supply Chain Collaboration in a social and omni-channel world&quot;</td>
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<td>13:45 - 15:00</td>
<td>Networking lunch</td>
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<tr>
<td>15:00 - 16:30</td>
<td>Practical WORKSHOPS</td>
<td>Miquel Serracanta, Fernando Gómez, Enrico Camerinelli</td>
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<td>- SC Networking: How better partners/connections deliver more value</td>
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<td>- eCommerce: Assuring CX through Collaborative Planning &amp; Execution</td>
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<td>- How Blockchain is turning Industry 4.0 into reality</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>&quot;Adapt or Die - Managing the Volatile Supply chain&quot;</td>
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<tr>
<td>17:45 - 18:45</td>
<td>General Session</td>
<td>Pernilla Rosenqvist</td>
<td>IKEA</td>
<td>&quot;Moments of truth - Trustful customer meetings&quot;</td>
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<tr>
<td>18:45</td>
<td>Closing Day 1</td>
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<tr>
<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>Matthew Spooner</td>
<td>Gartner</td>
<td>“How advanced S&amp;OP delivers customer value”</td>
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<tr>
<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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<tr>
<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 Schröer</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>
<th>€250</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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<tr>
<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

CSCMP ROUNDTABLE BOARDS

ORGANIZERS: CSCMP SPAIN RT

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<tr>
<th>PRESIDENT</th>
<th>MIQUEL SERRACANTA</th>
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<tr>
<td>VP MEMBERSHIP</td>
<td>NATALIA FERNÁNDEZ</td>
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<td>VP PROGRAMS</td>
<td>FERNANDO J. GÓMEZ-CALMAESTRA</td>
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<td>TREASURER</td>
<td>ANDRÉS CORTIJOS</td>
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<tr>
<td>GENERAL SECRETARY</td>
<td>HERNÁN VÁZQUEZ</td>
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<tr>
<td>BOARD MEMBERS</td>
<td>GUILLERMINA RODRÍGUEZ (SPONSORS MANAGER)</td>
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<td>SARA DOMINGO (YOUNG PROFESSIONAL)</td>
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CONFERENCE SUPPORT: EUROPEAN COMMITTEES

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<tr>
<th>EUROPEAN CHAIR</th>
<th>SOENKE KUEHL</th>
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<tr>
<td>BENELUX RT</td>
<td>JOCHUM REUTER</td>
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<td>BENELUX RT</td>
<td>FREEK BRILLEMAN</td>
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<td>SWITZERLAND RT</td>
<td>THOMAS KOFLER</td>
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<td>ITALY RT</td>
<td>IGINO COLELLA</td>
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<td>SWEDEN RT</td>
<td>CARL-AXEL ERIKSSON</td>
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<tr>
<td>GERMANY RT</td>
<td>HANS-PETER SCHNEIDER</td>
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<tr>
<td>POLAND RT</td>
<td>SEBASTIAN JARZEBOWSKI</td>
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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/Montjuïc /Port Vell

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

METRO
Drassanés 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