

EUROPEAN CONFERENCE
Brussels, 10-12 October 2007

The Next Generation Supply Chain

Proactive Management of Risk and Compliance

ORACLE[®]



iCognitive



Conference



One theme, 2 days, 4 tracks,
and hundreds of possibilities
to learn and network !

About the Conference

Organised by supply-chain specialists for supply-chain professionals, the Supply-Chain European Conference has been highly praised for the **outstanding quality of the education** it delivered in its past editions, and the great networking opportunities provided for participants.

The 2007 edition will take place in Brussels, Belgium, and aims to gather **more than 250 supply-chain professionals** around the theme of **Proactive Management of Risk and Compliance**.

To explore this subject in depth, four tracks have been identified. Each will feature a keynote address, 2 to 3 break-out sessions, and an interactive forum to allow participants to debate the issues raised with their peers. **You can choose to follow one track, or mix and match the sessions as you go.**

Regulatory Compliance

A recent study from Aberdeen Group ascertains that the lack of understanding of trade regulations and inaccurate documents lead to higher landed costs than necessary, greater risk of regulatory penalties, longer cash-to-cash cycles, increased duty payments, inaccurate declarations, discrepant letters of credit charges, and expediting costs due to customs clearance delays.

The enabling factors for global supply-chain management are factors related to tax management, customs and global trade management.

Skills Management

Supply Chain Managers are faced with continuous challenges and ever changing priorities that require the ability to manage complex practices and balance technical elegance with business opportunity. The lack of properly skilled resources at all levels of the organizational structure is generally perceived as one of the major drivers of corporate risk. C-level executives who neither understand nor support the strategic relevance of supply chain management represent a risk factor just as lower level operational resources that resist from learning new practices and avoid moving away from their "comfort zone".

Outsourcing

Companies are making critical outsourcing decisions regarding regions, products and services with a one size fits all approach. They mistakenly rely on Total Landed Cost or Total Served Cost as their primary decision factor whereas the trade off between service level and cost / profit is overlooked. Demand and Supply variability is affected by these decisions but the impacts seldom considered.

Supplier Disruption

Supplier disruption has been shown in many recent surveys to be the major driver for risk according to supply chain managers. One of the best practices identified consists in building a collaborative environment with suppliers. To be efficient, collaboration needs visibility, common language, trust, as well as a method to distribute value.

The keynote will focus on suggesting practices and guidelines to build a tighter collaborative relationship with suppliers, based on a Service Level Agreement (SLA) that accounts for operational excellence, financial impact and viability of working capital.



Workshops

9-10 October 2007, Sheraton Brussels

Combine your participation at the conference with one of these 3 workshops and get a 10% discount on both!

For registration and fees, visit www.supply-chain.org



SCOR 8.0 Framework Training

This training introduces attendees to the full scope and contents of SCC's SCOR framework. The intention is to understand the major process components of the framework (Plan, Make, Source, Deliver, Return, Enable) from a supply chain perspective and how to use them to model supply-chains, understand the key supply chain performance indicators of the framework and how to choose the right indicators to characterize supply chain performance, and understand the key best practices for use in benchmarking and performance improvement. Lastly, the course takes participants through an example SCOR implementation to understand how to organize and apply the framework to specific problems.

DCOR 1.0 Framework Training

This training introduces attendees to the full scope and contents of SCC's DCOR framework. The intention is to understand the major process components of the framework (Research, Design, Integrate, Amend, Plan, Enable) from a designer perspective and how to use them to model design processes, understand the key design process performance indicators of the framework and how to choose the right indicators to characterize design chain performance, and understand the key best practices for use in benchmarking and performance improvement. Lastly, the course takes participants through an example DCOR implementation to understand how to organize and apply the framework to specific problems.

SCOR 8.0 Implementation Training

This training seeks to increase each participant's depth of understanding of the SCOR Project Roadmap and develop knowledge and skill of how to produce key project deliverables for project-based or enterprise-scale SCOR implementation. It covers the basic information on the SCOR roadmap, SCOR & Operations Strategy, SCOR & Material Flow, SCOR & Information/Workflow, and SCOR Development, Test & Rollout. Blending hundreds of SCOR projects worth of experience and a hands-on instructional design, this training will provide activities, tools, lessons learned, techniques, and templates simulating a real SCOR project in an example company.

ONE FREE FRAMEWORK AND ONE FREE IMPLEMENTATION WORKSHOP PER NEW END-USER MEMBER COMPANY!

ABOUT THE SUPPLY-CHAIN COUNCIL

The Supply-Chain Council (SCC) is a global, not-for-profit trade association open to all types of organisations. It sponsors and supports educational programs including conferences, retreats, benchmarking studies, and development of the Supply-Chain Operations Reference-model (SCOR), the process reference model designed to improve users' efficiency and productivity. The Council is dedicated to improving the supply chain efficiency of its practitioner members.

The Council's current goals include the following:

- Continuously working to provide the SCOR-model in current and widely applicable form,
- Expanding knowledge about the SCOR-model around the globe,
- Sponsoring events that provide supply chain management education and networking for members and non-members alike,
- Promoting research and thought leadership in the supply chain management area,
- Supporting educators in their dissemination of SCOR related materials and knowledge,
- Providing awards to organizations demonstrating supply chain excellence.

If you're not already a member of SCC, please visit www.supply-chain.org for more information.

Programme

Wednesday 10 October

18:00 - 20:00 **Welcome Reception:** held at the Sheraton Hotel in Brussels, this kick-off reception will allow you to unwind after your journey or workshop and start networking right upon your arrival!

Thursday 11 October

8:45 - 9:00 **Opening Remarks : Douglas Kent**, Conference Chairman
Dieter Heinke, Chairman of the European Leadership Team

9:00 - 10:00 **Regulatory Compliance : Susanne Aigner**, European Commission, Head of Supply Chain Security Sector in the Directorate General for Taxation and Customs Union, will present the European Commission legislation on supply chain security.

10:00 - 11:00	Challenge for Logistics: the Global Race, Michael Voigt , Manager SC Planning, Daimler Chrysler	Karl-Heinz Pöhlmann VP Supply Chain, Brüel & Kjær Vibro	Rapid SCOR: An introduction to the Supply-Chain Operations Reference-model (SCOR), a process reference model that has been developed and endorsed by the Supply-Chain Council as the cross-industry standard diagnostic tool for supply-chain management. SCOR enables users to address, improve, and communicate supply-chain management practices within and between all interested parties. If you don't know about the model yet, this is your chance to learn more, before attending a full workshop! Instructor : Douglas Kent
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11:00 - 11:30 Networking Coffee Break

11:30 - 12:30 **Information Driven Supply Chains - Managing Risk: Andrew Spence**, Business Development Director Lean Supply Chain Management, Oracle, will look at the role information has to play in helping to manage risk and ensure delivery performance whilst maintaining an efficient supply chain.

12:30 - 14:00 Networking Lunch. Network while enjoying the most stunning view over Brussels!

14:00 - 14:30 **The Supply-Chain Council : New Programmes and Models Development, Sean Simmons and Joe Francis (SCC)**

14:30 - 15:30 **Skills Management : Alan Waller**, President of the Chartered Institute of Logistics and Transport will present evidence of the increasing need for a new way to add this decision making process to the knowledge base of the Supply Chain Manager of 2020.

15:30 - 16:00 Networking Coffee Break

16:00 - 17:00	Implementation of Pan-european Freight Invoice Audit, Yves Kerstens VP Supply Chain Bridgestone Europe	Why Financial Risk Assessment Should Be Systematically Integrated into SCM Decision Making, Axel Ohse , Head of Trade and Risk Sales Germany, Deutsche Bank	Rapid DCOR : DCOR identifies principle process elements found throughout the design chain and links them to performance attributes and metrics. The reference model elements start with the earliest planning and research processes and extend through specific design, design integration and design amendment processes. This is the perfect session to attend if you don't have any knowledge on DCOR, before deciding to attend a training session. Instructor : Michael Ginap
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19:30 Dinner - Centre Belge de la Bande Dessinée



Friday 12 October

9:00 - 10:00 **Supplier Disruption: Jon Kihlman**, Lawyer, Gärde Wesslau Advokatbyrå, will focus on three issues that supply chain managers must be aware of to avoid disruptive supplier relationships: Time and place for delivery and passing of risk, remedies for late deliveries and examination of goods and Notice of non-conformity.

10:00 - 11:00 **Outsourcing : Professor Umit Bititci**, Director of the Strathclyde Institute for Operations Management, will present of the rising need for a new way to aid this decision making process and the tools and methodology developed to assist.

11:00 - 11:30 Networking Coffee Break

11:30 - 12:30 **Raising Awareness of the Need to Modernise Purchasing Practices, Fiona Gooch**, Private Sector Policy Adviser, Traidcraft Exchange

Assessing Risk of new regulations & long supply chains. Philippe Crolais, Supply-Chain Solutions Manager, Solectron

RAPID “Supply Chain Management, impacts on finance”: How to improve customer service and profitability. Get a quick overview of the workshop developed by iCognitive to describe the relationship between Supply Chain Management operations and the financial result of organization and how supply chain operations impacts and improves a company’s financial performance.
Instructor: John Paul

12:30 - 13:30 Lunch

13:30 - 15:00 Parallel forum sessions on each of the 4 themes to encourage discussion and share experiences among participants.

15:00 - 15:30 Networking Coffee Break

15:30 - 16:30 Wrap up Forum discussions: hear what was discussed in other sessions !

16:30 End of the conference



Speakers



Confirmed Keynotes



Susanne Aigner

Head of Supply Chain Security Sector Directorate General for Taxation and Customs Union, **European Commission**



Alan Waller

Vice-President for Supply Chain Innovation at the **International Consultancy Solving International**. He is also Visiting Professor in International Supply Chain Management at **Cranfield Centre for Logistics and Supply Chain Management** at Cranfield School of Management, President of the **Chartered Institute of Logistics and Transport** and Chairman of the **European Logistics Users Providers and Enablers Group (ELUPEG)**.



Jon Kihlman

Partner at **Gärde Wesslau Advokatbyrå**, a mid-size Swedish law firm with offices in five Swedish cities, which he joined in 2003. He is specialized in contract law, particularly sales law.



Professor Umit Bititci

PhD, CEng, MIEE, FIOM, MILT is the Director of **The Strathclyde Institute for Operations Management** and the Professor of Technology and Enterprise Management at the **University of Strathclyde**. He is the current Chairman of **IFIP WG5.7** specialising in Integrated Production Management and a past Vice Chairman of the **Institute of Operations Management**.

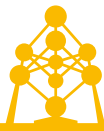


Andrew Spence

Business Development Director Lean Supply Chain Management, **Oracle**. He is responsible for the Oracle's solutions for Lean Enterprises in EMEA. He is an experienced supply chain manager and a qualified Six Sigma Master Black Belt.

Confirmed Speakers

- / **Philippe Crolais** / Supply-Chain Solutions Manager, **Solectron**
- / **Marc Fourny** / Secretary General of the **Association Belge des Cadres d'Achat et Logistique**
- / **Joe Francis** / Chief Technology Officer of the **Supply-Chain Council**
- / **Michael Ginap** / Certified Instructor of the Supply-Chain Council, and CEO of **Avineo**
- / **Fiona Gooch** / Private Sector Policy Adviser, **Traidcraft Exchange**
- / **Dieter Heinke** / Chairman of SCC European Leadership Team and Corporate Process Executive SCM, Corporate Information Office, **Siemens**
- / **Douglas Kent** / Certified Instructor of the Supply-Chain Council, CEO of **eKNOWtion**
- / **Yves Kerstens** / VP Supply Chain, **Bridgestone Europe**
- / **Dr. Kevin McCormack** / Chairman of the **Supply-Chain Council Metrics Team**
- / **Axel Ohse** / Head of Trade and Risk Sales Germany, **Deutsche Bank**
- / **John Paul** / Certified Instructor of the Supply-Chain Council and CEO of **i-Cognitive**
- / **Karl-Heinz Pöhlmann** / VP Supply Chain, **Brüel & Kjær Vibro**
- / **Sean Simmons** / COO of the **Supply-Chain Council**
- / **Roeland van Bockel** / Supply Chain Security Expert, Directorate General Transport and Energy, **European Commission**
- / **Michael Voigt** / Manager SC-Planning, **Daimler Chrysler**



Practical information

Brussels

Capital city of Europe, Brussels has grown to be a major cosmopolitan city, yet keeping a provincial feel and way of life.

Gasp at the mesmerizing beauty of the Grand Place and surrounding old streets, admire the wonders of Art Nouveau architecture whilst strolling the Ixelles neighbourhood, or enjoy a few hours visiting the antique markets and shops of the Sablons and Marolles.

And however little time you have, don't leave the city without trying one (or many!) of the world famous Belgian beers!



Sheraton Hotel

Rising high above the Brussels skyline, the Sheraton Brussels Hotel is a five-star hotel in the heart of the city's business district. Sheraton is a short stroll from Brussels' main shopping area as well as the renowned Grand Place. The Sheraton is situated on the Brussels city centre ring, with Brussels North station a mere five-minute walk away and direct metro access.

SCC has negotiated a special rate for your stay during the length of the workshops and conference. **Enjoy a single or double room for 150 euros a night, by making your hotel booking through the form available online, at www.supply-chain.org.**

Gala Venue: Centre Belge de la Bande Dessinée

Belgians have raised comics to the rank of art. Tintin is the most famous of dozen of heroes created by Belgian artists. Discover them in the Comic Strip Centre. The building hosting the collections is a magnificent testimony of Art Nouveau at its best. While you enjoy a beer and dine over a typically Belgian buffet, take a chance to tour the temporary exhibition about comic strips and Europe.

Registration

This year, the Supply-Chain Council invites you to register online through its website www.supply-chain.org.

If you are not able to register online, please contact our European office at Europe@supply-chain.org or by phone +32 2 627 01 60.

Make sure you take advantage of our early-bird rates before the 5th of September 2007, or Group rates with a third registration at half price for employees of the same company.

Conference Registration Rates*

Category	Early Bird Registration (before 5 September 2007)	Late Registration
SCC Member	890 €	995 €
SCC Member, 3rd registration of the same company	445 €	498 €
SCC Academic Member	450 €	550 €
Non-Member	1150 €	1295 €

*Registration fee covers all conference programme and material, coffee breaks, lunches, reception and gala dinner as mentioned in the programme.

Registration for the workshops can be made online at www.supply-chain.org

Sponsors

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Sample attendees from 2006

Air Products and Chemicals Inc
Akzo Nobel Car Refinishes, S.L.
Amer Sports
American Standard Companies
Avnet
BAE Systems
Biomet
Boehringer Ingelheim GmbH
Boots Retail International
Borealis Polymers NV
Brunswick Corporation
Bulgari SPA
CYTEC
Degussa AG
DSM
Elcoteq SE
Eli Lilly & Co
Ericsson
Essilor International
Fairchild Semiconductor
Farma Lepori S.A.
Grupo Ormazabal
Halton Hoy
Hewlett Packard
Huber + Suhner AG
IBM Corporate Environmental Affairs

Supply Chain manager Chemicals Europe
European Supply Chain Manager
Vice President Global IT
Vice President Integrated Supply Chain
Executive VP Supply Chain Services Worldwide
Head of Supply Chain CSeSI
Supply-Chain Manager
Supply Chain Manager
Supply Chain Development Manager
Vice President Procurement
Director Supply Chain Operations EMEA
Supply-Chain Planning Director
Vice President Supply Chain
Supply Chain Management
Corporate Leader SCM
SCM Manager
Clinical Trial Supply Chain Representative
Manager, IS-IT Demands & MU Support
Quality Systems Project Manager
Director Global SCM Planning Systems
Supply Chain Director
Operations General Manager
SCM Manager
Supply Chain Program Manager
Head of Logistics RFT
Manager Environmental Affairs

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Solectron
Swedish Defence Materiel Administration
The Glenmorangie Company Ltd
Uzel Makina Sanayii A.S.
Volvo IT
Wacker Chemie GmbH
Weidmüller Interface GmbH & Co KG

Global Supply Chain Co-ordinator
Supply Chain Manager
Operations Manager
Director EMEA Supply Chain Practices
CT Material Supply
Director IT and Logistics
Manager
Global Process Owner, Supply Planning
SVP Philips Lighting Supply Chain
and Business Excellence
Regional Supply Director SWE
Project Manager
Sr. Process Improvement Manager
Senior Executive
Supply Chain Manager
Corporate Process Executive SCM
Manager Strategic Program Team
Supply Chain Operations Manager
Supply Chain Solutions
Project Engineer
Operations Director
Marketing Director
Business Consultant
Senior Manager BU-Planning & Logistics
Manager Logistics Centre

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