

SUSTAINABLE SUPPLY CHAINS & SUSTAINABILITY GALA 2010

WEDNESDAY, JUNE 2ND 2010

Grand Hotel Huis ter Duin

Noordwijk, the Netherlands



*Face to face
with thought leaders
in sustainability
and supply chain
management*

TWO EVENTS WITH AN EXCEPTIONAL SPEAKER LINE-UP, PRESENTING:

- > **Kofi Annan**, former Secretary General of the United Nations and Nobel Peace Prize winner
- > **Gerard Kleisterlee**, Philips CEO and Winner of the Outstanding Leadership Award in Sustainable Practices
- > **André Veneman**, Sustainability Director of Akzo Nobel
- > **David Simchi-Levi**, MIT Professor, The world premiere of MIT/ TruEconomy research into supply chain management and the agenda of the CEO
- > **Roger van Boxtel**, Chairman of 'De Groene Zaak' and Menzis CEO

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Flevum

- 12.30 - 13.15h Registration
- 13.15 - 13.30h Opening by chairman
- 13.30 - 14.15h  **André Veneman**, Sustainability Director, Akzo Nobel Systems division
Veneman explains how Akzo Nobel has managed to successfully integrate sustainability into all levels of the organisation and within their supply chains.
- 14.15 - 15.00h **Lawrence Hutter**, global leader consumer business and partner, Deloitte
Hutter presents a roadmap for sustainable consumption using a report prepared in collaboration with The World Economic Forum.
- Break with coffee & refreshments
- 15.30 - 16.15h  **Roger van Boxtel**, Chairman 'De Groene Zaak'; chairman of the board, Menzis
De Groene Zaak stimulates entrepreneurs to develop sustainable products and services by putting sustainability on the political agenda.
- 16.15 - 17.00h  **Gerard Kleisterlee**, CEO and chairman of the board, Philips
Kleisterlee was recently named one of the top European business leaders of 2010 and received the award for Outstanding Leadership in Sustainable Practices.
- 17.00 - 17.45h  **Prashant Yadav**, professor of supply chain management, the MIT-Zaragossa International Logistics Program
Yadav talks about improving health in the world and saving lives with more effective supply chains.
- 17.45 - 18.00h Closure of the afternoon sessions by chairman
- 18.00 - 19.00h Networking reception

Parallel to Sustainable Supply Chains, there are several sponsored sessions:

- 15.00 – 18.00h **Roundtable with Kofi Annan**, organisation by TruEconomy.
By invitation only.
- Roundtable with David Simchi-Levi**, organisation by TruEconomy.
By invitation only.
- Workshop 'Creating Sustainable Supply Chains'**, organisation by KPMG.
Three case stories.

18.00 - 19.00h Registration & networking reception

19.00 - 22.00h Opening gala dinner



Professor David Simchi-Levi,

Department of Civil and Environmental Engineering,
Massachusetts Institute of Technology (MIT)

*World launch presentation of the final research results
of the MIT/TruEconomy research into supply chain
management and the agenda of the CEO.*



**Kofi Annan, former Secretary-General of the United
Nations and Nobel Peace Prize winner**

*General address in which Annan reiterates the responsibility
of businesses and individuals to address sustainability,
followed by a Q&A session.*

22.00h - 24.00h Informal drink at TruEconomy reception

Dress code: cocktail attire

Supply chain management and the agenda of the CEO

The Sustainability Gala 2010 will host the world launch of the final research results, to be presented by MIT Professor David Simchi-Levi. Insights and results coming from the latest large scale MIT/ TruEconomy research into supply chain management and the agenda of the CEO will be presented at the Sustainability Gala dinner. Company leaders realize that sustainability goes beyond countering threats like global warming, regulations and customer backlash and actually holds opportunities for supply chain configuration, collaboration and cost effectiveness. How to embrace sustainability in your supply chain? How to leave the level of countering fears of sustainability and to achieve the level of materializing on the opportunities of sustainable supply chains?

You will be part of the world premiere of the findings presentation of the MIT research to answer those questions. All attendees will be the first to receive a copy of the executive summary.

Who should attend?

How can we create sustainable supply chains? Is supply chain management an important topic on the agenda of today's business leaders? How can you make sure that your company is creating value for your shareholders and the corporation?

This conference will gather the world's most dynamic and senior executives, holding top positions within multinationals, to discuss how to create sustainable supply chains. The Sustainable Supply Chains sessions and Sustainability Gala dinner are primarily aimed at C-level and supply chain executives.

Why attend?

- > An exclusive gathering for the world's most dynamic and senior executives
- > Highly relevant content from the world's thought leaders in sustainability and supply chain management
- > Excellent network opportunities with the most prominent executives

Registration information and pricing

Please find below the pricing structure of Sustainable Supply Chains and the Sustainability Gala Dinner.

Register online: www.sustainabilitygala2010.nl

	Sustainable Supply Chains	Sustainability Gala Dinner	Both events
Regular Price	€ 595,-	€ 1495,-	€ 2090,-
Discounted entries:			
> Supply Chain Professionals			
> Paying subscribers to <i>Supply Chain Magazine,</i> <i>Management Team</i> or <i>Sprout</i>	€ 395,-	€ 1295,-	€ 1690,-
> Valid promotional code			
> Members of TruEconomy's SCM Research Community <i>More information: www.trueconomy.com</i>			

Visit the website for an up to date list of conference attendees

www.sustainabilitygala2010.nl

Conference venue

The event will take place at **Grand Hotel Huis ter Duin**, a five star luxury hotel on the Noordwijk coast. Noordwijk is a central location in the 'Randstad' and only a 30 minute drive from Amsterdam Airport Schiphol. Delegates are responsible for the arrangements and payments of their own travel and accommodation. Grand Hotel Huis ter Duin has special rates for our delegates. Acces code: sustainability. A shuttle service to the airport is available.

Address

Koningin Astrid Boulevard 5
Noordwijk aan Zee
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www.huisterduin.com

Sponsor information

Supply Chain Media deals with all sponsoring requests of the conference. For information on tailor made sponsoring, please contact our sponsor manager Erwin d'Hollosy:

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Organisation

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