



3RD
SUPPLY CHAIN
RISK MANAGEMENT
SEMINAR

EFFECTIVE SCRM
STRATEGIES IN A TIME
OF CRISIS

26TH & 27TH OCTOBER 2011 BARCELONA

our speakers

DIAGEO



DIAGEO

Managing Director Global Supply Chain

Ivanka Janssen

RENAULT

VP WorldWide Supply Chain & Manufacturing Systems

Philippe Paban

etisalat 

ETISALAT

Group SVP Enterprise Risk Management

Bill Aujla

Johnson & Johnson

JOHNSON & JOHNSON

Procurement Director

Ludwig Binder



CISCO

VP Value Chain Operations EMEA

Johan Jemdahl



AVNET

VP EMEA Supply Chain

Pascal Fernandez



Continental

Director Logistics Automotive, Customer & Supplier Logistics

Karlheinz Dietz



Unilever

UNILEVER

VP Group Supply Chain Strategies

Javier Huerta



TAPA EMEA

Executive Director

Laurence Brown



SCOR / eKNOWTION

European Chair / CEO / Event Chairman

Douglas Kent

3RD SUPPLY CHAIN RISK MANAGEMENT SEMINAR

26TH & 27TH
OCTOBER 2011
BARCELONA

Bienvenido, Benvinguts, Welcome...

Icon welcomes you to join us for this 3rd international edition of the SCRM Seminar.

Since the inception of this unique event some years ago, we have had the pleasure of working with some of the leading minds and authorities on Supply Chain, Procurement, Risk Management and related areas, as they have come to share their knowledge and experience with our senior level group of participants.

For the 2011 edition, we have again sought out some of the most innovative work and progress in this field of online and we have endeavoured to bring these groups and speakers together for this unique two-day seminar to help you learn, network and benchmark through a series of presentations, case studies, interactive panel discussions and networking activities.

Just some of the topics being discussed:

Supply Chain ROI, Best Practices & Metrics

- Best practice methodologies for taking efficient risk mitigation decisions based on ROI
- SC Risk Management: Sensing and Responding
- Advances in the assessment and management of supply chain risk.
- Modeling the economic value of effective supply chain risk management.
- Supply Chain Risk Mgmt - Deliver the Markets most Resilient Supply Chain
- Create a proven End-to-End Supply Chain to Minimize Risk
- Behavioral decision making as an enabler or impediment of effective risk management.
- How to use VMI (Vendor Management Inventory) as a valid risk mitigation strategy?
- Risk sharing in multi-firm risk management strategies
- Reducing the risk in a supplier relationship by a business check up.
- Risk Sharing in Multi-Firm Risk Management Strategies
- Supply Chain Security for the Future
- Supply Chain Collaboration to Enhance Performance
- How a proactive partnership between Shipper & LSP can mitigate the risk for both Parties!
- Assessing and effectively managing supply chain costs associated with logistics price volatility.
- The role of supply chain risk management in global competitiveness (e.g., how effective supply chain risk management supports competitiveness-enhancing global trade patterns).

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Icon is proud to welcome once again event chair Douglas Kent

Serving as the President of eKNOWtion and current Director of the Supply Chain Council - Europe, Douglas has over twenty years of experience focused on the development, marketing and deployment of tailored supply chain solutions for companies across a wide variety of industry sectors.

Before joining eKNOWtion, Douglas was a Principal Consultant of management consultants Pittiglio Rabin Todd & McGrath (PRTM) and formerly served as the Vice President for the Integrated Material Services division of Avnet Inc.



Douglas is an MBA graduate from Pepperdine University's School of Management and studied at Harvard University during his post-graduate years. Douglas is also a frequent lecturer and author of many Supply Chain articles and frequent Speaker / Chairman globally at Supply Chain related conferences.

Douglas is Qualified SCOR® Trainer, Certified SCOR® Professional, and adjunct faculty at the International University of Monaco and France's SKEMA business school.

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SUPPLY CHAIN RISK MANAGEMENT - CURRENT RESEARCH AND NEWS

day 1

WEDNESDAY 26TH OCTOBER 2011

2:00pm

Registration & Welcome Reception

2:20pm

Chair Introduction & Opening Comments

2:30pm

Keynote Opening Session - Event Chairman

Douglas Kent

CEO / eKnowtion & Supply Chain Council Europe

SC Risk Management: Sensing and Responding

- * Impact of globalization
- * Uncertainty as the new norm
- * Delicate balance between financial considerations and satisfying the customer
- * Enabling rapid response to disruption

3:10pm

Keynote Presentation

Johan Jemdhahl / *VP Value Chain Operations EMEA / Cisco*

Supply Chain Risk Mgmt - Deliver the Markets most Resilient Supply Chain

How to achieve best in class recovery times by incorporating resiliency requirements in the design of products and supply chain

3:50pm

Coffee & Networking Break

4:20pm

Presentation & Case Study

Ludwig Binder *Procurement Director / Johnson & Johnson*

Reducing the risk in a supplier relationship by a business check up.

- * How to reduce risks
- * Risk management versus crises management
- * How to set up an effective business audit

5:00pm

Presentation

Bill Aujla / *Group SVP Enterprise Risk Management / Etisalat*

An ERM model in a Telecom Business

- How to Develop an ERM model that works.
- How to Implement ERM; and
- How to Manage ERM in your organisation.

5:40pm

Interactive Panel Discussion

Behavioral decision making as an enabler of effective risk management and the findings from Day 1.

Moderator

Douglas Kent / *Event Chair*

Panelists:

Philippe Paban / *VP Worldwide Supply Chain & Manufacturing Systems / Renault*

Ludwig Binder / *Procurement Director / Johnson & Johnson*

Bill Aujla / *Group SVP Enterprise Risk Management / Etisalat*

6:15pm

End of Day 1

day 2

THURSDAY 27TH OCTOBER 2011

9:00am

Presentation

Javier Huerta / VP Group Supply Chain Strategies / Unilever

Expert led session from Unilever's Vice President.

9:40am

Plenary Presentation

Ivanka Janssen / Managing Director Global Supply Chain / Diageo

The role of supply chain risk management in global competitiveness (e.g., how effective supply chain risk management supports competitiveness-enhancing global trade patterns).

10:20am

Plenary Session

Karlheinz Dietz / Director Logistics Automotive / Continental Automotive

Supply Chain Transparency to Manage the Supply Chain Risk

- Flexible Supply Chains for volatile markets
- Communication process in Automotive Industry
- Transparency in the Supply Chain
- SCM-Monitoring to support the supply chain risk management

11:00am

Coffee & Networking Break

11:20am

Case Study

Pascal Fernandez / VP EMEA Supply Chain / Avnet

How to use VMI (Vendor Management Inventory) as a valid risk mitigation

- Dynamics of the Electronic Industry supply chain
- Risk mitigation a key step to Supply chain sustainability
- Vendor Managed Inventory values, how does it fit within enterprise

12:00pm

Interactive Panel & Group Session

Modeling the economic value of effective supply chain risk management.

A perfect platform to raise your current issues and challenges to the Day 2 panel of experts.

Moderator: *Douglas Kent / Event Chair*

Panelists:

Johan Jemdhahl / VP Value Chain Operations EMEA / Cisco

Ivanka Janssen / Managing Director Global Supply Chain / Diageo

Karlheinz Dietz / Director Logistics Automotive / Continental Automotive

Javier Huerta / VP Group Supply Chain Strategies / Unilever

day2

THURSDAY 27TH OCTOBER 2011

12:40pm

Working Lunch

2:40pm

Keynote Presentation

Philippe Paban

*VP Worldwide Supply Chain & Manufacturing Systems / Renault
Chairman / Odette International*

Supply Chain Collaboration to Enhance Performance

As Supply Chains become increasing complex & critical to performance, companies need to build new SC solutions and benefit from collaborative industry standards. Capture business drivers: Long distance SC, segmented supply chains, supplier collaboration, flexibility. SC design has become global & optimization needs to integrate multiple criteria.

- Supply Chain complexity drivers
- Importance of developing and deploying Supply chain standards and collaborative solutions within Industry sectors including Forecasting, Capacity Planning, Transportation Management, Production synchronization. Experience of Automotive industry ODETTE International will be shared
- Innovations to be taken into account and change management strategies to successfully implement changes

Key take-aways:

- Which collaborative solutions can provide required flexibility
- Which sourcing policies and organisation for Supply Chain IS development and support
- How to improve efficiency dealing with partners and suppliers

3:20pm

Presentation

Laurence Brown / *Executive Director / TAPA EMEA*

How a proactive partnership between Shipper & LSP can mitigate the risk for both Parties!

- Global Industry Supply Chain Risk situation
- What does TAPA really mean?
- What's next?

4:00pm

Q&A Panel Debate

- Actual Problems of Supply Chain Security
- Supply Chain Security for the Future
- Impact of Globalization on Supply Chain Management

4:40pm

Chair's Review & Findings

As the event draws to a close, the Chairman Douglas Kent will review the highlights and "Hot Points" that will emerge during the two days. This final short session also lends itself to a final group Q&A session between all participants.

5:00pm

Event Close

Previous Attendees

Adidas · Admob · Alcatel Lucent · Allianz · Aviva · AXA · BBC · BSKyB · Bentley Motors Ltd
Bristol-Myers Squibb · Cisco · Clifford Chance · Coca Cola · Daimler · Danone · Dell · Deutsche Telekom · Dexia · Diageo · Disney France
Disney USA · EADS · Ebay · Facebook · Ferrero · GM · Glaxosmithkline · Google · HBOS · Henkel · Honda · HP · IBM · ING · Mastercard · Medtronic · Microsoft · Nestle · Nike · Novartis · Novo Nordisk · Orange · Panasonic · Petrom · P&G · PepsiCo International · Philips · Rolls Royce · RWI · Saatchi & Saatchi · Sanofi Aventis · Sara Lee · Schneider Electric · Shell · Sodexo Alliance · Sonaecom · Swedbank AB · Swiss Re · Telefonica · Tetra-Pak · Thomson · TNT Post · Total · UBS · Unicredit · Vestas · Vodafone · World Bank · Wyeth

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3

PRICING OPTIONS (in euros). (all rates + VAT / IVA @ 18% where applicable)

RATE (A): **495.00** *Rate available if booking 1 to 2 seats*

RATE (B): **395.00** *Rate available if booking 3 to 4 seats*

RATE (C): **295.00** *Rate available if booking 5 seats or more*

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or fax:
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