

Proudly Presents.....



I. Introduction:

In this increasingly complex world we live in, where political, social, technological and economic changes are the norm, mastering the art and science of Logistics has become a key element in the optimization of processes and services that define global supply chains. It is also a critical success factor for nations trying to compete and survive in the global economy.

For this reason, the [Centro Ejecutivo de Logística S. C.](#), partnering with a number of prestigious international business and R&D organizations, is presenting the *4° Forum Mundial de Logística* with its main theme, "Integration and Competitiveness".

II. Objectives:

- Present concrete solutions to the main integration and competitiveness challenges facing the logistics field.
- Present the most recent developments in logistics planning trends to address restrictions imposed by the globalization of markets.
- Strengthen the integration of creativity and strategic thinking in the management of supply chains, to ensure innovative and competitive operations.
- Contribute to the research, sharing and customization of methodologies and tools necessary to achieve corporate integration and competitiveness.
- Improve the efficiency and effectiveness of the management of logistics know how within organizations.

III. Monterrey: Site of the Event

The city of Monterrey, capital of the state of [Nuevo León](#), México will be host to both the [Forum Universal de las Culturas](#) and the 4° Forum Mundial de Logística.

With its well developed industrial platform and infrastructure, a number of very prestigious academic institutions and a very extensive national and international trade network, Monterrey represents an ideal choice for international business events such as this one, offering the business community high quality logistics services. Monterrey is known for its progressive and forward-looking culture, allowing it to evolve into an economic leadership role in Mexico and Latin America.



IV. Track Themes

- Logistics Trends: Where are we headed?
- The New Logistics Cities
- Communication Technology and Information
- Sustainable Logistics
- The Store of the Future

V. Program

The conferences take place from 9:00 - 16:30 hours.

Hour	March 8	March 9
7:30 - 8:30	Registro/Registration	Registro/Registration
8:30 - 9:00	Opening & Remarks <i>Ambassador Francisco Javier Alejo</i> Coordinator of the INVITE Program Gobierno del Estado de Nuevo León Mexico	
9:00 - 10:00	FastPath, Logistica de Transporte <i>Julián Barona</i> Y. B.L. and TSL Logistics Department of Logistics Engineering Korea	Sustainability is Free <i>Dale S. Rogers</i> Director Center for Logistics Management University of Nevada USA
10:00 - 10:30	Servicio de Café/Coffee Break	
10:30 - 11:30	How Peak Oil will affect Supply Chains <i>Tim Radbourne</i> Principal Radbourne Consulting Ex-Director of Logistics Wacker Chemical Corp. USA	Sustainable Development: An Introduction to Corporate Social Responsibility [CSR] Strategies and Global Supply Chain Logistics [SCL] Opportunities. <i>Victor Deyglio</i> President The Logistics Institute Canada
11:30 - 12:30	Managing Global Supply Chain Risk <i>Irvin Varkonyi</i> Program Manager APICS The Association for Operations Management Canada	Seizing Competitive Edge Through Supply Chain Management: Blueprint for 2006-2010 <i>Devendra Mishra</i> CEO and Founder MNDS International India
12:30 - 14:30	Comida Libre/Luncheon	
14:30 - 15:30	Incentives Alignment between retailer-manufacturer in SCM <i>Santiago Krailselburd</i> Principal Zaragoza Logistics Center Spain	Evolution of the 3PL Industry in Korea: From 3PL Toward 4PL <i>Hur MoonKoo</i> Team Director of Korea Intl Logistics Council, KITA Korea
15:30 - 16:30	Enabling a Demand Driven Supply Network - Successes and Case Studies From Multiple Industries <i>Mohan Balachandran</i> Vicepresident i2 Technologies, Inc. USA	Ceremonia de Clausura/Closing Remarks

VI. Info & Register

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VII. Program Fees:

	Before February 16, 2007	After February 16, 2007
Price	\$650 USD	\$750 USD

This price includes materials, coffee break during the sessions and the Certificate by the Centro Ejecutivo de Logistica, S. C.