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Contact:

Becky Schneck Allen
MIT Center for Transportation & Logistics
617.253-4592 / bschneck@mit.edu

MIT TO HOST SUPPLY CHAIN INNOVATION SUMMIT IN SPAIN

C-level Executives & Academic Leaders to speak at MIT flagship event

Cambridge, MASS, and Zaragoza, Spain, December 10, 2006 – The MIT Center for Transportation and Logistics (CTL) and the Zaragoza Logistics Center (ZLC) in Spain are pleased to announce the *Crossroads 2007: Supply Chain Innovation Summit* to be held March 21-22, 2007 in Zaragoza, Spain featuring keynote speaker Professor Susan Hockfield, President of MIT.

This premiere supply chain event co-sponsored by the two centers will bring together global leaders in business, academia, and government to discuss the innovative strategies, processes and technologies being used to successfully manage increasingly complex supply chains and examine the impact of these advances on business and consumers.

Other featured speakers include: Robert A. Willett - CIO, Best Buy/CEO, Best Buy International; LaVerne H. Council - CIO, Johnson & Johnson; Robert W. Moffat - Sr. Vice President, Integrated Supply Chain, IBM; and Diego del Alcázar - President, Instituto de Empresa

“In a business environment of increasing globalization, savage price competition, increased customer demand, and ever-changing technologies, organizations must continuously incorporate innovations into their supply chain to remain competitive,” said Professor Yossi Sheffi, Director of the MIT Center for Transportation & Logistics and MIT Professor of Engineering Systems. “At the *Crossroads 2007 Summit*, we will have some of the top thought and business leaders talking about the latest innovations and how they’ve integrated them into their supply chain in a way that creates competitive advantage.”

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The Supply Chain Innovation Summit is part of the MIT-Zaragoza International Logistics Program, a research and education partnership established in 2003. The program brings together the logistics and supply chain interests of academia, industry and government through a collaboration among CTL, ZLC, the government of Aragón, PLAZA logistics park, and industry partners.

While Crossroads symposiums are typically held at MIT, both centers decided Zaragoza, Spain, was a fitting venue for a summit on supply chain innovation. “The Government of Aragón in Spain has made enormous strides in making Zaragoza an international center for supply chain management, from its investment in the MIT-Zaragoza partnership to its progress in building PLAZA, one of the largest logistics parks in the world,” said Dr. Jarrod Goentzel, Executive Director of the MIT-Zaragoza International Logistics Program. “In addition, the trend in Spain and throughout Europe to significantly increase investment in research and innovation – working closely with industry – makes this an ideal backdrop for a major MIT event.”

For more information on the event, please visit www.zlc.edu.es/Summit07

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Media Contacts:

MIT Center for Transportation & Logistics (CTL): Becky Schneck Allen (bschneck@mit.edu)

Zaragoza Logistics Center (ZLC): Cristina Tabuenca (ctabuenca@zlc.edu.es)

About the MIT Center for Transportation & Logistics

The MIT Center for Transportation and Logistics (CTL) was founded 30 years ago as an interdisciplinary unit in the School of Engineering at the Massachusetts Institute of Technology. It conducts research in all areas of transportation, logistics and supply chain management, involving over 60 faculty members from 11 departments and schools at MIT. CTL also runs graduate logistics programs and an extensive program of industry outreach involving dozens of leading companies. For more information, see ctl.mit.edu.

About the Zaragoza Logistics Center

The Zaragoza Logistics Center (ZLC), a research institute associated with the University of Zaragoza in Spain, partnered with the Center for Transportation & Logistics at the Massachusetts Institute of Technology (MIT) to develop world-class education and research in logistics and supply chain management. ZLC is directly linked with the development of PLAZA, the largest logistics park in Europe, which researchers use as a large-scale laboratory to develop new concepts and technologies. To rapidly disseminate new knowledge and train future leaders, the ZLC offers graduate and executive education – taught in English and Spanish, outreach events, and industry partnerships. For more information, see www.zlc.edu.es.