



„Cost leadership in times of global change“

- Avoid waste with lean SCM
- Integrate and expand supply chains
- Properly control supply chains and manage risks
- Grow in an economically and ecologically sustainable way

24th and 25th June 2009, Studio Villa Bosch, Heidelberg

PROGRAMME

FOREWORD

Dr. Christoph Kilger



Prof. Dr. h.c. Lothar Späth



Dear Participant,

The financial crisis, globalisation, climate change, resource shortages and cost and innovation pressures pose formidable challenges for the supply chains of industrial companies today. Economic and ecological sustainability is now a key competitive advantage.

Use the Supply Chain Days to learn how you can make your supply chain more cost efficient, given the economic crisis and climate change. This premium conference will present examples of successful practice and innovative approaches to supply chain management. The Supply Chain Days offer you an excellent opportunity to meet with decision makers, supply chain experts, business leaders and academics. Two conference days provide the opportunity to discuss strategies, practice, new approaches and questions about SCM.

We would like to give particular mention to the “Flexible Supply Chain Strategies in a Volatile World” lecture by **Prof. David Simchi-Levi** of the USA’s world famous Massachusetts Institute of Technology (MIT). Other highlights to the event are outlined in the following pages.

We look forward to welcoming you to the third year of Supply Chain Days on 24th and 25th June 2009 at the Villa Bosch conference centre in Heidelberg.

A handwritten signature in black ink, appearing to read 'Christoph Kilger'.

Dr. Christoph Kilger
Member of the Executive Board
J&M Management Consulting AG

A handwritten signature in black ink, appearing to read 'Lothar Späth'.

Prof. Dr. h.c. Lothar Späth
Former Prime Minister of Baden-Württemberg
Patron of Supply Days 2009

THE SUPPLY CHAIN DAYS

What people say about the Supply Chain Days

"The Supply Chain Days provided an optimal platform for dialogue with decision makers from industry, logistics and other fields. It was interesting to learn about the angles from which the issue of supply chain management is considered and about the challenges which need to be overcome."

Udo Brekow, Head of Solutions, DACHSER GmbH & Co. KG

"The Supply Chain Days are an outstanding SCM forum, where one can learn about and discuss new developments, challenges and solutions from the most varied fields in a dynamically changing competitive environment."

Dr. Rolf Zentgraf, Head of SCM Europe Performance Chemicals of Coatings, BASF SE

"The lectures demonstrate that supply change management is undergoing constant change. This means that those who do not constantly seek, find and implement new improvements will lose out." **Dr.-Ing. Dirk Petermann**, Head of Competence Centre Supply Chain Management & Logistics, Continental AG

"The Heidelberg Supply Chain Days are a high-quality event and an excellent platform for dialogue with first-rate experienced experts."

Christian von Stengel, Senior Director Sales, ORACLE Deutschland GmbH

Programme Committee

The issues and contents of the Supply Chain Days are selected by a top-class programme committee. Particular emphasis is placed on the practical relevance of all events and on the high quality of lectures, workshops and discussion sessions.



Peter Bickenbach

Solution Sales Executive, Purchasing and Logistics
SAP Deutschland AG & Co. KG



Dr. Christoph Kilger

Member of Executive Board
J&M Management Consulting AG



Prof. Dr. Wolf-Rüdiger Bretzke

Head of Supply Chain Strategy
Barkawi Management Consultants GmbH & Co. KG



Dr. Stefan Kurrle

CEO
DHL Exel Supply Chain



Prof. Dr. Kai Furmans

Head of Institute of Conveying Technology
and Logistics
University of Karlsruhe



Christian Loipeldinger

Head of Logistics Management
Krones AG



Dr. Michael Keppler

Managing Director
ICON-SCM GmbH & Co. KG

AGENDA

Wednesday, 24th June 2009

- 08.30 – 09.30 Registration / Exhibition Viewing
- 09.30 – 09.40 Opening speech, Dr. Christoph Kilger, Member of the Executive Board, J&M Management Consulting AG
- 09.40 – 10.00 Welcome speech, Prof. Dr. h.c. Lothar Späth, former Prime Minister of Baden-Württemberg and Patron of Supply Days 2009

10.00 – 11.30



Flexible Supply Chain Strategies in a Volatile World

- The benefits of flexibility
- Risk management strategies
- Offshoring vs. Onshoring

Prof. Dr. David Simchi-Levi, Massachusetts Institute of Technology, Cambridge, USA

11.30 – 12.00

Time for Networking / Exhibition Viewing

12.00 – 12.30

Innovative Supply Chains

A1 Everything flows – Innovation Management at Deutsche Post World Net

- The logisticians of the future will be information logisticians
- Innovation is becoming more important for the logistics industry
- Innovation networks point the way to successful innovation management

Dr. Keith Ulrich, Head of Technology and Innovation Management, Deutsche Post AG

Lean SCM

B1 Development of a model factory strategy in SMEs

- SCM organisation in SMEs
- Separation of value creation and waste (logistics)
- Standardised and smoothed planning and control in distribution and production

Erhard Krauß, Technical Director, Metabo AG

12.30 – 13.00

A2 RFID-based processes in the automobile industry

- Transparency in the RFID process chain
- Strategies for realising process chains with the help of RFID
- Process management using agent systems

Dr. Peyman Merat, Group Research & Advanced Engineering, Daimler AG

B2 Integrated production planning at Heidelberger Druckmaschinen AG

- Synchronous production as a central element in the Heidelberg production system
- Use of APO in realistic planning and synchronisation of the production chain

■ Findings from implementation in assembly and production
Uwe Detroy, Head of Production Programme Planning,
Harald Reinhard, Head of Supply Chain Management,
Heidelberger Druckmaschinen AG

13.00 – 14.30

Lunch / Exhibition Viewing

14.30 – 15.10



Production Logistics in the Global Network

- Standards are not everything – but everything needs standards
- Turning interfaces into integrated junctions
- International networking requires harmonisation of IT organisation, design and production

Dr. Christoph Beumer, Managing Director, BEUMER Maschinenfabrik GmbH & Co. KG

15.10 – 15.40 Time for Networking / Exhibition Viewing

Supply Chain Strategies

SC Collaboration & Integration

15.40 – 16.10

A3 Clockspeeds in Supply Chains

- The need to design a supply chain
 - The temporary advantage of supply chains
 - The challenges for global supply chains in crises – an example
- Georg Odenthal, CEU Aftermarket and Global Logistics, Terex Deutschland GmbH

B3 Managing a Global Supply Chain: From postponement to factory direct shipments

- HP's supply chain strategy
 - Drivers for changing the supply chain set up for printers
 - Implementing factory direct shipments: Key success factors and benefits
- Jürgen Scherwinski, Director Operations, Hewlett Packard GmbH

16.10 – 16.40

A4 Modern supply chain strategies

- Challenges from the crisis
 - Success factors in a supply chain strategy
 - Implementation of strategy into company practice
- Speaker to be confirmed

B4 Dynamic Vendor Managed Inventory

- Dynamisation of VMI
 - Do's and don't's of contracting for VMI developments
 - Experiences from practice
- Stefan Wiesemann, Head of Supply Chain Projects, T-Mobile Deutschland GmbH,
Marc Tuma, Mobile Devices Business, Motorola GmbH,
Prof. Thorsten Brandes,
Wildau University of Applied Sciences

16.50 – 17.30



Optimisation of Performance and Efficiency of Complex Global Supply Networks – Supply Network Excellence at SEW-Eurodrive

- Cost and performance optimisation
 - Expandability of global supply networks
 - Synchronisation of goods flows and services which improve customer added value
- Hans Sondermann, Managing Director Sales and Marketing, SEW-Eurodrive GmbH & Co. KG

17.30 – 19.00

Shuttle service to hotels and Print Media Academy

19.30 – open end

Gala dinner over the rooftops of Heidelberg

with multiple award-winning Michelin-starred chef Manfred Schwarz, on the 12th floor of the Heidelberger Druckmaschinen AG's Print Media Academy



Dinner Speech:

“Captain Hornblower & the Art of Operations Management”

Prof. Dr. Kai Furmans, Head of Institute of Conveying Technology and Logistics, University of Karlsruhe

AGENDA

Thursday, 25th June 2009

08.30 – 09.00 Registration / Exhibition Viewing

09.00 – 09.10 Welcome speech and summary of lectures, Dr. Christoph Kilger, Member of the Executive Board, J&M Management Consulting AG

09.10 – 09.50



Green Supply Chain Management – The Current State of Sustainable Value Creation

- Cost optimisation through sustainability
- Growth potential through green behaviour in trade and the consumer goods industry
- The crisis as climate killer – is the sustainability hype over?

Prof. Christoph Wamser, Managing Director, DGMF Deutsche Gesellschaft für Managementforschung mbH

09.50 – 10.20 Time for Networking / Exhibition Viewing

10.20 – 10.50

Efficient logistics

C1 Challenges facing the work of a logistic service provider

- Flexibility in integration within the Chemical Industry
- Full transparency in quoting and product costing
- Process-orientated operational implementation with SAP

Andreas Hardt, Managing Director, Chemion Logistik GmbH

Green SCM

D1 A green supply chain for retail – today's activity and tomorrow's challenges

- What drives us to be green, in good times and bad
- What activities are we currently engaged in supply chains
- What challenges can we anticipate in the future

Carmel McQuaid, Climate Change Manager, Marks & Spencer

Workshop 1

E1 Automated systems / production of master data for innovative SCM / efficient supply chains (max. 8 participants)

- Importance of master data in supply chain management
 - Improvement of master data quality through rule systems
 - Automated rule maintenance in SAP
- Markus Vogelhuber, freelance consultant

10.50 – 11.20

C2 Cost optimisation or flexibility? The Ideal Supply Chain of the Future

- Strategic orientation and the consequences for the supply chain
- Efficiency reserves in the supply chain
- Technology and its impact on the supply chain

Speaker to be confirmed, Kronos AG

D2 Environmentally-friendly LED light – challenges and strategies for the supply chain

- LED lighting
- Strategy road map
- Integrated supply chain

Christine Maier, Global Head of LS SCM, OSRAM GmbH

11.20 – 11.50 Time for Networking / Exhibition Viewing

11.50 – 12.30



Opportunities and challenges for venture capital in the supply chain industry

- When could venture capital work?
- Convergence towards technology-enabled industrial services
- Trade-off between service, cost and environment

Marcel Timmer, Partner, Logispring

12.30 – 14.00

Lunch / Exhibition Viewing

	Working Capital and Liquidity Management	Sustainability & Risk Management	Workshop 2
14.00 – 14.30	C3 Value-orientated Performance Measurement: Logistics Accounting as a Management Tool <ul style="list-style-type: none"> ■ Modern logistics: from cost centre to profit centre ■ Logistics as a management strategy: the finance supply chain ■ Logistics accounting as a tool for increasing company value Harro Borowski, Head of Group Logistics, Plansee Group	D3 Supply Chain and Controlling and Sustainability – Contradiction or the Future? <ul style="list-style-type: none"> ■ The Nestlé supply chain ■ Controlling the sustainability of a supply chain ■ Sustainability in the supply chain in the current environment Sigmund Reischl, Head of Supply Chain Controlling, Nestlé AG	E2 Smoothing Supply Chains with Heijunka (max. 8 participants) <ul style="list-style-type: none"> ■ Theory: how a heijunka box works ■ Integration of a heijunka box into a value stream ■ Simulation via random cycles of customer demand Frank Müller, Senior Manager J&M Management Consulting AG
14.30 – 15.00	C4 Supply Chain Finance: Liquidity in Time of Crisis <ul style="list-style-type: none"> ■ Consequences of the financial crisis for global supply chains ■ Models of supply chain finance and sales channel finance ■ Exploiting alternative sources of capital to improve working capital Prof. Dr. Daniel Corsten, IE Business School, Madrid	D4 SCRA – a Tool for Operational Risk Analysis of Supply Chains <ul style="list-style-type: none"> ■ Supply chain risk / risk assessment / operational risk ■ Simulation software ■ Supply chain planning Dr.-Ing. Andreas Cardeneo, Head of Department, Logistics Systems Engineering, FZI Research Centre for Information Technology, Karlsruhe	
15.00 – 15.30	C5 Risk and Performance Control in the Supply Chain <ul style="list-style-type: none"> ■ Unified company strategies and internal networking ■ Areas of risk and risk-bearing capability ■ Successful control in the financial supply chain Axel-Peter Ohse, Head of Trade Finance, Deutsche Bank AG	D5 Strategic site planning in Russia / CIS <ul style="list-style-type: none"> ■ Network optimisation under conditions of uncertainty ■ Robust logistical strategies ■ Logistical exploitation of new countries / regions Dr. Alexander Rausch, Head of Logistics, Bosch Automotive Aftermarket	
15.30 – 16.00	Time for conversation and a cup of coffee / viewing of exhibition		
16.00 – 16.50	Discussion session: “Economic Crisis and Sustainability – Logistics Under Stress” Chair: Prof. Dr. Wolf-Rüdiger Bretzke Participants: Dr. Stephan Freichel, Managing Director Industrial Goods, Logwin AG; Axel Marschall, Head of Automotive Rail, DB Mobility Logistics AG; Harald Rotter, Managing Director, Intermodal, Hamburger Hafen und Logistik AG		
16.50 – 17.00	Closing speech, Dr. Christoph Kilger, Member of the Executive Board, J&M Management Consulting AG		

SPONSORS

The Supply Chain Days provide an excellent cross-industry platform for the exchange of views about all aspects of supply chain management. Over the two days, the foyer of Villa Bosch's Studio will house a permanent exhibition of providers of SCM solutions. Here you can learn about current trends and have detailed discussions on specific issues with the experts. What's more, you can make contacts that will allow you to gain long-term benefit from the Supply Chain Days.



Barkawi Management Consultants is a management consultancy which specialises in the field of supply chain management and after market services, with offices in Munich, Shanghai and New Delhi.



DACHSER is a logistical services provider with over 300 offices worldwide. Our services: • European Logistics • Air & Sea Logistics • Contract Logistics



ICON is an innovative provider of supply chain management solutions. With the ICON-SCM software, ICON supports SMEs and top international companies such as HP, BMW, 3M and others.



J&M combines outstanding management consulting with cutting-edge IT consulting. J&M has first-class expertise in supply chain management and the associated management practices.



Oracle is the world's largest provider of company software (turnover of \$22.4 billion; 84,000 staff) and develops software and services which provide firms and organisations with the latest information from their business systems.



SmartOps's supply chain solutions support firms in managing uncertainty in complex supply chains.



SAP has for over a decade been offering one of the world's leading solutions with SAP SCM. A range of scenarios and integration possibilities have convinced our clients to carry out their global business with SAP SCM.

Media partner:



LOGISTIK HEUTE, the logistics magazine for decision makers in industry, commerce and the service sector, presents new logistical strategies and products, ideas and trends for the whole supply chain. www.logistik-heute.de

INFORMATION

Evening event

We warmly invite you to a gala dinner evening event on the first day of the conference, to be held at "schwarz – Das Restaurant". An exclusive four-course menu awaits you, from the kitchen of Michelin-starred chef Manfred Schwarz. He is one of Germany's top ten chefs and has gained the highest culinary awards.

Between the courses, you will have the opportunity to make new contacts and enjoy interesting conversations. A highlight of the evening will be the dinner speech by Prof. Dr. Kai Furmans, on the topic of „Captain Hornblower and the art of operations management“. This will be followed by live music, allowing you to enjoy the end of the busy day with a drink.

Hotel reservations

We have reserved rooms at fixed prices in two hotels for the event. The hotels which we recommend will be included in the shuttle service. They have a high four-star standard and will be sure to meet all the needs of business travellers. Rooms can be reserved directly with the two hotels. Please quote „Supply Chain Days 2009“ as a reference.

NH HEIDELBERG ****

Bergheimer Straße 91
69115 Heidelberg

Price per single room per night:
€ 165.00 plus breakfast at € 19.00
per person per night

Telephone: +49 (0)6221 / 13 27-0
Fax: +49 (0)6221 / 13 27-100
Please quote: Supply Chain Days 2009

Leonardo Hotel ****

Bergheimer Straße 63
69115 Heidelberg

Price per single room per night:
€ 154.00 including breakfast

Telephone: +49 (0)6221 / 50 80
Fax: +49 (0)6221 / 50 85 00
Please quote: Supply Chain Days 2009



Conference location:

Studio Villa Bosch
Schloss-Wolfsbrunnenweg 33
Studio entrance
69118 Heidelberg
Telephone: +49 (0)6221 / 533-400

Evening event:

»schwarz – Das Restaurant«
Kurfürsten-Anlage 60
69115 Heidelberg
Telephone: +49 (0)6221 / 75 70 30

FAX REPLY REGISTRATION FORM

Supply Chain Days 2009, 24th–25th June 2009, Studio Villa Bosch, Heidelberg

► **Fax: +49 (0)711 / 716 88-01**



I would like to make a binding reservation for the Supply Chain Days 2009.

Date and signature

PARTICIPANT DETAILS

*Company _____

*Title _____ Additional title _____

*Last name _____ *First name _____

Job title _____

Department _____

Fields marked * must be completed. For taxation purposes, company names on invoices must be correct. The information provided here will be used for billing purposes.

BILLING ADDRESS, IF DIFFERENT

Company _____

Title / *Last name _____ *First name _____

Department _____

*Street No. _____ *Street _____

PO Box _____

*Post code _____ *Town _____

*Country _____

PAYMENT

Participation fee: The participation fee for both days is € 1,400.00 plus VAT. The fee for a day ticket is € 800.00 plus VAT. The participation fee includes entry to lectures and the exhibition, conference documentation, refreshment during breaks, lunch and the evening event. Travel, accommodation and other costs are not included in the participation fee.

Cancellation: Cancellation can be made free of charge by **29th May 2009**, in writing only. After this date, the full participation fee will be payable. A different person may of course attend in the place of the original participant. Please notify any change of participant in writing to the registration office at SCHERER WERBUNG GmbH.

Methods of payment: Please await our invoice before making payment.

Purchase order no. / order no. _____

*Street no. _____ *Street _____

*Post code _____ *Town _____

*Country _____

*Telephone _____

*Fax _____

*Email _____

Please note that the number of participants is limited

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EVENING EVENT on 24th June 2009
in the Michelin-starred restaurant >> schwarz <<

- Yes, I will participate in the evening event
 No, I will not participate in the evening event
 Yes, I will be using the shuttle service to the event

REGISTRATION INFORMATION

Conference site

Studio Villa Bosch · Schloss-Wolfsbrunnenweg 33 · 69118 Heidelberg
Tel.: +49 (0)6221 / 533-400 · Fax: +49 (0)6221 / 533-199 · www.studio.villa-bosch.de

Organisational information

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Tel.: +49 (0)711 / 71688-10 · Fax: +49 (0)711 / 71688-01 · c.dreiss@scherer-werbung.de

Information about event

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Tel.: +49 (0)621 / 12 47 69-0 · Fax: +49 (0)621 / 12 47 69-20 · diana.hotz@jnm.com

FOR THE PURPOSES OF ROOM ALLOCATION, WE NEED YOUR HELP. PLEASE MARK HERE THE LECTURES WHICH YOU WOULD LIKE TO ATTEND:

24th June 2009 A1 A2 A3 A4
 B1 B2 B3 B4

25th June 2009 C1 C2 C3 C4 C5 E1
 D1 D2 D3 D4 D5 E2