

LOGICON



Europe's Most Exclusive Gathering For Senior, International Supply Chain Directors To Meet, Network And Share Best Practice

1st - 3rd February 2011

Radisson Blu Hotel Amsterdam Airport, Schiphol

www.logiconeurope.com

Book by 22nd October and save up to €1,100!

"One of the most informative and well organised supply chain events I have attended. The speakers were excellent, as was the audience engagement."

Mike Gray, Supply Chain Evangelist and Former Supply Chain Director, Dell



Hear how world-renowned supply chain experts are addressing your top challenges:



Neil Spickett, Group Logistics Director, Eastern Europe, **Carlsberg** discusses how lean logistics are the basis of a continuous improvement environment



Simon Smith, VP Customer Service and Logistics - Western Europe, **Unilever** explores how to deliver a customer-driven supply chain



Didier Delmotte, Product Supply Operations Director, Western Europe, **Procter and Gamble** highlights how to reduce complexity to generate value and increase sustainability



Angus Duncan, Supply Chain Development Director, **Diageo** presents a holistic approach on how to strengthen partnerships with your customer base



Roberto Canevari, SVP Supply Chain and Procurement, **Nestlé Waters** presents top-level strategies to achieve supply chain excellence



Steve Spall, Operations Director, **innocent** details how partnerships are the key to resilience in outsourced supply chains



Patrick Gentine, EMEA Logistic Director, **Sephora**, shares his experience on growing a supply chain in a new market



Angel Burés Amat, CIO, **Caprabo** reveals how to reengineer your transportation network

Join internationally-renowned brands, including:

Retailers:



Consumer Goods:



78% of LogiCon attendees are Supply Chain VPs

89 of the top 100 top retail and FMCG companies have attended LogiCon in the past 3 years

Introducing The Essential Demand Planning Focus Day

Take this **unique opportunity** to hear how the world's top performers have mastered the art of demand planning. Through first-hand case studies and interactive debate, you will learn how to successfully **align people, processes and technology** around a **demand-driven network**.

Sponsors:



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Contact us today to join Europe's most exclusive supply chain forum:

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Dear Colleague,

Welcoming you to LogiCon 2011

With prevailing economic volatility set to impact our supply chains for the foreseeable future, for many of us, uncertainty has become the new norm. Companies with the most agile and dynamic supply chains are capitalising on market volatility to **increase performance, responsiveness and competitiveness**.

Join me at LogiCon 2011 where over three days, 150 of the most innovative **global retail and FMCG supply chain directors** will **share experiences, make new contacts** and **benchmark** the latest supply chain initiatives.

The 2011 speaker faculty features a stellar line-up of forward thinking FMCG companies in addition to more retailers than ever before, including **Carrefour** and **Tesco**. With a brand new agenda format, you will have the opportunity to create a personalised programme around your top supply chain and logistics priorities.

Key themes at LogiCon 2011 include:

- Key strategies to drive a **customer-centric** supply chain
- High level insight into innovative approaches to **sustainability**
- Delivering a **financial supply chain** that impacts the bottom line
- Tools and techniques to increase supply chain **flexibility and agility**

I look forward to seeing you in Amsterdam.

Kind regards



Simon Smith
VP Logistics, **Unilever** and Keynote speaker, LogiCon 2011

ps - bring your colleagues and take advantage of the exceptional group discounts!

Don't Miss

The Demand Planning Focus Day

With market uncertainty and economic volatility and new norm, never have you been under so much pressure to **fine-tune your demand planning practices** and ensure supply and demand are fully **aligned**.

Join us at this pre-conference demand planning focus day where a line-up of **forecasting experts** will unleash the strategies to help you **improve demand planning, manage inventory, lower costs** and **better serve your customer base**.



The Premier Conference For International Retail and FMCG Supply Chain Directors

There is no better place to spend quality time with Europe's most senior supply chain practitioners. 2011 brings BRAND NEW learning and networking opportunities including:

Interactive Break-Out Sessions



Build a personalised agenda around your business objectives. Choose a range of interactive break-out sessions to meet your learning needs.

Structured Speed Networking



Introduce yourself and start building relations with the entire delegate audience in only forty-five minutes!

Retail Only VIP Blue Sky Innovation Room



This closed-door session is an opportunity for our retail supply chain delegates to discuss the issues that matter. You can be assured of exclusivity, seniority and interaction with your peers.

On-Line Networking



Start networking from the minute you register! Join the LogiCon LinkedIn group today and share your supply chain perspectives with our members.

Peer-To-Peer Roundtable Discussions



Brainstorm the most topical supply chain issues and uncover what your counterparts are doing to spearhead supply chain excellence.

LogiCon Gala Dinner



Register for THE social event in the supply chain calendar and you will have the opportunity to take your networking into the evening.

Who Will You Meet At LogiCon 2011?

Attendees by Country...




Attendees by Job Function...





Designed For The Industry By The Industry


The LogiCon advisory board is comprised of retail and FMCG supply chain leaders whose expertise is integral in shaping the 2011 conference programme. The research that WBR has undertaken for the event has been reviewed with the advisory board to ensure the LogiCon 2011 conference programme addresses all your challenges.

LogiCon 2011 advisory board members include:


 **Roberto Canevari,**
SVP Supply Chain and Procurement, **Nestlé Waters**

 **Mark Holloway,**
VP Customer Service and Logistics, Africa, Asia and CEE, **Unilever**

 **Dirk Holbach,**
Corporate VP - Global Supply Chain Operations and Homecare, **Henkel**

 **Richard Parker,**
Inbound Logistics Director, **Somerfield**


 **Chris Mason,**
CIO, **Mexx**

 **Richard Street,**
Group Supply Chain Director, **Mothercare**

 **Roddy Martin,**
SVP Global Supply Chain, **Competitive Capabilities International**

 **Matt Parker,**
EU Planning Manager, **Kraft Foods Europe**

 **Mike Gray,**
Supply Chain Evangelist and Former Supply Chain Director, **Dell**

 **Jan Steuber,**
Supply Chain Change Manager, **Mars**

Attend LogiCon 2011 and hear from a stellar speaker line-up, including:

Piotr Kozłowski, Director Logistics Operations, **Kraft Foods Europe**

Tom Hebbert, Supply Chain Development Director, **Tesco**
Simon Smith, VP Customer Service and Logistics, Western Europe, **Unilever**

Jan Steuber, Supply Chain Change Manager, **Mars**

Peter Surtees, European Supply Chain Director, **Kimberly Clark**

Angus Duncan, Supply Chain Development Director, **Diageo**

David Roberts, Distribution Director, **Aurora Fashion**

Lee Finney, Supply Chain Director, **Molson Coors**

Keith Newton, Customer Logistics Director, **Cadbury**

Eric Ipavec, Supply Chain Director AME (Africa Middle East), **Groupe Danone**

Roberto Magnani, Global Logistics Director, **Barilla**

Didier Delmotte, Product Supply Operations Director Western Europe, **Procter and Gamble**

Philippe Meouchy, European Planning and Logistics Director, **Campbell Soup**

Mark Oldroyd, Group Supply Chain Director, **Molton Brown**

Angel Burés Amat, CIO, **Caprabo**

Neil Spickett, Group Logistics Director, Eastern Europe, **Carlsberg**

Mirko Nobili, Supply Chain Director, **Lactalis**

Patrick Gentine, EMEA Logistic Director, **Sephora**

John Mee, Supply Chain Director, **Glanbia**

Steve Spall, Operations Director, **Innocent Drinks**

Nando Galazzo, Former VP Procurement, **Borealis**

Paul Dunne, European Planning and Logistics Director, **Birds Eye**

Pre-Conference Demand Planning Focus Day – 1st February 2011

Delivering A Customer Driven Supply Chain Through Improved Demand Management

This interactive focus day is a unique opportunity for you to get up to speed with your demand planning practices by learning first-hand from some of the world's top global performers. Through practical case-studies, insightful discussions and lively debate, you will learn how to:

- Enhance forecasting techniques in an volatile market
- Improve collaboration between customers and suppliers to maximise supply chain visibility
- Align people, processes and technology around a demand-driven network
- Overcome operational silos and engage the extended supply chain
- Deploy the most effective metrics to proactively drive demand planning performance

Did you know....?

78% of LogiCon attendees are International Supply Chain VPs

89 of the 100 top Retail and FMCG companies have attended LogiCon in the past 3 years

08.30 **Registration and coffee**

09.00 **Chairman's welcome**

09.15 **Supply Chain Keynote Presentation: Key Strategies To Design A Demand-Driven Supply Chain**

 Lee Finney, *Supply Chain Director, Molson Coors*

- Determining the value of a demand-driven supply chain and how it will enable you to increase agility and responsiveness
- Identifying the core drivers of demand and designing your supply chain around it
- Restructuring your internal processes to position your supply chain closer to your customer and supplier base
- Working with key stakeholders to shape and influence demand

10.00 **Demand Smoothing And Customer Collaboration - A New Approach**



Jan Steuber, *Supply Chain Change Manager, Mars*

- How to avoid disruption in your supply chain
- Reducing stock with a stronger focus on SFA Bias
- Gaining efficiency in your daily way of working in Demand Planning
- Getting more insights from your customers by improving collaboration projects
- Differentiated demand planning within Mars - the next phase

10.45 **Morning coffee**

11.15 **Balancing Risk Management With Cash Liberation - Taking A Close Look At Safety Stocks**



Mike Gray, *Supply Chain Evangelist and Former Supply Chain Director, Dell*

- Overcoming the human tendency of erring on the side of too much rather than too little
- Suggesting a systematic way of ensuring the proper use of safety stocks
- The future of safety stocks

12.00 **Interactive Demand Planning Break-Out Discussions**

Select break-out discussion based on your key demand planning challenge

1 – Strategies To Improve Inventory Management And Optimisation -

Moderated by Lee Finney, *Supply Chain Director, Molson Coors*

2 – Customer Collaboration: What Really Works? -

Moderated by Jan Steuber, *Supply Chain Change Manager, Mars*

3 – Developing, Analysing And Integrating Forecasting Metrics Across The Extended Supply Chain -

Moderated by Philippe Meouchy, *European Planning and Logistics Director, Campbell Soup*

13.00 **Lunch**

14.00 **Afternoon Keynote: Managing Working Capital in a Cash-Tight Environment**

Tonet Rivera, *Vice-President for Supply Chain, Asia and Europe, Mead-Johnson Nutrition*

- A pragmatic illustration of cash flow
- How much inventory do you REALLY need?
- Practical and implementable solutions to reducing inventory
- Trading capex for opex to minimise risk and generate cash
- Leveraging partnerships to generate cash across the value chain

14.45 **Supply Chain Leadership Debate: Demand Planning: The "Sharp" End Of Supply Chain Transformation**



Roddy Martin, *SVP Global Supply Chain, Competitive Capabilities International*



Jan Steuber, *Supply Chain Change Manager, Mars*

Shekar Natarajan, *Supply Chain Director, Pepsi Bottling Group*

15.30 **Afternoon tea**

16.00 **Moving From A Supply Chain-Driven S&OP To A Company Decision Process Solution**



Philippe Meouchy, *European Planning and Logistics Director, Campbell Soup*

- Integrating the annual operating plan and the strategic plan
- Clarifying roles and ownerships across the extended supply chain
- Aligning and improving demand and supply planning

16.45 **Best Practices In Lean Demand Planning - Improving Quality, Delivery And Cost**

Nicole Sies, *International Demand Planning Manager, Sara Lee*

- Lean demand planning: what it can be, what it could look like and how can you spearhead it across your supply chain?
- Case study: how Sara Lee transformed its demand planning practices through an innovative Lean approach
- Surviving and thriving in our current economic times through quality and cost improving initiatives

17.30 **Chairman's Summary And End Of Focus Day**

18.00 **LogiCon 2011 Networking Welcome Reception**

Want to see which companies have attended LogiCon in the past?
Email us on logicon@wbr.co.uk



Main Conference Day One – 2nd February 2011

07.45 **Registration And Coffee**

08.30 **Chairman's Welcome**



Christoph Glatzel, *Partner, McKinsey & Company Inc.*

08.45 **Keynote Opening Address: Key Supply Chain Strategies And Perspectives From A Renowned Global Brand**

NEW

Group Supply Chain Director, Carrefour

09.15 **Building On A Holistic Customer-Centric Strategy For Success – A Supply Chain Perspective**



Angus Duncan, *Global Supply Chain Development Director, Diageo*

- Moving from an operation-centric to a customer-centric strategy at Diageo
- Sourcing opportunities to outperform peers and build customer loyalty through the improvement of all metrics including profitability, business performance, customer benefits, and manufacturing and supply chain benefits
- Achieving the key goal: to build a real partnership with key customers through an holistic and integrated approach where supply chain plays a key role amongst other functions (Sales, Marketing, Finance and Procurement)
- Key internal and external changes: what are the results so far with key retail partners?

11.45 **Break-Out Sessions**

Select break-out session based on core theme or function

Track 1 - Top Performers Executive Analysis: Learning From Leaders And The Future Of The Supply Chain

Roddy Martin, *SVP Global Supply Chain, Competitive Capabilities International*

Track 2 - Humans In Supply Chain: Improving Skills And Enhancing Capabilities

Mike Gray, *Supply Chain Evangelist and Former Supply Chain Director, Dell*

12.30 **Lunch And Networking**

13.30 **Break-Out Sessions**

Select break-out session based on core theme or function

Track 1 - Top Performers Executive Analysis: Learning From Leaders And The Future Of The Supply Chain

Roddy Martin, *SVP Global Supply Chain, Competitive Capabilities International*

Track 2 - Humans In Supply Chain: Improving Skills And Enhancing Capabilities

Mike Gray, *Supply Chain Evangelist and Former Supply Chain Director, Dell*

14.15 **Interactive Round Table Discussions**



Discussion One: Developing A Truly Customer-Centric Supply Chain Strategy

Simon Smith, *Vice President Logistics, Unilever*



Discussion Two: The Impact Of Globalisation On Supply Chain Strategies -

Mike Gray, *Supply Chain Evangelist and Former Supply Chain Director, Dell*



Discussion Three: Developing A Framework To Increase Collaboration With Suppliers And Customers -

Mirko Nobili, *Supply Chain Director, Lactalis*



Discussion Four: The Future Of Lean Supply Chain Management -

Roberto Canevari, *SVP Supply Chain and Procurement, Nestlé Waters*

Discussion Five: Supply Chain Strategy Vision To Reality – Implications For Retail And FMCG -

Clive Geldard, *Group Vice President Retail and Supply Chain, Solving Efeso*

15.00 **Afternoon Tea And Networking**

15.30 **Track Summaries – Supply Chain Excellence In A Nutshell!**

Following three days of intensive brainstorming and debate on the world's top supply chain challenges, leading representatives will share their expertise and reveal their next-generation strategies to help you drive supply chain excellence across your business. Wherever you are with your logistics and supply chain implementation, this session is not to be missed.

15.45 **Towards A Lean Enterprise: Applying Lean Management Principles Beyond The Supply Chain**



Roberto Canevari, *SVP Supply Chain and Procurement, Nestlé Waters*

- Attributes and best practice of Lean Supply Chains
- Adopting Lean principles to improve supply chain effectiveness and create value
- Standardising internal processes and aligning data
- Developing a roadmap to extend Lean Management across the wider business and create a Lean culture

09.45 **Achieving Effective Cost Control Across Your Supply Chain And Managing Market Volatility**



Piotr Kozlowski, *Director Logistics Operations EU, Kraft Foods Europe*

- Adopting a proactive and methodological approach to cost containment
- Nominating key stakeholders to keep on top of shifts in your cost base
- Developing variable pricing structures to manage cost volatility
- Is your supply chain sufficiently flexible to align costs with predicted revenue>

10.15 **Keynote Think Tank And Panel Debate: Adapting Your Metrics In Line With Changing Market Conditions And Business Requirements**

Mark Oldroyd, *Group Supply Chain Director, Molton Brown*

Peter Surtees, *European Supply Chain Director, Kimberly-Clark*

Paul Dunne, *European Planning and Logistics Director, Birds Eye*

- As the market fluctuates, are your metrics actually boosting business performance?
- Reviewing, assessing and updating how you measure supply chain delivery
- Setting new targets around the performance metrics that really matter
- Ensuring the results help you achieve the required results

10.45 **The New Challenges and Opportunities for Logistics Property Providers and the Customer**



Graham Reece, *Director of Development Services Europe, Prologis*

11.15 **1-2-1 Meetings And Networking**



Retail VIP Blue Sky Innovation Room

Retail Supply Chain VP Only – Customer Insight

Session One - Putting The Customer First: Developing A Customer-Centric Supply Chain Strategy

Session Two - The Impact Of Social Media: Satisfying Your Customers Through All Channels

VIP

Track 3 - How To Build Supply Chain Capabilities In Emerging Markets

Clive Geldard, *Group Vice President Retail and Supply Chain, Solving Efeso* in conjunction with **ITC Infotech**

Track 4 - Responding To Changes In What Customers Are Buying: How Tesco Manages The Affect Of Weather

Tom Hebbert, *Supply Chain Development Director, Tesco*

Track 3 - How To Build Supply Chain Capabilities In Emerging Markets

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Track 4 - Responding To Changes In What Customers Are Buying: How Tesco Manages The Affect Of Weather

Tom Hebbert, *Supply Chain Development Director, Tesco*

16.15 **Experiences In Understanding And Driving Customer Service Across Countries**



Simon Smith, *Vice President Logistics, Unilever*

- Why customer service is important to Unilever
- Lessons learned in improving services and managing costs across multiple countries
- Experiences in developed and developing and emerging markets

16.45 **Partnership As The Key To Resilience In Outsourced Supply Chains**



Steve Spall, *Operations Director, innocent*

- How do outsourced supply chains provide particular challenges and opportunities for flexibility and resilience?
- innocent as an example: exploring how creative long term supplier partnerships can help
- Lessons learned and future plans

17.15 **Speed Networking: Find out who's who in the supply chain world. This is your chance to put a face to and meet with the supply chain directors facing the exact same challenges as you.**

18.00 **Networking Drinks Reception**



Main Conference Day Two – 3rd February 2011

08.15 **Registration and coffee**

09.00 **Chairman's welcome**

09.15 **Lean Logistics – Creating A Continuous Improvement Environment For Top Performance**



Neil Spickett, *Group Logistics Director, Eastern Europe, Carlsberg*

- Showing the model Carlsberg uses in starting the lean journey within the supply chain
- How Carlsberg is using lean principles to reduce waste in logistics - examples
- Using people's talent to enable continuous improvement

09.45 **Guest Presentation: Driving A Financial Supply Chain: Generating Cash, Increasing Value And Creating Competitive Advantage**



Nando Galazzo, *Former VP Procurement, Borealis*

- How does finance fuse links across the extended supply chain?
- Assessing the financial and shareholder impact of complex, global supply chain decisions
- Linking finance to the physical supply chain: accelerate financial performance, improve your competitive position and increase shareholder value
- Increasing visibility on the end-to-end supply chain processes that drive your order to cash cycle

10.15 **Global Leaders Continuous Performance Improvement Think-Tank**

Roddy Martin, *VP Supply Chain, AMR Gartner*

Ed Koch, *Head of Manufacturing Development, SABMiller*

John De Poot, *Leader, Continuous Improvement Supply Chain, Europe, HJ Heinz*

- What are leaders doing to drive continuous improvement and maintain a competitive edge?
- Driving agility of the end-to-end value network and increasing responsiveness to dynamic market changes
- How are continuous improvement capabilities integral to supply chain / manufacturing strategy and the transformation of the end to end business?
- Assessing the impact of segmentation, change management, change leadership, tools, systems and methodologies
- Measuring your supply chain as your customer experiences it: using the right metrics to consciously manage performance and foster a culture that embraces continuous improvement

10.45 **1-2-1 Meetings And Networking**



11.30 **Break-Out Sessions**

Select break-out session based on core theme or function



Track 1 – The Future Of Transportation: Solutions To Meet Complex Distribution Requirements

Patrick Gentine, *EMEA Logistic Director, Sephora*



Track 2 – Driving Improvement In Customer Service To Enable A Platform For Customer Leadership And Collaboration

Keith Newton, *Customer Logistics Director, Cadbury*



Track 3 – Developing Supply Chain Leaders - The Importance of Effective Organisational Design

Iain Clarke, *Former Supply Chain Director, Molson Coors*



Track 4 - Supply Chain Strategy in the Boardroom- The Reality

Professor Alan Waller, *Visiting Professor, Cranfield School of Management*

12.15 **Lunch And Networking**

13.15 **Break-Out Sessions**

Select break-out session based on core theme or function



Track 1 – The Future Of Transportation: Solutions To Meet Complex Distribution Requirements

Patrick Gentine, *EMEA Logistic Director, Sephora*



Track 2 – Driving Improvement In Customer Service To Enable A Platform For Customer Leadership And Collaboration

Keith Newton, *Customer Logistics Director, Cadbury*



Track 3 – Developing Supply Chain Leaders - The Importance of Effective Organisational Design

Iain Clarke, *Former Supply Chain Director, Molson Coors*



Track 4 - Supply Chain Strategy in the Boardroom- The Reality

Professor Alan Waller, *Visiting Professor, Cranfield School of Management*

14.00 **Establishing Key Metrics To Drive Down End-To-End Supply Chain Costs**



Roberto Magnani, *Global Logistics Director, Barilla*

14.30 **Identifying And Optimising The True Cost-To-Serve**

John Mee, *Supply Chain Director, Glanbia Foods*

- Key strategies for the application of technologies to enable enterprise strategic planning
- Identifying approaches to optimise the end-to-end supply chain to achieve the lowest cost-to-serve

15.00 **Optimising Supply Chain Delivery Across A New Global Market**

Eric Ipavec, *Supply Chain Director Africa and Middle East, Group Danone*

- Case study: developing the new route to market across the Middle East and Africa region
- Aligning the supply chain function, people and processes
- How was S&OP development achieved?

15.30 **Afternoon tea**

16.00 **Keeping It Simple: Reducing Supply Chain Complexity To Generate Value, Lower Costs And Increase Sustainability**



Didier Delmotte, *Product Supply Operations Director Western Europe, Proctor and Gamble*

- Identifying the key areas of supply chain complexity: from network design to supplier management and distribution channels
- Balancing long-term goals with short-term realities
- Focusing on cutting costs and generating value while meeting sustainability objectives
- Ensuring you can achieve growth through scalability

16.30 **Deploying Cutting Edge Technology To Reengineer Transportation At Caprabo**



Lluís Mudarra, *Supply Chain Director, Caprabo*



Angel Burés Amat, *CIO, Caprabo*

- Outlining how Caprabo reengineered its transport management network to achieve cost savings and reduce CO2 emissions
- Improving better customer service through centralised transportation knowledge and enhanced fleet visibility
- Key challenges, results and lessons learned
- How has the project been expanded across the entire Eroski Group since the acquisition of Caprabo?

17.00 **The Logistics Challenges In Supporting Global Multi-Channel Growth Across A Group Of Retail Fashion Brands**



David Roberts, *Global Distribution Director, Aurora Fashions Group*

- Background, and current global status of the Aurora Fashions Group
- Particular challenges for Aurora in growing multi-channel sales globally
- Current and proposed solutions
- What does the future hold?

17.30 **Chairman's summary and end of conference**



Retail VIP Blue Sky Innovation Room

Retail Supply Chain VP Only – Network Insight

Session One - Driving Performance Through Supply Chain Network Redesign

Session Two – The Challenges And Opportunities Of Multi-Channel Retailing

VIP



Confirmed sponsors of LogiCon 2011 include:



ProLogis is a leading global provider of distribution facilities, with more than 475 million square feet (44 million square meters) of industrial space in markets all across North America, Europe and Asia. ProLogis leases industrial space to manufacturers, retailers, transportation companies, third-party logistics providers and other enterprises with large-scale distribution needs. ProLogis operates the world's largest portfolio of industrial distribution facilities, the company's facilities are strategically located in areas that can maximize the efficiency of distribution, logistics and light manufacturing - near seaports, airports, major highways and other strategic transportation infrastructure. But the ProLogis platform includes more than just buildings: our land holdings combined with our development management expertise enable us to offer customers complete supply chain solutions. If the right facility doesn't already exist, we can design and build it on a prime location, optimized to fit a customer's distribution strategy.



Solving Efeso brings strategic, operations and change management capabilities in one integrated team. The company offers proven methods and proprietary techniques to deliver a truly world class performance in strategy execution and operations. Solving Efeso brings 30 years experience and thought leadership from across the retail and fast moving consumer goods value chain supporting many of the leading global brands in both mature and emerging markets. Solving Efeso is a Group of some 400 experienced consultants representing more than 25 different nationalities. It operates from offices around the world with a strong presence in Europe, USA, South America and Asia. An international scope and local delivery capability ensures that clients have access to the specialist skills they require whether at national, regional or global levels.

Our top service areas include:

- Network optimisation – deals with the strategic footprint including best location and role of facilities (plants, distribution centres etc.)
- Supply chain balance – deals with decisions to ensure profitable balance between costs, capacity, working capital (inventory) and service level
- WCOM™ supply chain – deals with tangible and sustainable performance improvement towards a vision of excellence in operations
- Route to Market and Channel management – deals with selection and performance of distribution channels based on a comprehensive appreciation of customer value and cost to serve
- Availability and Demand management – deals with the enablers of high on-shelf availability and perfect order fulfilment achieved through efficient sales, operations and planning processes.



ITC Infotech is a fully owned subsidiary of ITC Ltd, India's foremost private sector company with a market capitalisation of USD 22 billion and a turnover of USD 6 billion. ITC Infotech has carved a niche for itself by addressing customer challenges through innovative IT solutions and services. The company focuses on developing niche industry specific solutions aimed at the customer's unique business requirements and challenges in critical performance areas. A robust outsourcing model, comprehensive suite of differentiated solutions & services and focus on excellence in execution has provided ITC Infotech a leadership position in chosen domains. ITC Infotech is working with a bevy of Fortune listed customers globally and is expanding its geographic footprint rapidly.



Terra Technology is the most trusted provider of innovative supply chain solutions for consumer product companies. Terra Technology's solutions use better mathematics and downstream data like POS to improve supply chain performance, reduce forecast error up to 50 percent and inventory up to 20 percent. More accurate forecasts save money, lower inventory, improve customer service and decrease waste. Some of the world's largest consumer packaged companies use Terra Technology, including Proctor & Gamble, Unilever, Kraft Foods, Kimberly-Clark, ConAgra Foods and Campbell Soup.



U.S. Bancorp offers the world's leading freight payment solution. Elavon Freight Payment (formerly PowerTrack®) provides comprehensive invoice processing and payment in a global B2B payment network. Integrated supply chain finance allows carriers to get paid sooner, while shippers pay later. On-line, real-time, collaborative exception resolution and robust pre-pay audits on 100% of invoices reduces cost and waste, ensures accuracy, and provides unmatched visibility and control.

5 Reasons Why You Should Sponsor LogiCon 2011

1. **Raise your profile** and position yourself as a **thought leader** at Europe's leading FMCG and retail supply chain conference. Engage with potential clients at exactly the time they are actively looking for solutions and make sure **yours** is the brand they choose
2. You will have full access to over **150 key decision makers** – this is the perfect environment for **high-quality lead generation**
3. Extensive **face-to-face networking opportunities** with the most **senior European logisticians** enabling you to make **new contacts** and build **profitable, long-lasting business relationships**
4. **Tailor-made** sponsorship packages: competitively **position your brand** and boost **brand awareness** across your target market without breaking your budget
5. **Benchmark** against the **best-in-class**: Keep an eye on the competition and **stay ahead** of industry developments

As Logion 2011 is not a trade show, there will only be a limited number of sponsorship and exhibition opportunities available. For further information, please contact Noj Mather on +44 (0) 20 7368 9465 or email noj.mather@wbr.co.uk

An Invaluable Take-Home Training Tool:

Presentations, Discussions And Debates Captured On CD-ROM

The LogiCon CD-ROM is the ultimate reference and training tool, ensuring you capture all the detail, facts and figures of the presentations and learn at your own pace when you are back at the office. It also means that if you miss any of the sessions while you are networking, you won't miss any of the content!

See the back page for details and reserve your CD-ROM today!



LOGICON



1st - 3rd February 2011

Radisson Blu Hotel Amsterdam Airport, Schiphol

www.logiconeurope.com

To register for LogiCon please complete the following form and fax back to WBR on +44 (0)20 7368 9401

Retailers and Consumer Goods Manufacturers	Register before 22nd Oct	Register before 19th November	Register before 17th December	Register before January 14th 2011	Register after January 14th 2011
<input type="checkbox"/> Conference + Demand Planning Focus Day	Save €900 €1799	Save €450 €2249	Save €300 €2399	Save €150 €2549	€2699
<input type="checkbox"/> Conference Only	Save €650 €1199	Save €350 €1499	Save €250 €1599	Save €150 €1699	€1849
<input type="checkbox"/> Demand Planning Focus Day Only	Save €150 €849	Save €150 €849	Save €150 €849	Save €100 €899	€999

Supplier Organisations	Register before 22nd Oct	Register before 19th November	Register before 17th December	Register before January 14th 2011	Register after January 14th 2011
<input type="checkbox"/> Conference + Demand Planning Focus Day	Save €1100 €3299	Save €800 €3599	Save €400 €3999	Save €200 €4199	€4399
<input type="checkbox"/> Conference Only	Save €750 €2199	Save €550 €2399	Save €300 €2649	Save €150 €2799	€2949
<input type="checkbox"/> Demand Planning Focus Day Only	€1749	€1749	€1749	€1749	€1749
<input type="checkbox"/> CD Rom			€349		

Conference prices are subject to 19% Dutch VAT.
In 2010, the CDrom price is subject to 17.5% UK VAT
From January 2011, the CDrom price will be subject to 20% UK VAT

2. Delegate Details (Please photocopy for multiple bookings)

Yes! I will be attending LogiCon 2011

Last Name (Mr/Mrs/s):

First Name:

Job Title:

Department:

Reporting to (Name and Position):

Registration Contact:

Company:

Address:

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Get in touch to see who is attending this year at logicon@wbr.co.uk

NEW! Huge group discounts!

2nd delegate receives a **15% discount**

3rd and subsequent delegates receive **40% discount**

Discounts calculated off price at time of registration. Only valid when you book and pay for all delegates at the same time. Multiple discounts cannot be combined.

Please return your registration to: LogiCon WBR Ltd, Third Floor, 129 Wilton Road, London, SW1V 1JZ

Tel: +44 (0)20 7368 9400. Fax: +44 (0)20 7368 9401.

Your product code:

Your Personal details: Your information will be held and used by Worldwide Business Research Limited ("WBR") to register you for this conference and/or we may contact you by email, phone or post with information about other conference, products and services which we or our associated companies provide. We may also from time to time share your personal information with other parties in the European Economic Area who may wish to contact you by phone or post in relation to special offers, products and services related to your role within your company. If you would prefer not to receive such information from us or such third parties, please fax us, including a copy of this page of the brochure, on UK freephone fax number 0800 6525943 or +44 20 73698 9401

from time to time your name may be used in third party mailings. Please tick if you do not wish this to happen

3. Payment details:

Payment should be received by WBR Ltd within 7 days of the invoice date or by expiry of given discount date whichever is earliest. If payment is not received by the offered discount date the higher price will apply. Any booking made in the 14 days prior to the conference must be paid by credit card.

Payment of invoices other than by means of credit cards or purchase order (UK PLC and Government bodies only) will be subject to a €69 (plus VAT) processing fee

Please charge my AMEX / VISA / MASTERCARD (please delete as applicable)

Card no.

Security Code. Expiry Date.

Cardholder's Name

Cardholder's Signature

or

I will be sending a bank transfer to Worldwide Business Research Ltd's bank:
HSBC, 79 Piccadilly, London W1J 8EU.

Euro payments to be made to: A/C No:59304584, Sort Code: 40-05-15
IBAN: GB45MIDL40051559304584, BIC: MIDLGB22.

Please fax confirmation of the bank transfer to Credit Control on +44 (0)20 7368 9401, quoting delegate's name and booking code 11216.005 as your reference on both fax and bank transfer

or

I enclose a cheque made payable to WBR Ltd

4. Four Easy ways to register

Fax your completed registration form to WBR on **+44 (0)20 7368 9401**

Phone WBR on: **+44 (0)20 7368 9465**

Email us at logicon@wbr.co.uk

Web: www.logiconeurope.com

VENUE DETAILS: Radisson Blu Hotel Amsterdam Airport, Schiphol

WBR Ltd Cancellation, Postponement and Substitution Policy: You may substitute delegates at any time by providing reasonable advance notice to WBR. For any cancellations received in writing not less than twenty two (22) days prior to the conference, you will receive a 90% credit to be used at another WBR Ltd conference which must occur within one year from the date of issuance of such credit. An administration fee of 10% of the contract fee will be retained by WBR Ltd for all permitted cancellations. No credit will be issued for any cancellations occurring within twenty one (21) days (inclusive) of the conference. In the event that WBR Ltd cancels an event for any reason, you will receive a credit for 100% of the contract fee paid. You may use this credit for another WBR Ltd event to be mutually agreed with WBR Ltd, which must occur within one year from the date of cancellation. In the event that WBR Ltd postpones an event for any reason and the delegate is unable or unwilling to attend in on the rescheduled date, you will receive a credit for 100% of the contract fee paid. You may use this credit for another WBR Ltd event to be mutually agreed with WBR Ltd, which must occur within one year from the date of postponement. Except as specified above, no credits will be issued for cancellations. There are no refunds given under any circumstances. WBR Ltd is not responsible for any loss or damage as a result of a substitution, alteration or cancellation/postponement of an event. WBR Ltd shall assume no liability whatsoever in the event this conference is cancelled, rescheduled or postponed due to a fortuitous event, Act of God, unforeseen occurrence or any other event that renders performance of this conference impracticable, illegal or impossible. For purposes of this clause, a fortuitous event shall include, but not be limited to: war, fire, labor strike, extreme weather or other emergency. Please note that while speakers and topics were confirmed at the time of publishing, circumstances beyond the control of the organizers may necessitate substitutions, alterations or cancellations of the speakers and/or topics. As such, WBR Ltd reserves the right to alter or modify the advertised speakers and/or topics if necessary without any liability to you whatsoever. Any substitutions or alterations will be updated on our web page as soon as possible.

Incorrect mailings – If you are receiving duplicate mailings or you would like us to change any details or remove your name from our database, please fax this form to the attention of our database department with you amended details on +44 (0)20 7368 9401. Amendments can take some time, so please accept our apologise for any inconvenience caused.