29th International Supply Chain Conference
October 17-19, 2012

Networks of excellence

InterContinental/Schweizerhof, Berlin

Programme update
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Conference tracks

SECTORS
Logistics is a cross-sectional function and is a decisive success factor spanning entire sectors of industry; it is of key importance both within companies and as a cross-company activity. The focus is on models to meet current logistical challenges in different sectors.

METHODS
Operational implementation of objectives defined in the strategic roadmap is essential for success. What concrete methods and tools are used in practice to optimise processes and ensure transparency?

STRATEGIES
Ongoing corporate development and realisation of visions for the future: a strategic focus is key for companies who want to set themselves apart from the rest in an increasingly international competitive arena. How do companies gear their operations towards selected strategic issues?

INNOVATIONS
The competitiveness of a country, a sector or a company depends largely on its ability to innovate. This calls for creative ideas when addressing topics that are of central relevance to the future. What approaches are being researched and which innovative hands-on concepts have already been implemented?
Flows of information and goods and the people who steer them are increasingly networked. Being well networked in every respect is a key driver of success. The speed and improving quality of digital networks is a precondition for the creation of customised products and services – sustainably and at acceptable cost. This also ensures an effective response to volatility, currency risks, natural disasters and other disruptive factors.

We can only master these complex scenarios if we work together. We must coordinate development, production and supply chain management, build cross-company partnerships and ensure the constant availability of timely, complete information. The players in these diverse networks communicate across different specialities and borders. Supply chain managers can master the challenges that arise if they are integrated in networks of excellence. These networks pave the way for the availability of products without superfluous flows of goods. They promote optimum use of resources, zero wastage and sensitive use of human resources. These are the coordinates of successful business, despite all the challenges we face. At the Berlin conference, members of the supply chain management and logistics community will be able to obtain a wide range of information on these topics. They can engage in in-depth dialogue and build and extend their networks with colleagues from industrialised nations and emerging economies. We are particularly pleased that the 2012 conference will once again be playing host to EUROLOG, the “mobile” annual conference of the European Logistics Association (ELA).

Welcome to Berlin!

Jos Marinus
President, European Logistics Association (ELA), Brussels, Belgium

Prof. Dr.-Ing. Raimund Klinkner
President, BVL International, Bremen

Our special thanks to the partners who made the conference and the wide range of services possible:

Premium Sponsors in 2012

- AEB
- BLG Logistics
- DB Schenker
- DPD
- DHL
- Goodman
- Linde
- PSI Logistics
- WM Group

Media Partners in 2012

- DIE WELT
- DVZ
- LOG
- OWC
- Tecnologistica
Networks of excellence

The Conference traditionally begins with a look back at current trends in supply chain management in a macroeconomic context and a look forward at the trends expected for the future. The “Networks of excellence” theme is in many ways a key success factor, whether in terms of mastering the complexity of flows of information and goods, promoting cooperation across company and national borders or as a response to increasing fluctuation.

Prof. Dr.-Ing. Raimund Klinkner
President,
BVL International, Bremen,
Managing Partner,
IMX Institute for Manufacturing Excellence, Martinsried

Presentation of the 2012 Media Award for Logistics

The picture painted by the media has a major influence on how the logistics sector is viewed in the public arena. Every two years, BVL turns the spotlight on this relationship by staging the competition for its Media Award for Logistics. Do the media report on logistics? How do they report on the sector? What are the questions that logistics has to answer? The Jury Chairman presents the award winners and reports on the treatment of supply chain management in the media.

Reinhold Böhmer
Head of the Companies + Markets Desk,
WirtschaftsWoche,
Düsseldorf

ThyssenKrupp in Change: the Challenge of Integration

Production and supply chain management have become indivisible. Companies who want to exploit the key worldwide trends like population growth, urbanisation and globalisation need integrated strategies and plans of action. This applies not only to suppliers and customers but also, for example, to the internal integration of company groups.

Dr.-Ing. Heinrich Hiesinger
Chairman of the Executive Board,
ThyssenKrupp AG,
Essen

Mastering Complexity – Challenges and Solutions

The global population continues to grow but the total area of tillable land is finite. This poses the major challenge of securing the supply of food in years to come. AGCO is a leading agritechology company offering tailored solutions. One issue faced by society is the conflict between a high level of seasonality and the desire for customised high-tech products. The only way to address this issue effectively is to create an intelligent, standardised yet agile supply chain.

Hans-Bernd Veltmaat
Senior Vice President &
Chief Supply Chain Officer,
AGCO Corporation,
Duluth, USA

Logistics in a Fast-Changing World – Trend Follower or Trendsetter?

The demographic dynamic, urbanisation and digitalisation are just some of the unstoppable megatrends that are changing the face of society and of our needs and preferences. Does logistics merely react to these megatrends or is it their basis? An exciting question that is seldom possible to answer definitively and that therefore calls for maximum strategic flexibility in the field of supply chain management.

Karl Gernandt
Chairman,
Kühne + Nagel International AG,
Schindellegi, Switzerland

11:30 | COFFEE BREAK

Visit to the parallel special-interest exhibition
Rising Transport Costs – Putting the Brakes on the Division of Labour?

Global logistics has profited from the increasingly international division of labour. In view of rising transport costs, however, the economic feasibility of global value added chains is already being called into question in some areas. Are the cost benefits generated by production in low-wage countries sufficient to at least offset increasing transport costs? What are the effects on the worldwide cargo flows in the area of containerised liner shipping?

Success Factor Infrastructure – Precondition for a Networked Economy

Alongside high-capacity and environment-friendly freight transport, a modern infrastructure is one of the key success factors that underpin Germany’s international competitiveness as an exporting nation. We need high-performing transport routes. They are the lifelines of our economy, the basis for successful logistics services and therefore the precondition for our prosperity. We must pool our efforts to raise the general awareness for the importance of these “lifelines”.

Networks of excellence – the Changing Nature of Global Value Added

Value added processes are changing. Companies are increasingly tailoring their activities to their target markets, and network structures and supply chains are even more global in nature. What are the drivers of this trend and what are the implications for the future? How are SMEs and large corporations in different parts of the world responding to this trend? How can we promote cross-sector integration with the aim of boosting success and minimising risks?
15:00 | Special-topic sequence | Venue: InterContinental, Potsdam I | B 1

**Focus on Chemical Supply Chain Management**

New opportunities are opening up for the chemical industry in growth markets like Brazil, Russia, India and China; at the same time, the shortage of raw materials is driving ever fiercer global competition. From a logistical perspective, this means that global production locations and networks must be highly interconnected in order to meet ever greater demands in terms of flexibility, transparency, scalability and cost efficiency. How can companies create the necessary external and internal supply chain structures?

**Moderation:**

Gerd Deimel  
Vice President,  
Head of Global Logistics Management,  
LANXESS Deutschland GmbH,  
Leverkusen

**Navigating and Investing in a Growing Market**

Prasad Chandran  
Chairman and Managing Director,  
BASF India Limited,  
Mumbai, India

**Increasing Flexibility with Lead Logistics**

Mathias Dollak  
Director Supply Chain,  
Sun Chemical Central Europe Holding GmbH & Co. KG,  
Niedernhausen

**Challenges for Logistics in Central and Eastern Europe**

Wolfgang Schnabel  
Supply Chain Manager,  
Dow Olefinverbund GmbH,  
Schkopau

**Cross-Location Optimisation of Logistics Operations**

Dr. Franz Merath  
Senior Vice President,  
Evonik Services GmbH,  
Hanau-Wolfgang

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15:00 | Special-topic sequence | Venue: Schweizerhof, Conference Center | B 2

**Cooperation in Networks**

Cooperation can spread risk and promote synergies. Moreover, flexible collaboration can underpin the quality of logistics activities in volatile scenarios. Partnerships are possible along the entire value added chain – both internally and externally, for individual companies or for entire networks. Learn about examples of best practice cooperation in different sectors; hear about the background factors and challenges, the advantages and key success factors – and gain valuable insights into hands-on cooperation.

**Moderation:**

Hjoerdis Stahl  
Executive Vice President,  
LuxairCargo,  
Luxair S.A., Luxembourg

**The First Hurdle – Getting Cooperation Within Organisations**

Simon Barrett  
Global Logistics Strategist,  
Intel Corporation (UK) Ltd.,  
Swindon, Wilts, UK

**Challenges of Cooperation in the Field of Humanitarian Logistics**

Olivier Gisler  
Head of Transport,  
International Committee of Red Cross,  
Geneva, Switzerland

**Success Through a Collaborative Approach**

Charlotte Kiss Kjaerulff Johansen  
Senior Manager Supplier Contracting Fine Distribution,  
Lego Systems A/S,  
Billund, Denmark

**Network Integrator – A Success Story on Spare Part Logistics Optimisation Across Brands**

Walter Faßbender  
Manager European Traffic & Customs,  
Ford Customer Service Division,  
Ford-Werke GmbH,  
Cologne

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15.00 | FOCUS SESSION – Information p. 26

**Changes Through Partnerships in Humanitarian Logistics**

Venue: InterContinental, Check! (2. OG)
15:00 | **Special-topic sequence** | Venue: InterContinental, Potsdam III | B 3

**Lean Management in Warehouses**

In the production environment, lean production systems drive continuous improvements and therefore help to reduce wastage. How can the lean production idea be successfully transferred to the warehouse environment? This question was discussed in depth in the BVL “Lean Management in Warehouses” working group. The individual findings of the working group will be presented and discussed in an interactive format as part of a “Knowledge Market” complete with kick-off and closing presentation. You can find information on an in-depth simulation on p. 30.

**Moderation:**
Prof. Dr.-Ing. Kai Furmans  
Chair of Conveying Technology and Logistics Systems,  
Karlsruhe Institute of Technology (KIT), Karlsruhe

You can use the “Knowledge Market” to gain insights in short presentations and discuss the findings. After 15 minutes, you have the option of switching to a new theme track. The following theme tracks are being offered:

- **Leadership:** Dr. Christian Huber  
  Program Manager LOS, LGI Logistics Group International, Bondorf

- **Value Stream Mapping/Value Stream Design:** Andreas Müller  
  Director Physical Logistics, Robert Bosch GmbH, Homburg an der Saar

- **Workplace Design:** Erik Lassen  
  Managing Director, Geis Industrie-Service GmbH, Nuremberg

- **Work Control Activities:** Ellen Brian  
  Director Lean Programs, DHL Supply Chain Europe, Middle East & Africa

- **Working Standards:** Frank Breth  
  Director Contract Logistics Germany, CEVA Logistics GmbH, Frankfurt am Main

- **Visualisation:** Dr. Hans-Ullrich Förster  
  Managing Director, Viessmann Logistik International GmbH, Allendorf (Eder)

- **Sustainable Problem Solving:** Hansgeorg Böttcher  
  Managing Director, Schenker Deutschland AG, Hannover

- **Cooperation with Customers:** Günter Walser  
  Managing Director, Seifert Logistik Dienstleistung GmbH, Ulm

15:00 | **Special-topic sequence** | Venue: InterContinental, Charlottenburg II/III | B 4

**Success Factor Personnel**

There is high demand for qualified personnel. The skill shortage spans all sectors from trading all the way through to the commercial sector. Holistically integrated personnel management is becoming increasingly important, above all in companies with global operations. Which innovative concepts and corporate structures are needed to cater to the complex and differing requirements in the field of personnel management? Are there targeted models for the effective global control and coordination of company employees?

**Moderation:**
Nicole Balken  
HR Director, Penske Logistics BV, Roosendaal, Netherlands

**Implementation of an International HR Strategy**  
Michel Segesser  
Head Human Resources & Communication, CPH Chemie + Papier Holding AG, Perlen, Switzerland

**The Challenges of International Human Resources Management**  
Joanne Handley  
Global HR, Hellmann Worldwide Logistics GmbH & Co. KG, Osnabrück

**Developing Talent Across the Supply Chain – Collaboration in Capability Building**  
Dr. Sebastian Hauptmann  
Vice President Supply Chain Management, Sky Deutschland GmbH & Co. KG, Unterföhring

**Supply Chain Management & Logistics Competency Assessment Process**  
Dirk-Jan van Duijvenjik  
Group Vice President Transportation & Logistics, ABB Management Services LTD, Zurich, Switzerland

15:00 | WORKSHOP – Information p. 19 | Thesis Conference | Venue: Schweizerhof, Tessin I | W 1

17:15 | Buses leave for the Gala Evening | from the Hotel InterContinental

19:00 | GALA EVENING – Information p. 23 | Venue: ESTREL Convention Center Berlin
09:30

Focus on Trading Logistics

Retail Supply Chains are playing an increasingly important role. There are numerous topical issues that are being discussed in the public arena, such as changing consumer preferences, demographic change or new approaches to food distribution. In particular, the dynamic trend in the mail order sector driven by eCommerce and multi-channel retailing calls for alternative supply chain concepts. What are the current key challenges in the field of trading logistics and which trends will shape the sector in years to come?

Moderation:
Jörg Pretzel
Managing Director,
GS1 Germany GmbH,
Cologne

Complexity in Variable Goods
Henning Bosch
Managing Director and Chief Operating Officer,
neckermann.de GmbH,
Frankfurt am Main

Global Influences on the Swiss Retail Trade and Its Logistics Operations
Andreas Münch
Member of the Executive Board,
Migros Cooperative Confederation,
Zurich, Switzerland

Consumer Influence on the Trading Sector
Andreas Persigehl
Member of the Management Board,
tegut Gutberlet Stiftung & Co.,
Fulda

American Challenges and Opportunities in a Rapidly Changing Marketplace
Alexsander Stewart
Managing Director,
Stifel Nicolaus Weisel Inc.,
Baltimore, USA

09:30

Distribution Structures in After Sales

Controlling spare parts cycles, handling returns, supplying service technicians, operating recycling systems or processing warranty claims: the demands on the organisation of efficient distribution structures in after sales are numerous and diverse. Which strategic approaches ensure a high standard of service as well as the availability of spare parts – be it for customers on the ground, in a network of service technicians or in repair workshops?

Moderation:
Kay Schölermann
Project Manager Supply Chain Development,
DeLaval Services GmbH,
Glinde

Development of a New Logistics Location and Integration in an Existing After Sales Network
Dr. Uwe Jens Unger
Vice President Parts Salzgitter,
MAN Truck & Bus AG,
Salzgitter

International Network Structures for Successful After Sales Logistics
Dr. Frank Debus
Head of Spare Parts Logistics,
Siemens AG Healthcare Sector,
Erlangen

Restructuring of the Worldwide Service Supply Chain Network to Optimise the “Go To Market”
Annie Saillard
Vice President Industrial & Supply Chain,
ALSTOM TRANSPORT Train Life Services,
Saint-Ouen Cedex, France

After Sales Solutions in the Russian Market – Challenges for Medical Technology
Mirco Nowak
Managing Director,
LUNO Group, Moscow, Russia,
BVL Chapter Chair

08:30

BUSINESS BREAKFAST
Visit to the parallel special-interest exhibition

09:30

WORKSHOP – Information p. 19
Mixed Leadership
Venue: Schweizerhof, Tessin I

11:30

COFFEE BREAK
Visit to the parallel special-interest exhibition
**Transparency in Value Added Chains**

Value added chains are increasing global, multi-tiered and impacted by volatile external factors. This leads to growing uncertainty in the prioritisation of global requirements, and this in turn calls for tools that can increase transparency along the entire value added chain. What concrete methods are available to boost transparency across company borders and to ensure need-based supplies as well as rapid response to changing criteria?

**Moderation:** Michel Witte  
Senior Executive Vice President,  
IEE S. A.,  
Contern, Luxembourg

**Management of Complex Value Added Chains**  
Supply Chain Transparency with Cloud Solutions  
Pascal Männche  
Senior Vice President Logistics,  
Deutz AG,  
Cologne

**Improving Delivery Deadline Compliance and Reducing Stocks – Transparency with “David Teams”**  
Michael Rentschler  
Head of Materials Management,  
ERNI Electronics GmbH,  
Adelberg

**Perfect Inventory Management with Predictive Analytics – Item Sales Forecasts with Learning Systems**  
Mathias Stüben  
Head of Category Processes,  
Otto GmbH & Co. KG,  
Hamburg

**Enabling a Demand-Driven Supply Chain in a Volatile Marketplace**  
Eitel Monaco  
Vice President Product Supply Western Europe,  
Procter & Gamble Europe S.A.,  
Geneva, Switzerland

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**Success Factor Science**

Scientific and research findings that are of real-world relevance pave the way for concrete improvements in the daily operations of companies. Scientists in different disciplines and with different levels of experience work together to arrive at outcomes of fundamental and practical importance. With its Science Award for SCM, BVL recognises the efforts of young scientists whose outstanding work is of high practical relevance and therefore ideally suited for implementation in day-to-day logistics activities.

**Moderation:** Prof. Dr.-Ing. Katja Windt  
Professor of Global Production Logistics,  
Jacobs University Bremen gGmbH,  
Bremen,  
Mitglied des Vorstands, BVL

**Technology and Knowledge Transfer in Humanitarian Logistics for Famine Regions in Africa**  
Dr. Jennifer Schwarz  
Project Manager,  
Kühne Foundation,  
Schindellegi, Switzerland

**Technology and Knowledge Transfer in Humanitarian Logistics for Famine Regions in Africa**  
Dr.-Ing. Martin Keßler  
Project Manager,  
Kühne Foundation,  
Schindellegi, Switzerland

**Performance-Oriented Integration of Combined Transports in Supply Chain Concepts**  
Dr. Julia Bendul  
Consultant,  
Porsche Consulting GmbH,  
Bietigheim-Bissingen

**Evaluation of Variety-Induced Logistics Complexity in Variant-Rich Series Production in the Automotive Industry**  
Dr. Annika Lechner  
Project Manager Supply Chain Standards,  
MAN Bus & Truck AG,  
Munich

**Flexibility Management to Overcome Uncertainties in the Supply Chain**  
Carolin Singer  
Deputy Chief Engineer,  
Institute of Logistics and Corporate Management,  
Hamburg University of Technology
<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Venue</th>
<th>Speaker</th>
<th>Topic</th>
</tr>
</thead>
<tbody>
<tr>
<td>12:00</td>
<td><strong>Plenary session</strong></td>
<td>InterContinental, Potsdam I/III</td>
<td>Dr. Michael Süß, Member of the Managing Board, Siemens AG, Munich</td>
<td><strong>Electricity Matrix – Basis for a Successful Energy Revolution in Germany</strong></td>
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<tr>
<td>12:40</td>
<td><strong>Plenary session</strong></td>
<td>InterContinental, Potsdam I/III</td>
<td>Matthias Wissmann, President, German Association of the Automotive Industry (VDA), Berlin</td>
<td><strong>Common Road to Mobility in Tomorrow’s World</strong></td>
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<tr>
<td>13:10</td>
<td><strong>Plenary session</strong></td>
<td>InterContinental, Potsdam I/III</td>
<td></td>
<td><strong>Presentation of the winning concept for the 2012 German Award for SCM</strong></td>
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<tr>
<td>16:45</td>
<td><strong>Plenary session</strong></td>
<td>InterContinental, Potsdam I/III</td>
<td>Dr. Frank-Walter Steinmeier, Chairman of the Parliamentary Party of the Social Democrats in the German Bundestag, Berlin</td>
<td><strong>Are We Prepared to Face the Coming Storms?</strong></td>
</tr>
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**Global Logistics Trends and Strategies: Early Insights**

Companies who want to thrive in a changing business environment need to continuously adapt and develop. At regular intervals, the BVL long-term study entitled “Trends and Strategies in Logistics” outlines trends and developments in the field of supply chain management, backed up by hard facts. The initial findings of the international study will be presented in the form of a workshop report.

**Electricity Matrix – Basis for a Successful Energy Revolution in Germany**

The energy revolution presents a major opportunity for Germany. If implemented successfully, it can sustainably safeguard not just energy supplies but also jobs. The centrepiece of this “transformation” is the growing share of decentrally generated energy, particularly from renewable sources. The challenge: How can the efficiency and flexibility potentials of different technologies be effectively synergised?

**Common Road to Mobility in Tomorrow’s World**

Automotive production has to adapt to demand rapidly and flexibly. No automotive company can stay in business without reliable supply chains. All the parties involved must work in a coordinated and synchronised way: the partnership-based, forward-looking and innovative organisation of a safe and sustainable form of mobility for the world of the future that takes account of changing mobility concepts and infrastructure requirements is one of the cornerstones of success.

**Presentation of the winning concept for the 2012 German Award for SCM**

BVL has been presenting the German Award for SCM since 1984. The award is conferred on forward-looking projects that have implemented an integrated overall logistics concept in the real world. This year’s winner, who will receive the award at the Gala Evening, will outline the outcomes and successes in depth.

**Are We Prepared to Face the Coming Storms?**

To date, Germany has weathered the crisis better than other countries. However, the biggest challenge for economic and fiscal policy remains the stabilisation of the eurozone. Moreover, Europe’s largest economy is faced with issues of fundamental import: globalisation, raw material shortages, climate protection and demographic change are drivers of a form of structural change that equally affects big corporations and SMEs.
13:30 – 17:00
Outdoor sequence | Venue: InterContinental, Potsdam I/III  
O 1

MTU Maintenance Berlin-Brandenburg GmbH, a subsidiary of the MTU Aero Engines Group
Challenges in the transfer of just-in-time principles to hard-to-plan maintenance processes for aircraft engines

Clocked Supply Chain Management Processes in the Field of Turbine Maintenance
Dipl.-Ing. Andreas Meinert
Head of Logistics,
MTU Maintenance Berlin-Brandenburg GmbH, Ludwigsfelde

13:30 – 17:00
Outdoor sequence | Venue: InterContinental, Potsdam I/III  
O 2

Rolls-Royce Deutschland Ltd & Co KG
Tour of turbine production and the testing systems of Germany’s leading turbine manufacturer

Special Features and Requirements for the Supply Chain Management Concept of an Aviation Company
Matthias Adler
Inbound/Outbound Logistics & Customs,
Rolls-Royce Deutschland Ltd & Co KG, Dahlewitz

13:30 – 17:00
Outdoor sequence | Venue: InterContinental, Potsdam I/III  
O 3

Kaiser’s Tengelmann GmbH, Berlin-Mariendorf Logistics Centre
Tour of the location and the recycling and one-way sorting plants

Berlin’s Biggest Food Store – Experience Intelligent Disposal Concepts Live
Ulf-Thomas Kunz
Head of National Logistics,
Kaiser’s Tengelmann GmbH,
Mülheim an der Ruhr

13:30 – 17:00
Outdoor sequence | Venue: InterContinental, Potsdam I/III  
O 4

Panther Packaging GmbH & Co. KG with the Wepoba Wellpappenfabrik GmbH & Co. KG,
Panther Print GmbH & Co. KG and Panther Display GmbH & Co. KG companies
Tour of three innovative packaging, display and printing companies (including the most modern preprint facility in Europe)

Innovation in Packaging, Display and Printing – the One-Stop Shop
Oliver Winkler
Managing Director, Wepoba Wellpappenfabrik GmbH & Co. KG,
Wustermark

Please note for all outdoor sequences: The number of places is limited! Registration from 13:30 on October 17, 2012 in the lobby of the Hotel InterContinental. Buses leave for the outdoor sequences at 13:30 from the Hotel InterContinental on October 18, 2012.
Focus on Pharmaceutical Supply Chains

The market environment for companies in the pharmaceutical industry has changed constantly in recent years. Against the backdrop of global production chains, new legal regulations (such as “Good Distribution Practices”) and permanent price pressure, innovative and holistic supply chain management concepts are more important than ever before. How can excellent operational supply chains be implemented in response to the growing pressure of costs and the process of far-reaching change?

Moderation:
Christiane Schuetz
Senior Manager Business Development
Pharma & Healthcare,
Rhenus AG & Co. KG,
Velten, BVL Chapter Chair

SupPLYING MAJOR CONURBATIONS

By the year 2030, around 60% of the global population will live in cities. Parallel to this, there will also be a shift from stationary to online retailing. Both trends are driving ever higher urban traffic volumes. In order to ensure appropriate supply structures in the conurbations, logistics will become hugely more important. What trends and developments can we expect to see in future? How will major cities handle growth and what intelligent concepts exist for the supply of goods and services to big conurbations?

Moderation:
Dr. Christian Jacobi
Managing Partner,
agiplan GmbH,
Mülheim an der Ruhr,
Chairman of the BVL Research Council

Quality and Compliance Requirements in Pharmaceutical Supply Chain Management
Stefan Schmidt
Head of Logistics and Fleet Management,
Boehringer Ingelheim Pharma GmbH & Co. KG,
Ingelheim

Conflict Between Full Geographical Coverage and Permanent Availability
Achim Hellmich
Head of Region,
Celesio AG,
Stuttgart

Challenges and Solutions to Achieve the Best Operational Excellence in Eastern Europe
Péter Kiss
Head of SCM and Logistics,
Mylan Hungary Kft.,
Komárom, Hungary

Supply Concepts for Conurbations from a European Perspective
Astrid Schlewing
Head of Sector Logistics,
European Commission, DG MOVE,
Brussels, Belgium

City Distribution: Challenges, Cases and Evaluation
Prof. Dr. Cathy Macharis
Professor, Vrije Universiteit Brussel,
Research Group MOBI-Mobility,
Logistics and Automotive Technology,
Belgium

Sustainable Development in the Major Conurbations: What Contribution Can the CEP Industry Make?
Gunnar Uldall
President,
German Association of International Express and Courier Services (BIEK), Berlin

Urban Supply Concepts = City Logistics 2.0?
Kay Schiebur
Director of Purchasing and Logistics,
Lekkerland AG & Co. KG,
Frechen
## Efficient Organisation of Transport Management

Optimising inbound and outbound transport capacities presents a major challenge, particularly in view of rising transport costs and increased sustainability requirements. What kind of support do software solutions offer when it comes to the cross-interface improvement of transparency? What measures and tools are available to shippers to ensure efficient transport management systems? How successful are 4PL concepts?

**Moderation:**
Dr.-Ing. Stefan Wolff  
CEO, 4flow AG, Berlin, Member of the BVL Board

- **Integrated European Transport Management via a 4PL**  
  Kai Rabe  
  European After Sales Logistics Manager, Adam Opel AG, Rüsselsheim

- **Infrastructure Optimisation Using Network Optimisation Software**  
  Evrim Övünç  
  Manager Infrastructure Planning, Coca-Cola Erfrischungsgetränke AG, Berlin

- **Reorganising Combined Transports between Portugal and Germany – Tools and Achievements**  
  Dinora Guerreiro  
  Material Handling & Transports Manager, Volkswagen Autoeuropa, Lda., Quinta do Anjo, Portugal

- **Efficient Load Carrier Management – Innovative Solutions Based on Integration of Different Software Platforms**  
  Volker Roth  
  Head of Container Management, Scherdel Marienberg GmbH, Marienberg

## Success Factor Social Media

Three in four Germans already use social networks on a regular basis, and this opens up almost unlimited potential for today’s companies. This modern means of communication can impact all aspects of corporate culture. Due to their high-level interactivity and constant updating, social media portals are the perfect tool for customer interaction as well as internal communication. Companies explain the opportunities of the virtual world and tell participants how they can make use of social media for their own activities.

**Moderation:**
Claudia Hilker  
Social media expert, Hilker Consulting, Düsseldorf

- **Enterprise 2.0 – Why Networked Communication and Cooperation Breed Success**  
  Jens Osthues  
  Sales & Marketing, Communote GmbH, Dresden

- **Social Media in Traditional Companies**  
  Thomas Helfrich  
  Head of Social Media Communications, Bayer AG, Leverkusen

- **Customer Loyalty 2.0 – the Barefoot Entrepreneur**  
  Christof Thesinga  
  Marketing Director, TimoCom Soft- und Hardware GmbH, Düsseldorf

- **Precision Tools Conquer the Social Media**  
  Boris Turalija  
  Social Media Officer, Walter AG, Tübingen

## WORKSHOP – Information p.19

Africa – On the Road To the Future  
Venue: Schweizerhof, Tessin I
**Focus on Automotive Supply Chains**

Changing conditions driven by both external and internal factors regularly pose new challenges for operators of production systems who want to achieve their set targets. Risk provisioning concepts are becoming ever more sophisticated in order to ensure the stability of implemented systems. What trendsetting concepts exist along the value added chain that permit early identification of risks, flexible response and the robust organisation of production systems even under volatile conditions?

**Moderation:**
Peter Will
Head of Central Logistics,
AUDI Hungaria Motor Kft.,
Győr, Hungary

**Supply Chain Potentials and Challenges of the New BMW i Car Concept**
Prof. Dr.-Ing. Helmut Schramm
Head of Electric Vehicle Production,
BMW AG,
Leipzig

**Mobile Production as a Response to Supply Chain Challenges in the Automotive Sector?**
Dieter Brenner
Director Sales Automotive,
Schlemmer GmbH,
Poing

**Current Challenges for Production Logistics in a Global Environment**
Dr.-Ing. Robert Ivusic
Head of Logistics Planning Department 1,
Daimler AG,
Sindelfingen

**Sustainability – Competitive Edge?**

Although the issue of sustainability is ubiquitous in times of global warming and the shortage of resources, there is often a lack of practical solutions and uniform standards. On an international level in particular, it is still the case that different countries attach differing levels of importance to the need for sustainability. How can we ensure strategically sustainable development, and how can companies play a pioneering role in this area, thereby helping them to gain a competitive edge?

**Moderation:**
Prof. Dr.-Ing. Frank Straube
Executive Director, Institute for Technology and Management,
Head of the Faculty of Logistics,
Berlin Technical University,
Member of the BVL Advisory Board

**Sustainability Today: from Idealism to a Business Strategy**
Axel Vaßen
Head of Corporate Responsibility,
LANXESS AG,
Leverkusen

**“Mix Move Match” – Paradigm Shift Towards Sustainability**
Patrick Van De Vyver
EMEA logistics management,
3M Europe,
Diegem, Belgium

**Sustainability in Press Logistics**
Markus Günther
Head of Logistics & Services,
Axel Springer AG,
Hamburg

**Green Mobility – Competitive Advantages and the Sustainability of “Green” Technologies Based on the Example of the Tyre Industry**
Prof. Dr. Dr. h.c. Horst Wildemann
Chair of Business Administration,
Munich Technical University
09:30

**Process Stability Through Risk Management**

The current economic situation is characterised by a high level of volatility. Companies with global operations in particular are exposed to frequent fluctuations and are forced to respond more or less instantly. What safety measures can companies take to address potential risks in the value added chains, and how can they intelligently control their response to identified risks? The focus is on operational methods and tools for risk management from the perspective of different key sectors.

**Moderation and kick-off presentation:**

- **Raw Material Supply Risks**
  - Dr. Hubertus Bardt
  - Deputy Director of Economic and Social Policy,
  - Institut der deutschen Wirtschaft Cologne Consult GmbH, Cologne

**Speakers:**

- **When the Chain Comes Off the Wheel: Operational Risk Management for Customer Defaults and Market Turbulence**
  - Hans-Günmar Elias
  - Director Supply Chain Management and Logistics, Bernstein AG,
  - Porta Westfalica

- **The Secret of Making Information Actionable in Interconnected Supply Chains**
  - Arpad Hevizi
  - Vice President, Supply Chain Solutions, Celestica Inc., Miami, USA

- **Risks in the Value Added Chain – Approaches and Experiences**
  - Michael Grubbert
  - Chief Procurement Officer, centrotherm thermal solutions GmbH + Co. KG, Blaubeuren

- **When the Chain Comes Off the Wheel: Operational Risk Management for Customer Defaults and Market Turbulence**
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  - Michael Grubbert
  - Chief Procurement Officer, centrotherm thermal solutions GmbH + Co. KG, Blaubeuren

09:30

**Success Factor Technology**

The smooth integration of new systems and installations in supply chain processes presents a major challenge for many companies, as they have to integrate machines from different manufacturers and new technologies in supraordinate systems. In addition, there is a greater need for sustainable concepts in the field of technical logistics than ever before. How can innovative conveying technology systems be compatibly planned and organised – and help to optimise performance and costs while meeting sustainability requirements?

**Moderation:**

- Hendrik Mortensen
  - Director Logistics, BEUMER Group, Aarhus, Denmark

**Speakers:**

- **Logistics and the Fourth Industrial Revolution**
  - Prof. Dr. Michael ten Hompel
  - Executive Director of the Fraunhofer Institute for Material Flow and Logistics (IML), Dortmund,
  - Member of the BVL Board

- **Technical Options for Automated Picking in SMEs**
  - Gerhard Mutter
  - Head of Corporate Solution Center Logistics Automation, SICK AG, Waldkirch

- **Logistical Integration of New Automation Technology**
  - Fernando Pérez
  - Engineering Analyst, Lilly Spain, Alcobendas, Spain

- **Introduction of New Warehouse Technologies in the Field of Dry and Fresh Products**
  - Martin Gleiss
  - Head of the Logistics Unit, SPAR Österreichische Warenhandels-AG, Salzburg, Austria

09:30 **WORKSHOP – information p. 19**

**Bullwhip 2.0 – the Supply Chain as a “Technical Regulation Task”**

**Venue:** Schweizerhof, Tessin I

09:30

**COFFEE BREAK**

Visit to the parallel special-interest exhibition
12:00

**Plenary session | Venue: InterContinental, Potsdam I/III**

**H 1**

**Potentials and Risks of a Globally Interlinked Growth Sector**

Increasing globalisation makes air transport essential for both passengers and goods. During the next 20 years, around 30,000 new transport aircraft will be needed to support real economic growth. The global integration of aircraft manufacturers begins with worldwide procurement and production and also includes delivery and operations in all corners of the globe. What opportunities and risks are predicted for the aviation industry?

**Günter Butschek**
Chief Operating Officer, Airbus S.A.S, Blagnac, France

12:30

**Plenary session | Venue: InterContinental, Potsdam I/III**

**H 2**

**Honourable Business Dealings: Handshakes v Fine-Print Contracts**

Acting on the basis of a certain set of values is something we have to pass on to the next generation, as this is the only solid basis for successful cooperation between employees and management as well as between suppliers and customers. Only long-term success is of lasting significance, and lasting success is only possible based on values and decency.

**Prof. Dr. Claus Hipp**
Managing Partner, Hipp GmbH & Co. Produktion KG, Pfaeffenhofen

13:00

**Plenary session | Venue: InterContinental, Potsdam I/III**

**H 3**

**Presentation of the 2012 Science Award for SCM**

**Prof. Dr.-Ing. habil. Prof. E.h. Dr. h.c. mult. Michael Schenk**
Director of the Fraunhofer Institute for Factory Operation and Automation (IFF), Magdeburg, Member of the BVL Scientific Advisory Board

**Dr. Andreas Backhaus**
Senior Vice President, Global Supply Chain & Process Innovation, BASF SE, Ludwigshafen

13:20

**Plenary session | Venue: InterContinental, Potsdam I/III**

**H 4**

**The Mystery of the Future**

Since mankind has been on this earth, we have tried to find out what the future will bring. Evolution has made us “visionaries”, beings with complex thought processes who are more or less forced to anticipate danger and predict opportunities. What can we really say about the future without falling victim to wild speculation, wishful thinking or fear fixations? The most influential trend and future researcher in the German-speaking countries takes you on a trip to the future.

**Matthias Horx**
Trend and future researcher, Zukunftsinstitut Horx GmbH, Vienna, Austria

13:55

**CLOSING ADDRESS**

**Venue: Hotel InterContinental, Potsdam I/III**

14:00

**LUNCH**

Visit to the parallel special-interest exhibition

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**Please make a note of this date in your diary**

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**30th International Supply Chain Conference**

October 23-25, 2013
### Thesis Conference

For many years now, BVL has attached central importance to promoting up-and-coming young scientists. This year, we have for the first time created a platform that provides graduates and young professionals with the opportunity to present their award-winning theses and gain inspiration for their future career planning.


### Mixed Leadership

Despite numerous initiatives, the total share of women in top management in the leading publicly listed companies is still only around 8 percent. There are, however, many positive – but often unknown – role models, the so-called “hidden champions”. The aim is to create a forum for the interaction of women and men to outline options for mixed leadership and discuss strategies to achieve this goal.

**Moderation:** Monika Schulz-Strelow
President, Frauen in die Aufsichtsräte (FidAR) e.V., Berlin

**Speakers:** Jan-Dirk Schuisdziara, Vice President Project Logistics, Kühne + Nagel (AG & Co.) KG, Hamburg / Florian Karges, Manager Investment Guarantees, PricewaterhouseCoopers AG, Hamburg / Udo Bürr, Project Manager, BioTropic GmbH, Duisburg / Eric Sanchez, Vice President Sales and Marketing, SDV Geis GmbH, Hamburg

### Africa – On the Road To the Future

Africa is becoming increasingly important as a business location for international companies. The workshop will take a closer look at the main regions for companies from industry, trade and the service sector – with particular emphasis on political and infrastructural conditions, economic factors, labour markets and experience reports.

**Moderation:** Christoph Kannengießer
Managing Director, Afrika-Verein der deutschen Wirtschaft e.V., Hamburg

**Speakers:** Jan-Dirk Schuisdziara, Vice President Project Logistics, Kühne + Nagel (AG & Co.) KG, Hamburg / Florian Karges, Manager Investment Guarantees, PricewaterhouseCoopers AG, Hamburg / Udo Bürr, Project Manager, BioTropic GmbH, Duisburg / Eric Sanchez, Vice President Sales and Marketing, SDV Geis GmbH, Hamburg

### Bullwhip 2.0 – the Supply Chain as a “Technical Regulation Task”

Modern supply chains are certainly managed, but in reality we want to regulate them. The discussion will focus on the potentials of a technical regulation strategy. The bullwhip effect will first be shown live before the technical regulation approach is outlined. You can find out how regulation technology can help to mitigate supply chain problems.

**Speaker:** Prof. Dr.-Ing. Kai Furmans, Chair of Conveying Technology and Logistics Systems, Karlsruhe Institute of Technology (KIT), Karlsruhe

Parallel to the special-topic sequences, there will be a number of interactive workshops on various topics, setting the scene for an intensive exchange of ideas between the speakers and conference participants. Make the most of the opportunity to discuss today’s key supply chain challenges with your peers. Learn from the experiences of experts from other companies and find inspirations for your own day-to-day work.
## Time and topic schedule

### Tuesday, October 16, 2012

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Venue</th>
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</thead>
<tbody>
<tr>
<td>09:00</td>
<td>ELA Research Day and BVL PhD Candidates Workshop</td>
<td>Pullman Berlin Schweizerhof (separate registration required)</td>
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### Wednesday, October 17, 2012

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Venue</th>
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<tbody>
<tr>
<td>08:30 – 09:30</td>
<td>Business Breakfast</td>
<td>Opening of the exhibition</td>
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<tr>
<td>09:30 – 12:00</td>
<td>A1</td>
<td>Opening Prof. Dr.-Ing. Raimund Klinkner</td>
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<tr>
<td>09:50 – 12:00</td>
<td>A2</td>
<td>Presentation of the 2012 Media Award for Logistics</td>
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<tr>
<td>10:15 – 12:00</td>
<td>A3</td>
<td>Plenary session Dr.-Ing. Heinrich Hiesinger</td>
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<tr>
<td>10:40 – 12:00</td>
<td>A4</td>
<td>Plenary session Hans-Bernd Veltmaat</td>
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<td>11:05 – 12:00</td>
<td>A5</td>
<td>Plenary session Karl Gernandt</td>
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<td>11:30 – 12:00</td>
<td>A6</td>
<td>COFFEE BREAK</td>
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<tr>
<td>12:00 – 12:30</td>
<td>A7</td>
<td>Plenary session Dr.-Ing. Ottmar Gast</td>
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<tr>
<td>12:30 – 12:45</td>
<td>A8</td>
<td>Plenary session Prof. Robert Handfield</td>
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<tr>
<td>12:45 – 13:15</td>
<td>A9</td>
<td>Plenary session Matthias Wissmann</td>
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<tr>
<td>13:15 – 14:00</td>
<td>A10</td>
<td>Plenary session Dr. Frank-Walter Steinmeier</td>
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<tr>
<td>14:00 – 15:00</td>
<td>A11</td>
<td>Plenary session Dr.-Ing. Heinrich Hiesinger</td>
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<tr>
<td>15:00 – 16:30</td>
<td>B1-B3</td>
<td>Special-topic sequence: “Focus on Chemical Supply Chain Management”</td>
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<tr>
<td>16:30 – 17:00</td>
<td>B4-B6</td>
<td>Special-topic sequence: “Focus on Automotive Supply Chains”</td>
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### Thursday, October 18, 2012

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<tbody>
<tr>
<td>08:30 – 09:30</td>
<td>Business Breakfast</td>
<td>Visit to the parallel special-interest exhibition</td>
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<tr>
<td>09:30 – 10:30</td>
<td>C1</td>
<td>Special-topic sequence: “Focus on Trading Logistics”</td>
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<tr>
<td>10:30 – 11:30</td>
<td>C2</td>
<td>Special-topic sequence: “Distribution Structures in After Sales”</td>
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<td>11:30 – 12:00</td>
<td>C3</td>
<td>COFFEE BREAK</td>
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<tr>
<td>12:00 – 12:30</td>
<td>D1</td>
<td>Plenary session Prof. Robert Handfield</td>
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<td>12:30 – 13:00</td>
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<td>Plenary session Dr. Michael Süß</td>
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<td>13:00 – 13:30</td>
<td>D3</td>
<td>Plenary session Matthias Wissmann</td>
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<tr>
<td>13:30 – 14:00</td>
<td>D4</td>
<td>Presentation of the winning concept for the 2012 German Award for SCM</td>
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<td>14:00 – 15:00</td>
<td>D5</td>
<td>Presentation of the 2012 Media Award for Logistics</td>
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<td>15:00 – 16:00</td>
<td>D6</td>
<td>Plenary session Matthias Horx</td>
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<tr>
<td>16:00 – 17:00</td>
<td>D7</td>
<td>After-Work Party</td>
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### Friday, October 19, 2012

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<td>G1</td>
<td>Special-topic sequence: „Focus on Automotive Supply Chains“</td>
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<td>10:30 – 11:30</td>
<td>G2</td>
<td>Special-topic sequence: „Sustainability – Competitive Edge?“</td>
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<td>COFFEE BREAK</td>
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<tr>
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<td>Presentation of the 2012 Award for SCM</td>
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<td>14:00 – 15:00</td>
<td>H4</td>
<td>Guest presentation Matthias Horx</td>
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<tr>
<td>15:00 – 16:00</td>
<td>H5</td>
<td>Closing address Prof. Dr.-Ing. Raimund Klinkner</td>
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<td>16:00 – 17:00</td>
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<td>LUNCH</td>
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<td>Special-topic sequence: “Success Factor Personnel”</td>
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<td>Workshop: “Thesis Conference”</td>
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<td><strong>INNOVATIONS</strong></td>
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<td>Special-topic sequence: “Success Factor Science”</td>
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<td>Special-topic sequence: “Success Factor Social Media”</td>
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<td>Venue: Schweizerhof, Tessin I</td>
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Gala Evening

Drum Roll for Champions

Elegantly, cordial and with a lot of tempo – this is how BVL will be celebrating with guests from around the world on the evening of the first Conference day. The Gala Evening provides a setting for entertainment, communication and relaxation. The informal get-together in the foyers is followed by a compact stage programme with the presentation of the German Award for SCM and a guest, who will pick up on the Conference motto "Networks of Excellence". Finally: upbeat festivities with vast possibilities for communication and networking within the logistics community – with lots of music and a wide selection of food and beverages at the various buffets.

An evening to look forward to on the attractive premises of the ESTREL Convention Center.

Advertisement

Rail Cargo Austria

Dear Dispatcher,

I’m safe, fast and reliable. That’s why you can trust me to carry a huge variety of products: steel, building materials, timber and even chemicals. But 9000 stuffed toy pandas!

Oh no! Please don’t tell the other containers!

With flexible regard,

Your Rail Cargo Austria Container

Rail Cargo Austria transports about 130 million tons of goods annually – during the day or overnight, regardless of whether a single wagon or full train. From coal and oil to liquefied petroleum gas, from cement to paper and from steel to complete vehicles, Rail Cargo Austria is your professional partner for freight transport by rail in Central and South-Eastern Europe.

www.railcargo.at
During the award ceremony, Jury Chairman Dr. Bernd Gottschalk, Managing Partner, Auto-Value GmbH, Frankfurt a. Main, will profile the company and showcase the project chosen by recognised experts.

**Networks of Excellence**

The internet and digital society, social media and web 2.0, the future and trends of the digital world – these are some of the key topics of Sascha Lobo. The author, strategic advisor and blogger has been awarded with the Grimme Online Award. In conversation with Prof. Thomas Wimmer, Chairman of the Executive Board of BVL and moderator of the Gala Evening, it will be all about the chances offered by the interactive internet and its impact on society, economics, politics and culture.

**Venue and schedule**

- **17:15**  Buses leave from the Hotel InterContinental for the ESTREL Convention Center
- **18:00**  Reception and get-together
- **19:00**  Start of the stage show, Presentation of the 2012 German Award for SCM by the Jury Chairman
- **20:00**  Evening programme with catering & entertainment
- **22:30**  First buses return to the Hotel InterContinental

**Venue:** ESTREL Convention Center  
Sonnenallee 225, 12057 Berlin
This ECO$_2$PHANT will help you to achieve your environmental targets.

CO$_2$ reduction on every meter of the supply chain – for a really big impact.

That’s what the ECO$_2$PHANT stands for. The ECO$_2$PHANT shows the huge amounts of CO$_2$ emissions you can reduce, compensate, or even avoid with DB Schenker. We developed specific eco-friendly logistics solutions for each form of transport as well as all other components of your supply chain:

- Eco Plus provides rail freight transport that is entirely CO$_2$-free with green electricity
- DB SCHENKER|hangartner and DB SCHENKER|railog shift supply chains from the road to environmentally friendly rail
- Eco Charter and Eco OceanLane reduce your emissions on global air and ocean freight transport
- Eco Warehouse saves energy in our warehouses and reduces emissions in contract logistics
- Eco Neutral compensates greenhouse gases with climate certificates

Visit www.dbschenker.com/environment to find out what the ECO$_2$PHANT can do for your environmental targets.
2012 Awards
Supply Chain Awards as Seals of Quality

Logistics and supply chain management are in the process of change, and managers are facing diverse challenges arising from megatrends like globalisation, digitalisation and sustainability. Which companies and scientists have drawn up outstanding concepts that will enable them to shape the future? What is the focus of the work of up-and-coming academics? And how do the media report on logistics and SCM topics? BVL’s logistics and SCM awards are seals of quality for excellent achievements.

2012 German Award for SCM
In the years since it was first presented in 1984, the German Award for SCM conferred annually by BVL has become one of the most important and prestigious supply chain management awards. At the Gala Evening on the first day of the Conference, the award will this year once again be presented to a company who has implemented a holistic supply chain solution in the real world with outstanding success. During the award ceremony, Jury Chairman Prof. Dr. Bernd Gottschalk will profile the company and showcase the project chosen by recognised experts. The German Award for SCM is open to companies from industry, trade and the service sector. Projects and solutions may be submitted that outline an integrated overall supply chain concept and describe how it works. The concept must already have been implemented in practice. The size of the company or companies involved in the project is of no relevance. It is all about the development, implementation and outcomes of the concept. Facts, figures and data play a decisive role.

www.bvl.de/dlp

2012 Science Award for SCM
Day-to-day logistics thrives on innovation and inspiration from the world of science – ideas that are found in dissertations, for example. This is why BVL has been presenting the Science Award for SCM for 20 years now. This award is conferred in recognition of outstanding academic work of young scientists that is of particular real-world relevance. The award also goes to the supervising institutes, as they generated decisive stimuli and created the necessary conditions for targeted work and research. The Jury Chairman is Prof. Michael Schenk. The award winner is chosen in a two-stage process. The ceremony for the award, which is being supported by BASF in 2012, takes place on the Friday of the Conference.

2012 Media Award for Logistics
Do the media report on supply chain management? How do they report on the sector? Which topics that are of key relevance for the industry are not covered? Every two years, BVL tries to find answers to these questions and invites entries for the Media Award for Logistics. This year, the competition was once again for journalists who have published articles in newspapers or magazines that appear periodically. The award is open to articles published between January 1, 2011 and June 30, 2012. The decision on the winner is made by a jury chaired by Reinhold Böhmer, Head of the Companies + Markets Desk at WirtschaftsWoche. The award is presented during the opening event of the Conference.

www.bvl.de/mpl

Thesis Award
BVL confers its Thesis Award, which this year is being supported by 4flow AG, in recognition of outstanding Bachelor, Master and “Diploma” theses. The theses should be application-focused and topical and should be of relevance to supply chain management. Last year, 72 university lecturers put forward the best thesis they supervised in the field of supply chain management in the preceding year and nominated the student in question for the award. The award winner receives a certificate and an invitation to the International Supply Chain Conference.

www.bvl.de/thesisaward
Additional Fringe Events during the Conference

**09:30 / 10:00 – on all Conference days**

<table>
<thead>
<tr>
<th>Date</th>
<th>Event Description</th>
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<tbody>
<tr>
<td>Wed, Oct 17, 2012, 10:00 – 14:30</td>
<td>Literature and “Celebrities”</td>
</tr>
<tr>
<td>Thu, Oct 18, 2012, 09:30 – 15:30</td>
<td>Streets of Berlin</td>
</tr>
<tr>
<td>Fri, Oct 19, 2012, 09:30 – 12:30</td>
<td>“Green Friday”</td>
</tr>
</tbody>
</table>

**Fringe programme for accompanying persons**

<table>
<thead>
<tr>
<th>Date</th>
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<tbody>
<tr>
<td>Wednesday, Oct 17, 2012</td>
<td>Madame Tussauds wax figure cabinet in Berlin opened in 2008 and shows numerous famous Germans and international stars. The tour of the exhibits is followed by a reading in a nearby café.</td>
</tr>
<tr>
<td>Thursday, Oct 18, 2012</td>
<td>discover Berlin in a legendary Trabant, then spend the afternoon enjoying the impressive collection and exhibition of René Koch in his Lipstick Museum. The 150 popular kiss imprints are among the highlights!</td>
</tr>
<tr>
<td>Friday, Oct 19, 2012</td>
<td>Berlin’s Botanic Garden houses 22,000 different plant species over an area of more than 43 hectares; you cannot fail to be impressed by the diversity on show!</td>
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</table>

**Price for participants:** € 50 plus VAT per day including lunch on Wednesday and Thursday

**Information:** Mona Ellermann, phone +49 (0)421 173 84 38, ellermann@bvl.de. You can find more details at www.bvl.de/dlk

**Tip:** the Festival of Lights will be taking place in Berlin from October 10-21, 2012. All the city’s historic buildings will be illuminated with special light effects! You can find more information at www.festival-of-lights.de

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**Wed., October 17, 2012, 15.00 – 17.00**

**Focus Session | Venue:** InterContinental, Raum Check!

**Doing More With Less – Changes Through Partnerships in Humanitarian Logistics**

There is a growing pressure on the humanitarian sector induced by a growing number of disasters, a restricted budget and rising attention from the media and the public. Thus, humanitarian organizations are forced to serve more and more people with their resources. Partnerships are seen as a key element in humanitarian logistics to do more with less. But which kinds of partnerships transform into a benefit for the affected people?

**Moderation:**

Martin Willhaus
Managing Director,
Kühne Foundation,
Schindellegi, Switzerland

**Active Discussion**

**Increasing Performance with Reducing Costs**

Lado Gvilava
IOM Global Logistics Coordinator,
Erbil, Iran

**Logistics Partnerships Making a Difference,**
**how Academia, Government, the Private Sector and NGO’s are working together**

Gary Forster
Chief Executive, Transaid – transport for life,
London, Great Britain

**Humanitarian Logistics: Partnerships towards Excellence**

Jacques Larroude
Logistics Specialist,
Plan International,
Woking, Surrey, Great Britain

**Partnerships between African and European Universities to Enhance Logistics Capacity**

Gilliard Wilson Ngewe
Head of Business Administration,
National Institute of Transport,
Dar Es Salaam, Tanzania
ELA Research Day and 16th BVL PhD Candidates Workshop

Every two years, the European Logistics Association (ELA) stages an ELA Research Conference on the eve of the EUROLOG. The aim of the conference is to present the latest research findings of leading European research institutes. In view of their topicality and relevance for science and practice, ELA’s “Research and Development Committee” has this year chosen the two themes “Humanitarian Logistics” and “Innovations and Supply Chain Management”. In 2012, up-and-coming scientists have the opportunity to put their research findings forward for discussion in the PhD Candidates Workshop and gain ideas for dissertation projects through an interdisciplinary dialogue with top European scientists.

Further information: Pierre Knieß, kniess@bvl.de, Phone +49 (0)421 173 84 25

**Tue, October 16, 2012, 09:00 – 11:45**  
**Session 1** | Venue: Schweizerhof Conference Center

**Humanitarian Logistics**

The BVL working group “Humanitarian Logistics” underlined in its work that there is a need to improve collaboration and partnerships. International researchers will present and discuss their findings.

**Moderation:**  
Prof. Dr. Nathalie Fabbe-Costes  
Aix-Marseille Université (AMU), France

Separate registration required

**Planning International Humanitarian Assistance – Predicting the Unpredictable**  
Prof. Dr. Marianne Jahre  
Lund University, Sweden & BI Norwegian School, Oslo, Norway

**Sustainability in Humanitarian Supply Chains**  
Prof. Dr. Gyöngyi Kovács  
Hanken School of Economics, Helsinki, Finland

**Improving Logistics Processes between Humanitarian Organisations and Industry**  
Prof. Dr.-Ing. Bernd Hellingrath  
Head of Chair Information Systems and SCM, Westfälische Wilhelms-Universität Münster

**Panel discussion**  
Prof. Dr. Marianne Jahre, Prof. Dr. Gyöngyi Kovács, Prof. Dr.-Ing. Bernd Hellingrath, Prof. Dr. Paulo Goncalves plus PhD Candidates from BVL Workshop

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**Tue, October 16, 2012, 14:00 – 16:30**  
**Session 2** | Venue: Schweizerhof Conference Center

**Innovation and Supply Chain Management**

Top management has recognised the strategic importance of supply chain management and understands how crucial innovations are for future development. What are state-of-the-art concepts for this development?

**Moderation:**  
Prof. Dr. Hans-Christian Pfohl  
Darmstadt Technical University

Separate registration required

**Service Innovation in Logistics Outsourcing: Technology and Sustainability Perspectives**  
Prof. Dr. Pietro Evangelista  
Senior Researcher in Logistics and SCM, IRAT-CNR and Dept. of Management Engineering

**Trends in Innovation Management**  
Prof. Dr. ir. Jan van den Ende  
Professor of Innovation and Technology Management, Rotterdam School of Management, Erasmus University Rotterdam, Netherlands

**Selected PhD candidates from the BVL workshop**

**Panel Discussion**  
Prof. Dr. Pietro Evangelista, Prof. Dr. ir. Jan van den Ende plus PhD Candidates from BVL Workshop

12:45  
LUNCH
## 2012 Parallel Special-Interest Exhibition
Providers and innovative solutions

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Are your core fields of expertise and your area of activity closely connected to key themes of the Conference?

**Presentation options**

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<th>Information on sponsoring options</th>
<th>Information on parallel exhibitions</th>
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<tr>
<td>Christa Ehlers</td>
<td>Victoria Vehse</td>
</tr>
<tr>
<td>Phone +49 (0)421 173 84 12</td>
<td>Phone +49 (0)89 949 281 89</td>
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<tr>
<td><a href="mailto:ehlers@bvl.de">ehlers@bvl.de</a></td>
<td><a href="mailto:vehse@bvl.de">vehse@bvl.de</a></td>
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**Joint stands**

VIA BREMEN e.V. (pavilion), Cluster for Logistics Luxembourg (pavilion) and Logistik-Initiative Hamburg e.V. (pavilion, west terrace) will be profiling the strengths of the various logistics regions together with selected partners!
Conference Lounges
Places for interaction and communication

1. **Future in Motion Lounge**  
   Room Köpenick II/III  
   Stimulate your senses: take a look into the future in the FAZ Café while enjoying an exquisite Riesling; take a seat in the “Idea Cockpit”; experience HOLM and our flight simulator.

2. **Lean Experience**  
   Room Köpenick I  
   Learn about the importance of lean management close-up in a simulated order picking setting. How can the value stream in the field of outbound logistics be structured, analysed and optimised? The two-hour simulation sessions take place several times a day; places are limited, and you can register on site in the lobby of the Hotel InterContinental.

3. **Medien-Lounge**  
   Room OCC  
   The meeting place for media representatives and company spokespersons provides ample room for in-depth talks with interesting contacts on exciting topics in a confidential atmosphere. Plus live features on logistic-tv.net.

4. **Solutions-Lounge**  
   Room Tiergarten III  
   Networks of excellence: take advantage of the DB Schenker’s Solutions Lounge to do some networking. Our HR experts will be happy to talk to you in the pleasant surroundings of the lounge.

5. **Perspektiven-Lounge**  
   Room Tiergarten II  
   Zero Defect Warehouse is the warehouse where order picking errors are a thing of the past. Find out how KNAPP implements its zero defect philosophy with the help of state-of-the-art image processing.

6. **Havanna-Lounge**  
   Room Tiergarten I  
   Networks of excellence in the shade of palm trees in the PSI Havanna Lounge; Caribbean flair at the heart of the Conference. Relax with a freshly prepared Cuban cocktail and enjoy stimulating dialogue to build your network.

7. **Tea-Lounge**  
   Room Dahlem  
   Welcome to the STILL Tea Lounge! Come inside and enjoy the wide range of select teas and specialities from Hugo’s.

8. **Kombifracht-Lounge**  
   Room Glienicke  
   Whether parcel or pallet, active temperature control or tailored logistics solutions. Find out about our effective – and sometimes surprising – packages and get to know trans-o-flexibility.

9. **Sports-Lounge**  
   Pavilion terrace east  
   Let us tell you what we can do for you in relaxed surroundings. Experience the holistic world of supply chain management at arvato – complete with IT as the integrative element.

10. **DPD-Lounge**  
    Marlene Bar  
    The Conference meeting place with a stylish bar ambience. We look forward to seeing you once again this year in the DPD Lounge.

11. **Executive-Lounge**  
    Library  
    An exclusive setting with a relaxed atmosphere – enjoy your personal time-out in the stylish surroundings of the ProLogis Executive Lounge and make the most of the opportunity to talk to interesting people.
**Hafen “Port” Lounge**
Foyer Lounge I

The Rhine and Mosel ports are key to Rhineland-Palatinate logistics, the gateways for goods shipped from the region to all parts of the world. We will be showcasing the most popular exports from Germany’s top wine-growing region.

**Blue-Lounge**
Foyer Lounge II

Our HTL Blue Lounge is a byword for relaxation. Recover from the stress and hectic pace of the Conference, and enjoy our refreshing range of beverages. Be sure to drop by – we’ll always be happy to see you.

**Innovations-Lounge**
9:00 pm Bar – Schweizerhof

New stimuli for innovations: the Efficiency Cluster Lounge provides ample space for forward-looking ideas – enjoy a stimulating time-out, with the emphasis on dialogue.

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**You can find the lounges on the premises of both Conference hotels – the InterContinental and the Schweizerhof Berlin**

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**Hotel InterContinental Berlin**

**Hotel Schweizerhof Berlin**

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Hafen “Port” Lounge
Foyer Lounge I

Blue-Lounge
Foyer Lounge II

Innovations-Lounge
9:00 pm Bar – Schweizerhof
BVL services for participants

Business Breakfast, Networking, App and more

Business Breakfast, Hotel InterContinental | On all conference days, 08:30 to 09:30

Start the Conference days with Business Breakfast in the exhibition area of the Hotel InterContinental. From Wednesday to Friday from 08:30 until presentations begin at 09:30, you can talk to exhibitors and other Conference participants in a relaxed atmosphere where you might even “do business at breakfast”.

You are heartily invited to meet up with colleagues to exchange ideas and make new contacts while enjoying a wide range of selected breakfast specialities. At various stations in the exhibition area, you can get the day off to a good start with a wide selection of breakfast treats including croissants, brownies, pancakes, egg specialities, muesli, and yoghurt as well as a range of coffees and teas.

Are you also interested in acting as a sponsor or exhibitor for the Business Breakfast?
Then simply call us on +49 (0) 421/173 84 12 or mail us at ehlers@bvl.de.

After-Work Party, Hotel InterContinental | Thursday, October 18, 2012, 17:15 to 19:00

Thursday afternoon, the exhibition and lobby areas of the Hotel InterContinental will be transformed into an event venue. BVL invites participants to the After-Work Party from 5:15 to 7 p.m. The programme for the evening: networking, making new and refreshing existing contacts, relaxation and enjoyment. The sponsors, VIA Bremen, Go!, STILL and PSI, have put together a varied programme. Singer Jule Neigel will be performing in the Pavilion, and there is music for harp and saxophone in the Bellevue Passage/Winter Garden area. The spirited singers of Munich All Stars will be among the audience spreading fun and good vibes to the accompaniment of violin and saxophone. And last but not least: floor surface art in perfection - an amazing sight in the Winter Garden. All rounded off by culinary delights and drinks.

Facebook, XING and Twitter

Become a fan of the International Supply Chain Conference on Facebook, join the Conference forum at XING or subscribe to Conference tweets on Twitter – an ideal way to get to know other attendees as well as the BVL team before the event.

www.facebook.com/dlk.Berlin
www.twitter.com/dlk_Berlin
www.xing.com/net/bvl

Get to grips with the Conference themes!

Deutscher Verkehrs-Verlag is publishing a Conference volume for the 29th International Supply Chain Conference with more information on the 16 sequences.

If you register by Sep 28, 2012, our sponsoring partner Deutsche Post DHL will send you the book in advance so that you can read up on the topics.
The Conference app ensures you are up to speed on the developments and events during the Conference. Developed by BVL and the DVV Media Group, the app offers a range of features with the focus on the Conference and logistics.

The OS-independent web-based app is available a few days before the event.

In the InterContinental lobby, AEB and BVL provide the ideal setting for business correspondence.

Free wifi, computers and iPads keep you up to date with business matters in your company; and the big monitors above the coffee bar ensure that you can stay up to speed with events at the Conference.

Supporting complex supply chains.

Optimal logistics processes demand individual and flexible solutions. This applies especially to your logistics space.

As Germany’s market leader in developing logistics real estate we strive to support our customer’s processes. And, with our expertise and many years of experience, we guarantee the success of your project.

Tailor-made real estate solutions from Goodman.

Meet us in Berlin!
Our registration service

Your Registration

Registration
You can register for the 29th International Supply Chain Conference in 2012 in Berlin either
- online at www.bvl.de/dlk or
- by phone on +49 (0)421 173 84 34.

With your registration, you accept the Conditions of Participation listed at www.bvl.de/dlk.

Participation fees
- € 1,550 for BVL and ELA members*
- € 1,750 for non-members*

Special terms for scientists/researchers and students on request
- € 200 for participation in ELA Research Day

*Participation in ELA Research Day is included in the full Conference fee.

Venue
- Hotel InterContinental
  Budapester Strasse 2, 10787 Berlin
- Hotel Pullman Berlin Schweizerhof
  Budapester Strasse 25, 10787 Berlin

Advertisement

We Design Simplicity

mSE solutions

For 25 years we have provided successful consulting for supply chain optimization for national and international companies.

www.mse-solutions.com
Travel, Accommodation

Book a return trip to the 29th International Supply Chain Conference with the German railways from € 99

Enjoy a relaxed and reduced-price journey from any DB station in Germany to Berlin. Spare your wallet and protect the environment.

The tickets* are valid between October 15 and 23, 2012: 2nd Class € 99, 1st Class € 159
You can book your ticket as of today on the 01805 - 31 11 53 hotline**
(make sure you mention the "International Supply Chain Conference").

* Booking deadline: at least 3 days in advance. The ticket is only valid in certain trains. These tickets are subject to availability. Exchange and refund possible up to one day before travelling for a fee of € 15. No exchange and no refunds possible on day of travel. Fully flexible tickets (no specified trains) are available for travel within Germany for a surcharge of € 20.

** Monday to Sunday from 08:00 to 21:00; calls are charged at 14 cents a minute from the German landline network and a maximum 42 cents a minute from mobile phone networks in Germany.

Reduced-price travel with Lufthansa

BVL is once again offering this service in 2012 in cooperation with Lufthansa.

As a Conference attendee, you can use the global route network of Lufthansa to travel to the International Supply Chain Conference in Berlin from all major cities. Lufthansa is exclusively offering reduced-price flight tickets and special terms for all Conference participants. The reduced prices in First, Business or Economy Class are displayed automatically, as are any available special rates.

You can find all the necessary information as well as access to the Lufthansa booking platform at www.bvl.de/dlk.

Accommodation

We have again reserved room quotas in various hotels to ensure that you can book comfortable accommodation near to the venue during Conference week.

In addition to the event hotels – the InterContinental and Pullman Schweizerhof – you can also choose one of the following hotels:
- Kempinski Hotel Bristol
  www.kempinskiberlin.de
- Hôtel Concorde Berlin
  berlin.concordehotels.de
- Hotel Palace Berlin
  www.palace.de
- Crowne Plaza Berlin City Centre
  www.crowneplaza.com
- Mövenpick Hotel Berlin
  www.moevenpick-hotels.com
- Hotel Berlin
  www.hotel-berlin.de
- Maritim proArte Hotel
  www.maritim.com
You can find more hotels along with details at www.bvl.de/dlk.
Enjoy the Benefits of a Strong Network
BVL membership, Supply Chain Day

Become a member of BVL

Bundesvereinigung Logistik (BVL)
- brings together logistics experts, decision-makers and future logistics managers from industry, commerce and services as well as the worlds of politics and science at its regional and national events,
- provides forums for the development of logistics issues,
- publishes first-hand information in its LOG.Kompass, LOG.Letter and LOG.Mail media,
- offers hands-on training seminars, dual study courses together with logistics companies and stages training courses for logistics specialists and managers under the umbrella of BVL Campus comprising the German Foreign Trade and Transport Academy (DAV) and the School of International Business and Supply Chain Management (HIWL).

As a member of BVL you are part of this network.
You regularly receive additional in-depth information, you can attend the events staged by BVL and BVL Campus at reduced rates and you can become actively involved in the work of BVL.

You can find more on BVL, membership and reduced member rates at www.bvl.de/mitglied.

Be part of Supply Chain Day 2013

BVL initiated “Supply Chain Day” to let people know about the fascinations of logistics and to promote broader understanding of this key sector. The nationwide day of action took place for the fifth time in 2012 under the motto “Logistics connects the world”. Around 34,000 people looked behind the scenes at a total of 401 events all over Germany and in neighbouring countries. Around 550 companies and organisations participated in Supply Chain Day by staging their own events, as exhibitors or by holding presentations at the larger forum events. A core theme in 2012 was career prospects in the logistics field. Many companies made valuable contacts with school and university students who were interested in training options, degree courses and career entry following graduation.

Companies and organisations who would like to open their doors and showcase their logistics expertise on April 18, 2013 can find more information and registration details at www.supply-chain-day.com.

Interested? Our employees at the BVL stand in Hotel InterContinental pavilion look forward to your visit.

Join now and save over € 200 in participation fees!

Come to see us at the Conference.
at the BVL Lounge in the pavilion of the Hotel InterContinental; alternatively, updated info is always available online at www.supply-chain-day.com, www.twitter.com/tagderlogistik and www.facebook.com/tagderlogistik
Preparation and Staging of the 29th International Supply Chain Conference

We would like to thank the following for helping us to stage the Conference

Dr. Jürgen Anke, Managing Director, ubigate GmbH, Dresden
Dr. Andreas Baader, Managing Director, Barkawi Management Consultants GmbH & Co. KG, Munich
Martin Benning, Managing Director, Duvenbeck Solution and Engineering GmbH, Bocholt
Dr. Andreas Biesenbach, Head of OSS-Supply Chain Engineering & Technical Consulting, Bayer Technology Services GmbH, Leverkusen
Heiner von Brachel, Director ECR Process Management & Events, GS1 Germany GmbH, Cologne
Dr.-Ing. Christian Büssow, Director, Terex Deutschland GmbH, Terex Fuchs Business Area, Bad Schönborn, Member of the BVL Research Council
Dr. Dennis Fanelsa, General Manager, Supply Chain and Procurement, BASF Polyurethanes GmbH, Lemförde
Andreas Hoetzel, Head of Global Communications, BLG LOGISTICS GROUP AG & Co. KG, Bremen
Thomas Holzner, Vice President Supply Chain Management, Siemens AG Energy Sector, Power Transmission Division Transformers, Nuremberg, Member of the BVL Research Council
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Prof. Dr.-Ing. Frank Straube, Executive Director, Institute for Technology and Management, Head of the Faculty of Logistics, Berlin Technical University, Member of the BVL Advisory Board

Organisations

We would like to thank the following for helping us to stage the Conference

Daniel Terner, Member of the Management Board, AEB Ges. zur Entwicklung von Branchensoftware mbH, Stuttgart
Bernd Weiler, Head of Communication Transport and Logistics, DB Mobility Logistics AG, Berlin
Dr. Helmut Wlcek, Vice President Logistics, Robert Bosch GmbH, Gerlingen
Dr.-Ing. Stefan Wolff, CEO, 4flow AG, Berlin, Member of the BVL Board
Dr. Pia-Maria Zecevic, Director Communications, DPD Dynamic Parcel Distribution GmbH & Co. KG, Aschaffenburg
Organisation

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24 HOURS A DAY, 365 DAYS A YEAR.
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*We’ve been doing it for ages!

www.blg.de