

## DAY 1 | WEDNESDAY, NOVEMBER 13<sup>th</sup>

### 09:00 DOOR OPENING AND EVENT REGISTRATION

**09:30-09:40 TEG Welcome Address** - Katy Säurich, Head of Operations & Production, **TEG The Events Group**

#### CHAIRMAN'S OPENING ADDRESS:


**Prof. Dr Sebastian Kummer**, Head of the Institute of Transport and Logistics,  
**Vienna University of Economics and Business** & Endowed Chair Professor at **Jilin University Changchun, China**

### 09:40-10:20 OPENING KEYNOTE PRESENTATION:

#### Smart Warehouse Automatisations – Learn from the best & challenge your own processes

- Industrial Engineering Assessment – the first step to increase efficiency
- Automation portfolio in order to address labour shortage
- The right level of automatisations – High & low cost solutions applicable for all business sizes and industries
- Practical Examples and success stories

**Stefan Putzlocher**, Head of Global Warehouse and Facility Planning, Global Service and Parts (GSP), **Daimler AG**


**10:20-10:40**  Networking Coffee Break and Vendor Viewing

### 10:40-11:20 CASE-STUDY PRESENTATION:

#### Unleash the Power of a Supply Chain Technology Platform to Drive New Efficiencies in your Supply Chain

- Within this case study presentation Arkadiusz Glinka will present how C.H. Robinson leverages its 2 petabytes of freight data to create better outcomes for its customers and suppliers
- He will dive into the company technology platform and vision for the future of supply chains giving concrete examples on how artificial intelligence, data science and machine learning can be leveraged to make more informed decision and predictive analysis

**Arkadiusz Glinka**, Director of Transportation, **C.H. Robinson**


**11:20-11:40**  Networking Coffee Break and Vendor Viewing

### 11:40-12:20 CASE-STUDY PRESENTATION:

#### Future of the Automotive Supply Chain – How to take advantage & stay competitive?

- How is electric car manufacturing transforming the automotive supply chain?
- The impact of electric vehicles on automotive logistics & supply chain
- Impact of digitalisation & smart robots on automotive supply chain, especially logistics

**Prof. Dr Sebastian Kummer**, Head of the Institute of Transport and Logistics,  
**Vienna University of Economics and Business** & Endowed Chair Professor at **Jilin University Changchun, China**

**12:20-13:20**  Lunch & Vendor Viewing

### 13:20-14:00 CASE-STUDY PRESENTATION:

#### Increasing Complexity in Supply Chain – Inventory Optimization, Collaborative Planning & Forecasting and the Role of New Technologies & Robots


- Lack of workforce and how to overcome it with new technologies & robots connected to the new distribution centre:
  - Overview of new logistics centre, technology highlights, performance, etc.
  - Testing of Gideon Brothers robots – results, improvements in warehouse operation KPI's, impacts on current business logics
- How to address the increasing complexity in Supply Chain
  - Customer centricity, more agile distribution, more demanding market needs ...
- Inventory optimization and the importance of strategic partnerships with customers & suppliers
  - Focus on joint planning and forecasting, using advanced analytic tools & software for inventory optimization, assortment management based on ABC/XYZ
- Switch from traditional to modern Supply Chain
  - Shipment digitalization project (already implemented)

**Lana Herceg Gojević**, Head of Purchasing & Stock Management, **Atlantic Grupa**

# CONFERENCE PROGRAMME

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14:00-14:20  Networking Coffee Break and Vendor Viewing

## 14:20-15:00 CASE-STUDY PRESENTATION:

### Enhanced Supply Chain Visibility with IoT

- **Create a strategy to drive value:** Recognize the tangible ROI of IoT to gain support and investment from internal stakeholders
- **Build a more connected supply chain:** Explore how IoT can be used to intelligently connect people and processes
- **Utilize IoT for visibility:** Learn how manufacturers can detect deteriorated product quality and maximum product availability early to optimize inventory levels and working capital

**Stefan Reidy**, CEO, **Arviem**


15:00-15:20  Networking Coffee Break and Vendor Viewing

## 15:20-16:00 KEYNOTE PRESENTATION:

### Digital Transformation in BMW Logistics -

### How artificial intelligence, big data and virtual reality supports change

**Dr Dirk Dreher**, Vice President Logistics Planning, **BMW**

16:00-16:20  Networking Coffee Break and Vendor Viewing

## 16:20-17:00 PANEL DISCUSSION:

### Survival Strategies – How to adopt to changing market conditions?

- The rapid appearance of new roles presents an enormous challenge to companies' pursuit of automation implementation - and an ever - widening skills gap
- A change in business perspective and robust but flexible solutions are needed
- Digitalization and innovation impact on Supply Chain
- Green optimisation - Challenges & new solutions
- Strategy for the next 5 years - Where to start?
- Involve all partners and logistics solution providers
- Best practice solutions

**Stefan Putzlocher**, Head of Global Warehouse and Facility Planning, Global Service and Parts (GSP), **Daimler AG**

**Dr Dirk Dreher**, Vice President Logistics Planning, **BMW**

**Lana Herceg Gojević**, Head of Purchasing & Stock Management, **Atlantic Grupa**

**Bart Stegeman**, CEO, **Skaza**

**Jorge Guillén Rangil**, Export Manager, **Agrovecó**

## 17:15 Cocktail Reception & Award Ceremony of the 6<sup>th</sup> CEE Logistics & SCM Excellence Award

Welcome Speech by **Prof. Dr Sebastian Kummer**, Head of the Institute of Transport and Logistics,  
**Vienna University of Economics and Business** & Endowed Chair Professor at **Jilin University Changchun, China**

## DAY 2 | THURSDAY, NOVEMBER 14<sup>th</sup>


09:00 DOOR OPENING AND EVENT REGISTRATION

## 09:30-10:10 OPENING KEYNOTE PRESENTATION:

### Supply Risk Management 4.0 – Honoured with the Logistics Award 2019 of the German Association of the Automotive Industry (VDA)

- The new Mobility Age and its SCM Challenges
- Industry 4.0 @ Continental
- Supply Risk Management 4.0 - a holistic approach and best practice

**Petra Becker**, VP of Supply Network & Supply Chain Risk Management, **Continental**


10:10-10:30  Networking Coffee Break and Vendor Viewing

## 10:30-11:10 CASE-STUDY PRESENTATION:

**From Spain to Asia. The Interesting Challenge to Introduce animal-feed in a Market with Extreme Weather Conditions and Longest Transit Time.**

- The importance of adapting supply chain and logistics processes

**Jorge Guillén Rangil**, Export Manager, **Agrovec**

11:10-11:30  Networking Coffee Break and Vendor Viewing

## 11:30-12:10 PANEL DISCUSSION:

**Labour Shortage – Risks Plans for Staff Shortage esp. in Operational Logistics Functions**

- How to address the labour market challenges and constantly increasing lack of people?
- Impact of digital transformation, importance of people management & leadership in SC 4.0
- Change of professions, job titles and functions in SC 4.0
- Increase efficiency of existing staff and adjustment of established processes & functions
- Investment in friendly work environment, employee satisfaction and automation
- How to motivate and keep the existing employees?
- In- or outsourcing of blue-collar staff?


**Dan Erceanu**, Head of Distribution South East Market, **Nestlé**

**Niclas Bastian**, Logistics Manager Central Region EE, **Henkel CEE**

**Gábor Kiss**, Head of Food Service Delivery Operation & Development, **METRO**

**Petra Becker**, VP of Supply Network & Supply Chain Risk Management, **Continental**

**Alexis Antonelli**, Division Manager - Production Control & Logistics Improvement, **Faurecia**


12:10-13:10  Lunch and Vendor Viewing

## 13:10-13:50 PRESENTATION:

**New Silk Road: Expectations and Challenges in the Context of the Sino-USA Dispute**

- The state of things between China and the USA
- The Belt and Road Initiative
- Details on the Chinese economic expansion in Europe
- Some "crazy" ideas about China and the future
- Logistics infrastructure: the motor of commerce and development
- Chinese economic expansion gaining momentum: Ideas on how to adapt

**Rafael Llopis**, China Chief Representative, **Aragon Exterior Shanghai Rep. Office**


13:50-14:10  Networking Coffee Break and Vendor Viewing

## 14:10-14:50 PROJECT PRESENTATIONS:

**Award Winners of the 7<sup>th</sup> CEE Logistics & Supply Chain Management Excellence Award**

14:10 – 14:30 Winner in manufacturing category

14:30 – 14:50 Winner in solution provider category

14:50-15:10  Networking Coffee Break and Vendor Viewing

## 15:10-15:50 CLOSING KEYNOTE PRESENTATION:

**How to Navigate the Incoterms® 2020 Rules**

- Learn the new features of Incoterms® 2020, and what lies behind the changes
- Explore Dos and Don'ts of using the Incoterms® rules to avoid costly mistakes
- Gain deeper understanding of how to analyse questions involving the Incoterms® rules in sales transactions

**Emily O'Connor**, Director of Multilateral Rules for Trade & Investment, **International Chamber of Commerce**

## 15:50-16:00 CHAIRMAN'S CLOSING REMARKS

**Prof. Dr Sebastian Kummer**, Head of the Institute of Transport and Logistics,

**Vienna University of Economics and Business** & Endowed Chair Professor at **Jilin University Changchun, China**

## 2019 CHAIRPERSON



University Professor Dr  
Sebastian Kummer



Head of the Institute of Transport and Logistics, Vienna University of Economics and Business & Endowed Chair Professor at the Jilin University Changchun, China

Sebastian Kummer started as Researcher and Lecturer at the WHU Otto Beisheim School of Management, Vallendar (1992 Dissertation (Phd), 1996 Habilitation). From 1996-2001 he had the Chair of business administration, esp. management of transport companies and logistics at the Dresden University of Technology.

Since 2001 he is the Head of the Institute of Transport and Logistics at Vienna University of Economics and Business (WU). He acts as President, Director and member of advisory boards of many scientific and industry associations. He has been a Co-Executive Director of the European section of the MIT Forum Supply Chain Innovation (2006-2011).

Sebastian Kummer has been a visiting professor at universities in Austria, China, Germany, Indonesia, Philippines, Switzerland, Russia, Ukraine and Vietnam. He has written more than 150 publications. His research focuses on Logistics Management, Supply Chain Management as well as on Transport Management and economical analyses of transport infrastructure and services. He works as a consultant and management trainer for companies and government bodies.

## 2019 SPEAKERS | DAY 1



Stefan Putzlocher



Head of Global Warehouse and Facility Planning, Global Service and Parts (GSP), Daimler AG

Stefan Putzlocher has over 20 years of executive experience in the premium automotive industry in the areas of Production, Research & Development and Marketing & Sales. He started his career within the Mercedes-Benz Graduate Program and continued in several management

positions with strong achievements in changing existing operations, e.g. creating successful structures for McLaren Automotive logistics. Also in the United Kingdom, at Mercedes AMG High-Performance Powertrains, which develops and produces the Formula 1 race car engines for Mercedes AMG Petronas F1 Team, he transformed purchasing and logistics into a powerful organisation. Back in Germany, at the largest Mercedes-Benz Cars factory in Sindelfingen, he and his team successfully drove significant efficiency improvement programs in the area of production and logistics. Stefan also achieved strongly in building up teams, processes and structures for logistics operations from nil to a hundred, e.g. for the greenfield factory of Mercedes-Benz Manufacturing Hungary.

Here in Hungary, he initiated, implemented and steered the 100% outsourced operative logistics to three service providers with around 850 staff members - the first time in this scale within the Daimler AG. Always an eye on the latest technology developments and an early adaptor and implementer of disruptive innovations, he was granted various patents in the field of logistics.

Since January 2017 Stefan holds his current position, responsible for the global warehouse and facility planning within Marketing & Sales, Global Service and Parts (GSP), at Daimler AG.



Arkadiusz Glinka



Director of Transportation,  
C.H. Robinson

Arkadiusz Glinka, Director of Transportation at C.H. Robinson has over 17 years of experience in logistics and supply chain management. Arkadiusz has been in various management roles focusing on a variety of business areas.

In 2012, Apreo Logistics, where Glinka was CEO, was acquired by C.H. Robinson – one of the world's largest logistics companies.

Since the acquisition, Glinka has served on C.H. Robinson Europe B.V.'s board of directors and has led the Eastern European divisions of C.H. Robinson.

To access TRANSLOG Connect presentations please visit:



**Lana Herceg Gojević**

Head of Purchasing and Stock Management Department, Atlantic Grupa

Lana Herceg Gojević, Head of Purchasing and Stock management department at Atlantic Grupa, has over 14 years experience in supply chain management through different roles. She started her carrier in Konzum, the biggest retail chain in Croatia, where she was present until 2017. In that period, she had different roles in Supply chain, from Operations planning manager, in charge for planning and forecasting, to Supplier relationship manager with a focus on business processes with suppliers, Centralized distribution project and EDI project.

She also has been a part of the core team in Oracle Retail implementation Project as a Business Retail Stream manager and Testing stream manager. From Inventory Manager position in Konzum, she transfers to Atlantic Grupa in 2017, where she is in charge for stock management of trade goods for Croatian market with a strong focus on change management, supply chain process and inventory optimization.



**Stefan Reidy**

CEO and founder, Arviem



Stefan Reidy is a leader, a supply chain enthusiast, and a visionary aiming to build a 'seamless digital trade network' by developing innovative, technology-enabled services for supply chains.

He is the founder and the CEO of the Swiss Arviem AG, helping manufacturers, exporters and importers to reveal inefficiencies in their supply chains by enabling transparent global trade via supply chain visibility solutions and real-time cargo monitoring services. Stefan has over 20 years of experience with innovative technologies and business models in the supply chain, which he gathered both by working for corporations and in the startup environment.



**Dr Dirk Dreher**

Vice President Logistics Planning, BMW Group



Dr Dirk Dreher studied mechanical engineering at Prof. Milberg at the Technical University of Munich and subsequently received his doctorate from Volkswagen AG at the University of Augsburg with Prof. Opitz at the Institute for Mathematical Methods in Economics. His main areas of expertise are logistics, holistic organisational development and production system design.

From 1993 to 1998 he worked in the group logistics department of Volkswagen AG in Wolfsburg. As head of logistics planning at Skoda Auto, he moved to Mladá Bleslav in the Czech Republic for three years at the end of the 1990s. In 2001 Dirk Dreher moved to BMW AG - first for three years as Logistics Manager and then for two years as Assembly Manager of the Motorcycle Plant in Berlin.

In 2006, as Head of Inhouse Consulting from Munich, he set up the value-added production system (WPS) in the production department of the BMW Group. As logistics manager for engine production in Munich, he restructured the production system over a period of 5 years, building 3-, 4-, 6-, 8-, and 12-cylinder engines as well as the pilot production of electric motors for the BMW i3 and i8.

After that, Dr Dirk Dreher took over the global foreign supply in the international export business for the production networks 1 (Vollwerke) and 2 (CKD/SKD) of the BMW Group from 2013-2017. Since 2017 he has been in charge of global logistics planning, including the flexible integration of electrified vehicles into brownfields, the development of new greenfields in Mexico, Hungary and China, and the digitalisation and automation of logistics and planning processes.



**Bart Stegeman**

CEO, Skaza



Being the CEO of one of the biggest Ecological Plastic producers in the region, Skaza, the impact of logistics and supply chain on the environment is playing a significant



# SPEAKER BIOGRAPHIES

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role in his daily life. With a long history in Supply Chain – before becoming CEO, the position as Director Supply Chain & IT gave a widespread responsibility in Bart's area. Finding the optimum between the hectic daily routine in production and the more strategic customers on the other side is managed by a dedicated workforce and engaged partners in the field of logistics and supply chain.

The experience which makes it possible to accelerate in this field comes from 8 years' experience in several supply chain management positions like at the energy efficiency industry at Danish company Danfoss where Bart managed a department for forecasting, production planning and stock control. And a rich experience at the biggest retail company in Slovenia 'Big Bang'.



## Jorge Guillén Rangil

Export Manager, Agrovec



Jorge Guillén Rangil holds the position as Export Manager at AGROVECO, a producer of animal-feed. He began the internationalization of the Company 7 years ago, when he was just 25, exporting the products currently in 42 countries through the five continents. The biggest challenge is to have achieved its brand of horse-feed, EquusLine, becoming one of the leader brands all over the Middle-East.

The leading elite horses, Royal Cavalries and prestigious stables from the Gulf are using this brand. This fast expansion led Agrovec to be awarded the Exporter Company of the Year by the Chamber of Commerce of Zaragoza in 2016. As well as a finalist in the DHL EXPORT AWARDS at national level in 2016 and 2017, in their main category.

Jorge's educational background has always been linked to International Business and Logistics. He studied his first degree in International Business and Logistic in Spain and Hungary, followed by another degree in Labour Relations linked to the international field. Later, he graduated in Dundee (Scotland) a Bachelor with Honours Degree in International Management.

To finish, he accomplished a Master Degree in International Business at the University of Nantes (France). Jorge strongly believes an excellent coordination of logistics and supply chain is crucial in order to develop a sustainable and successful internationalization.

## 2019 SPEAKERS | DAY 2



## Petra Becker

Vice President of Supply Network & Supply Chain Risk Management, Continental



Petra Becker is responsible for Continental Automotive global supply chain interests and their implementation on the supplier side. Together with her teams, she is responsible for the technical connections, the relevant contractual arrangements as well as the worldwide material supply. Approximately 3,000 suppliers with a purchasing volume of around 14 billion euros are outsourced in cooperation with over 100 Continental production plants.

In addition to this task, she is also responsible for shortage management in Global Allocations. The challenge there is to determine the global supply range of coverage, to guarantee and provide these information to Continental Customer.

She has a high affinity for IT and figures as well as continuous drive to simplify processes and structures. Aimed to "make our life easier" and create a transparent "end-to-end" Supply Chain for Continental.



## Dan Erceanu

Head of Distribution South East Market, Nestlé



Dan-Eugen Erceanu born in Romania, studied Applied Math at the University of Bucharest. He has over 20 years of FMCG working experience in the field of information technology, logistics and supply chain management. Between 2011 and 2018 he was the Supply Chain Director for Nestlé in Romania. In his current position, as Head of Distribution South East Market, is accountable for the provision of physical customer service and cost achievement on behalf of Nestlé Businesses through the management of both in house and 3rd party distribution / physical logistics operations in Romania, Bulgaria and Adriatic region.

The experience includes implementation of QMS and validation of IT systems, manufacturing processes (parenterals, API (synthetic, fermented), biotechnological products, dry oral dosages and topicals) and equipment and analytical methods.



## Niclas Bastian

Logistics Manager Central Region EE,  
Henkel CEE



After studying in the Netherlands, Canada and Austria, Niclas Bastian graduated as a Master of Science in Supply Chain Management from the Vienna University of Economics and Business. Before Niclas joined Henkel in 2014, he had gained supply chain experience in the area of 3PL, FMCG and Consulting.

Today, he and his team are responsible for the Adhesive logistics operations in various countries in Western and Eastern Europe. Moreover, he drives initiatives on continuous improvement and footprint optimizations. He is a strong supporter of cross-functional collaboration along the entire supply chain.

The Adhesive division is one of Henkel's three strategic business units and generates about half of the company's total revenue. Besides serving retailers and distributors, the company cooperates with clients from industries such as automotive, consumer goods, aerospace and electronics. This broad and global customer base comes along with a tremendous supply chain complexity.



## Gábor Kiss

Head of Food Service Delivery  
Operation & Development, METRO



Gábor Kiss spent 20+ years in the retail industry. His expertise includes but is not limited to operations management, supply chain management including strategy, planning and logistics.

His biggest challenges are change management for new operations like flow changes, new platform start-ups, customer delivery and automatic order management while maintaining lighthouse KPIs in end to end processes, supplier collaboration and master data management.

Currently leading the Supply Chain of METRO in Hungary, Gábor is very grateful and gives credit to working with a team of dedicated and enthusiastic professionals.



## Alexis Antonelli

Division Manager - Production  
Control & Logistics Improvement,  
Faurecia



Alexis Antonelli began his career in 1998 in the food industry (fresh), working in production planning center for the Parmalat Group. Few years later he moved to the Bolton Group (Rio Mare and Saupiquet brands), canned food industry, where he held production planning, demand management leading positions for the complete International Business Unit and then became Product Manager.

In 2007 he moved to automotive industry and took over the role of Senior Manager Plant Logistics in Getrag-FORD Transmissions for a green field project in eastern Slovakia for two production plants (DCT and manual transmissions).

From 2016 Alexis Antonelli was working as Head of Production Control & Logistics in the biggest long-distance JIS plant within the Faurecia Group for the Seating Division, in Pilsen in Czech Republic.

In 2018 he moved from the Seating Business Group to the Interior Business Group, and has taken the function for the PC&L (Production Control & Logistics) Improvement at Division level with the responsibility for the Czech Republic, Slovakia and Romania which covers six production plants in total.

Throughout the past 20 years, Alexis has devoted much of his time to furthering company's supply chain management programs and initiatives. During his time he has worked in a range of topic areas in supply chain transformation, production planning, demand management, procurement and industrial logistics material flows optimization.

# SPEAKER BIOGRAPHIES

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## Rafael Llopis

China Chief Representative,  
Aragon Exterior Shanghai Rep. Office



In the last 20 years, Rafael has accumulated a wide array of professional experiences in China, mostly in trade & investment, international business development, regional promotion and consulting.

After an initial stint of three years providing business intelligence services in Spain, Rafael moved to Taipei in 2001 and then to Shanghai, learning first-hand the Chinese business culture while playing management roles in two Joint Ventures.

Rafael has remained since then in China acting as market entry consultant for private companies and institutions. In his role as representative of the inland logistics hub of Zaragoza (Aragon, Spain), he has followed up the astonishing expansion of China in the world arena, and developed a personal view of how to adapt to it from a European perspective.



## Emily O'Connor

Director of Multilateral Rules for  
Trade & Investment, International  
Chamber of Commerce (ICC)



Emily O'Connor is the Director of Multilateral Rules for Trade & Investment at ICC and oversaw the development of Incoterms® 2020.

After graduating from Columbia Law School in New York, she served first as a legal adviser to then-US Secretary of State Madeline Albright before practising international corporate law at Debevoise & Plimpton in New York. She joined the ICC International Secretariat in Paris in 2006.

## PLANT EXCURSIONS

PRE - EVENT PROGRAMME | 12<sup>th</sup> November

### Site visit to the AUDI plant in Győr



9027 Győr, Audi Hungária u. 1.



Visitors of TRANSLOG 2019 will have the opportunity to get an inside look at the Audi plant in Győr, one day prior to the event, on the 12<sup>th</sup> of November from 13:00-15:00, limited for 50 delegates only and available on a first come first serve complimentary basis.

The AUDI HUNGARIA MOTOR Kft. welcomes its guests and invites them to a stunning factory tour, on the path of which they will be introduced to vehicle production, the press- and body shop of the new car factory. Follow the steps and understand the phases of vehicle manufacturing and pressing process and immerse into the futuristic world of the body shop. The duration of this factory tour is approximately 2 hours.

**TRANSFER:** The bus will leave from the front entrance of the Novotel Budapest City Hotel which is connected to the Budapest Congress Centre on 12<sup>th</sup> of November at 11:00 noon and will return after the visit at approximately 17:00 in the evening.



POST - EVENT PROGRAMME | 14<sup>th</sup> November**Site visit to the Coca-Cola plant & DC in Dunaharaszti** 2330 Dunaharaszti, Némedi u. 104.

The Congress further provides an opportunity to visit the Coca-Cola plant in Dunaharaszti on the 14<sup>th</sup> of November at 17:30 limited for 40 delegates only and available on a first come first serve complimentary basis. The visit will include the production site and the distribution centre. The duration of this tour is approximately 1.5 hours.

Since its foundation in 1968, HUF 114 billion was invested into Coca Cola HBC Hungary, which is the largest soft drink bottling plant in Hungary and one of the regional production centres of Hellenic Group. The headquarter and the main production plant is located in Dunaharaszti (near Budapest), while the mineral water bottling plant is in Zalaszentgrót (in the west of Hungary). The company employs a total of 1,100 people in its seven distribution centres and offices - through its supplier chain, nearly 13,000 people, overseeing the largest FMCG sales network in the country.

Coca Cola HBC Hungary distributes more than 70 different products, 90% of which are produced in Hungary. In addition, the company is the third largest distributor of spirits in the country.

**TRANSFER:** The bus will leave from the front entrance of the Novotel Budapest City Hotel which is connected to the Budapest Congress Centre on 14<sup>th</sup> of November at 16:15 and will return after the visit at approximately 20:00 in the evening.