



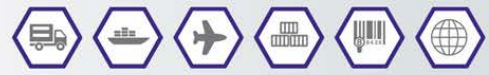
## DAY 1 – Tuesday, November 19<sup>th</sup>

08:30	<b>Doors open and event registration begins</b>
09:30-09:40	<b>TEG Welcome Address: Katy Säurich</b> , Head of Production & Operations, <b>TEG The Events Group</b> <b>Chairman's Opening Address: Prof. Dr. Sebastian Kummer</b> , Head of the Institute of Transport and Logistics, <b>Vienna University of Economics and Business</b> & Endowed Chair Professor at the <b>Jilin University Changchun</b>
09:40-10:20	<b>Opening Keynote Presentation: Converting Global Warehouses to Zero Emissions – How to Play the Game Successfully</b> <ul style="list-style-type: none"> <li>From strategy to implementation: One year later.... lessons learned</li> <li>Practical tips and pitfalls for large and midsize organisations</li> <li>Successful examples for new and existing warehouses</li> </ul> <b>Stefan Putzlocher</b> , Head of Global Warehouse & Facility Planning, Global Service and Parts, <b>Mercedes-Benz AG</b>
10:20-10:40	<i>Networking and Vendor Viewing</i>
10:40-11:20	<b>Case-study Presentation: Sustainable Operations in Contract Logistics</b> <ul style="list-style-type: none"> <li>Embedding sustainability within the strategic vision of a leading global logistics provider</li> <li>Case study: a tailored Contract Logistics solution developed by CEVA Logistics for a major global e-commerce brand</li> <li>Business value realized through the integration of sustainable logistics practices</li> </ul> <b>Benedek Kis</b> , Head of Business Development for Contract Logistics, Central & Eastern Europe, <b>CEVA Logistics</b>
11:20-11:40	<i>Networking and Vendor Viewing</i>
11:40-12:20	<b>Keynote Presentation: Leveraging Advanced Analytics to Unlock Supply Chain Operational Excellence at PepsiCo</b> <ul style="list-style-type: none"> <li>Harnessing Advanced Analytics for Creating a Competitive Edge</li> <li>Unlocking Operational Excellence</li> <li>Transforming Analytics into Intelligence</li> <li>Achieving Business Impact</li> </ul> <b>Dr. Nedaa Agami</b> , Global Director, Data Science – Supply Chain and Operations, <b>PepsiCo</b>
12:20-13:20	<i>Lunch and Vendor Viewing</i>
13:20-13:40	<i>Networking and Vendor Viewing</i>
13:40-14:20	<b>Panel Discussion: AI Applications to Support Supply Chain Planning &amp; Supply Chain Management</b> <ul style="list-style-type: none"> <li>AI applications to support supply chain planning &amp; efficiency</li> <li>Leveraging the human collaboration with smart logistics</li> <li>Future opportunities and challenges</li> </ul> <b>Gunter Fonteyne</b> , Programme Management Director, <b>Tesy</b> <b>Dr. Nedaa Agami</b> , Global Director, Data Science – Supply Chain and Operations, <b>PepsiCo</b> <b>Stefan Putzlocher</b> , Head of Global Warehouse & Facility Planning, Global Service and Parts, <b>Mercedes-Benz AG</b> <b>Dr. Stefan Kreamsner</b> , CEO & Founder, <b>S2data GmbH</b>
14:20-14:40	<i>Networking and Vendor Viewing</i>
14:40-15:20	<b>Case-study Presentation: Understanding the Global Snacking Leader's European Transportation Control Tower Approach</b> <ul style="list-style-type: none"> <li>Whilst pursuing a local first strategy, why does Mondelēz International plans &amp; executes all of its European Transportation out of just 1 single location?</li> <li>Why does MDLZ believe insourcing their Control Tower remains to be the best option, when they elsewhere follow a logistics outsourcing strategy?</li> <li>How is it possible that the MDLZ Control Tower is delivering net cost savings in transportation spend for MDLZ, already 10 years straight?</li> <li>And what is next for this powerhouse of Mondelēz International's Logistics Operations?</li> </ul> <b>Thomas Kauffmann</b> , Director of the European Logistics Control Tower, <b>Mondelēz International</b>
15:20-15:40	<i>Networking and Vendor Viewing</i>
15:40-16:20	<b>Panel Discussion: Global Geopolitical Risks &amp; Impact on Logistics</b> <ul style="list-style-type: none"> <li>Geopolitical tension and polarisation of global trade - Importance of 'friend shoring', near shoring and creation of parallel/dual supply chains for business resilience</li> <li>Nearshoring to North Africa, Turkey and South East Europe vs. bottle necks in less efficient infrastructure in rail transport, inland waters and the lack of drives</li> <li>Impact of Red Sea Crisis on ocean freight, selected route and European inbound - Reaction of freight forwards, KPI ratios, and how to measure risks and how to get back to "normal"</li> <li>Is redistribution of the global scenario the future?</li> </ul> <b>Gökhan Çakmak</b> , Global Logistics Category Director, <b>Vesuvius</b> <b>Dr. Ilija Coric</b> , Global Logistics, Network & Transfers Manager, <b>Beiersdorf</b> <b>Hanna Hetényi</b> , Category Manager Freight & Logistic – Europe, <b>Chart Industries Inc.</b>
16:30	<b>Cocktail Reception</b>



## DAY 2 – Wednesday, November 20<sup>th</sup>

08:30	Door opening
09:40-10:20	<p><b>Chairman's Opening Presentation: Corporate Sustainability Due Diligence Directive (CSDDD) &amp; Impact on Supply Chain Management</b></p> <ul style="list-style-type: none"> <li>• CSDDD will affect every Supply Chain</li> <li>• How do we need to change Supply Chain Management?</li> <li>• What can be done now?</li> <li>• What might bring the future?</li> </ul> <p><b>Prof. Dr. Sebastian Kummer</b>, Head of the Institute of Transport and Logistics, <b>Vienna University of Economics and Business</b> &amp; Endowed Chair Professor at the <b>Jilin University Changchun</b></p>
10:20-10:40	<i>Networking and Vendor Viewing</i>
10:40-11:20	<p><b>Case-study Presentation: IKEA Supply Chain in Transformation</b></p> <ul style="list-style-type: none"> <li>• How we create a modern &amp; more resilient logistics network with focus on our people, the customers and the climate!</li> </ul> <p><b>Claes Lindgren</b>, Global Category Area Manager Logistics, <b>IKEA</b></p>
11:20-11:40	<i>Networking and Vendor Viewing</i>
11:40-12:20	<p><b>Case-study Presentation: People Upskilling in Logistics</b></p> <ul style="list-style-type: none"> <li>• Why people Upskilling is crucial for the future of Logistics</li> <li>• The Benefit of Upskilling</li> <li>• How to implement People Upskilling into the Organization</li> <li>• Beiersdorf Logistics in a Nutshell</li> <li>• The Logistics Academy at Beiersdorf</li> </ul> <p><b>Bastian Bruhn</b>, Project Manager Global Logistics Network, <b>Beiersdorf</b></p>
12:20-13:20	<i>Lunch and Vendor Viewing</i>
13:20-13:40	<i>Networking and Vendor Viewing</i>
13:40-14:20	<p><b>Case-study Presentation: The Impact of Inventory Management on Supply Chain Management</b></p> <p>Effective supply chain planning is more vital than ever in today's fast moving and changing business world. It plays a crucial role in streamlining the production and delivery of products, all while ensuring supply and demand are in equilibrium. Inventory management and planning deploys a significant role through supply chain management by making sure that the precise number of products is accessible at the exact time and location, all while minimizing expense and reducing wastage. Therefore, the link is clear: effective supply chain planning can be done by having an effective inventory management.</p> <p><b>Gunter Fonteyne</b>, Programme Management Director, <b>Tesy</b></p>
14:20-14:40	<i>Networking and Vendor Viewing</i>
14:40-15:20	<p><b>Case-study Presentation: Resilience &amp; Risk Mitigation - Strategies to Strengthen Supply Chain Resilience</b></p> <ul style="list-style-type: none"> <li>• Strategies to strengthen supply chain resilience, visibility, agility, flexibility and collaboration, while managing cost pressure</li> <li>• Supply Chain Planning to optimise inventory levels, support sustainability and reduce costs</li> <li>• Demand &amp; inventory planning and stock management due to increased lead times and costs of materials</li> <li>• Process management &amp; optimisation, supplier &amp; transport diversification for strategic important products, safety stocks, additional warehouses in turbulent times</li> <li>• Other important SC subjects</li> </ul> <p><b>Miljan Kahrmanović</b>, Head of Supply Chain &amp; Logistics, <b>Tridonic /Zumtobel Groupe</b></p>
15:20-15:30	<b>Chairman's Closing Remarks - Prof. Dr Sebastian Kummer</b> , Head of the Institute of Transport and Logistics, <b>Vienna University of Economics and Business</b> & Endowed Chair Professor at the <b>Jilin University Changchun, China</b>



## Pre - Event Programme



### Excursion to the DECATHLON logistics centre in Hatvan on 18th November

Visitors of TRANSLOG Connect 2024 will have the opportunity to get an inside look at the **DECATHLON** logistics centre in Hatvan, one day prior to the event, on the 18<sup>th</sup> November from 14:30-16:30, limited for 25 delegates and available on a first come first serve complimentary basis.

DECATHLON, born in France in 1976 is the largest sporting goods retailer in the world, active in 72 countries and regions with over 1,700 stores, dedicated to delivering game-changing outdoor products.

The history of DECATHLON in Hungary began in 2005 with the first store opened in Budaörs. In 2010, the logistics centre in Hatvan, was opened as a regional warehouse.

DECATHLON bases its European logistics system on nine separate central warehouses called CACs. They receive products from factories located globally. The goods delivered to the warehouse in Hatvan mostly come from CAC units in Northern France.

The warehouse in Hatvan focuses on two large areas in its supply chain: B2B and B2C.

B2B manages the turnover of its regional stores and supplies 47 stores in 4 countries with 24 in Hungary, 13 in Slovakia, 6 in Austria, and 4 in Serbia. The responsibilities also include the periodic supply of the Turkish warehouse located near Istanbul. The 34,000 m<sup>2</sup> warehouse area currently consists of five halls, equipped with robotic areas based on GEEK+ technology, high-bay, shelf-row, RFID technology and AGV units. 1,100 installed shelf units are moved by 110 AGV robots. The shelves are filled at the put away stations and customer needs are served through the 12 picking stations.

B2C processes are used to service orders received via online channels. On about 4,000 m<sup>2</sup>, 60 colleagues perform these tasks. Nowadays, the proportion of orders arriving in this area is divided between 75% and 25% between the Hungarian and Slovak markets.

**Transfer:** The bus will leave from the entrance of the Marriott Budapest Hotel on 18<sup>th</sup> November at 13:00 and will return after the visit at approximately 18:00.