



**DAY 1 | WEDNESDAY NOVEMBER 22<sup>nd</sup>**

**CHAIRMAN'S OPENING ADDRESS**

**PROF. DR. SEBASTIAN KUMMER**, Head of the Institute of Transport and Logistics, **Vienna University of Economics and Business**  
Board Member of the **Austrian Logistics Association (BVL)**

**OPENING KEYNOTE PRESENTATION: Topic to be confirmed**

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

**"gKNI" Global Kuehne+Nagel Indicators: The materialization of Big Data"**

- "gKNI" stands for "Global Kuehne + Nagel Indicators" and provides estimates for key economic figures.
- The presentation will demonstrate how Kuehne + Nagel is using technology to extract and process large amounts of data from the transportation of goods to monitor operations and anticipate the future, as well as to create new digital services.
- gKNI delivers early insights into the very recent past, the present and the very near future of economic development up to 55 days earlier than other estimates on trade related indicators.
- This innovative data product is an initiative of the company's venture platform utilizing in-house developed technology to combine big data with data-mining, automation and predictive analytics.
- gKNI is an example of Kuehne + Nagel's digital evolution: Kuehne + Nagel's core competence, innovation mindset and market intelligence are key factors to develop pioneering digital products that bring additional value to its customers.

**JOÃO MONTEIRO**, Managing Director, LogIndex AG a subsidiary of **Kuehne+Nagel**

**Closer to customer - Customer centricity & Customer centric procurement**

- How can procurement help its organizations to become customer-centric?
- Why procurement needs to transform itself to become customer-centric and how to understand the needs of customers?
- Is procurement ready for this shift from price centricity to customer centricity and what are the preconditions for this change?

**DANIJEL BANEK**, Executive Director Central Purchasing, **Atlantic Grupa**

**Customer Segmentation – How to adjust your strategy to the dramatically & very fast changing customer expectations?**

- Post-apocalyptic world after e-Commerce revolution: Managing and meeting customer expectations
- Circular Economy, Bimodal Supply Chains and Crowd Sourcing: Challenge or Opportunity?
- Adjusting Logistics Strategies based on customer segmentation
- Last mile of the supply chain sitting at the heart of collaborative customer relationships

**GÖKHAN ÇAKMAK**, Global Logistics Director, **Oriflame Cosmetics**

**The power of the 3PL - shipper relationship**

- The advantage of doing business with a third party logistics (3PL) provider, with global, and regional scale, and solutions.
- People, process and technology as key factors for getting the most out of your logistics and supply chain.
- Accelerating your advantage with managed spend, improved efficiency, managed risk and managed change.
- Driving the industry forward by investing in the future challenges of the supply chain and logistics.

**ARKADIUSZ GLINKA**, Director of Transportation, Eastern Europe, **C.H. Robinson**

**PANEL DISCUSSION:**

**How to prepare the unique logistics set up to cover all customer demands?**

- Quality, Speed and Price - Today's customers demanding all 3 – How to respond?
- What is the best procurement value proposition for your organization?
- Strategic alliances to develop Omni-channel strategies
- Role of service providers to support Omni-channel logistics

- Mastering Returns Management – to Include Returns as Part of Distribution Strategy and "Not a compulsory Add-On"

**BOGDAN GAVANEI**, Logistics Director, **ALTEX Romania**  
**GÁBOR KISS**, Head of Supply Chain, **METRO**  
**BART STEGEMAN**, Supply Chain Manager, **Big Bang**  
**TOMÁŠ HOFER**, Logistics Director, **NOTINO**

**Outside-in Talent Acquisition - The Digital Way**

- Labour market challenges put MOL in growing competition for attracting and recruiting talents
- Building employee experience early on is increasingly important in order to stay on top of competition
- Digital transformation is key in successful talent acquisition, development and retention
- MOL Group's award winning Talent Acquisition platforms Freshhh and Growww celebrate 10th anniversary, while Female Engineers MOL Programme is a new and niche platform

**ZDRAVKA DEMETER BUBALO**, HR Vice President, **MOL Group**

**Award Ceremony of the 5th CEE Logistics & SCM Excellence Award**

Welcome Speech by **PROF. DR. SEBASTIAN KUMMER**, Head of the Institute of Transport and Logistics, **Vienna University of Economics**

**DAY 2 | THURSDAY NOVEMBER 23<sup>rd</sup>**

**OPENING KEYNOTE PRESENTATION:**

**Will Innovations disrupt your Supply Chain?**

- Logistics and Innovation a contradiction
- Supply Chain start-ups: hype or hybrid?
- How to trigger and evaluate innovations
- Homo Logisticus or where do we find digital and logistics natives

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Board Member of the Austrian Logistics Association (BVL)

**Topic to be confirmed**

Senior Management Representative, **Honeywell**

**Project Presentations of the Award Winners of the 5th CEE Logistics & SCM Excellence Award**

**Supply chain customer management: segmentation based collaboration strategy**

- Collaboration – does it really add value?
- Are you prepared to collaborate? Internal readiness check
- One size does not fit all – segmentation is fundamental
- Customer collaboration strategy and toolbox

**MICHAŁ NAWORSKI**, Supply Chain Customers & Distribution Manager North Eastern Europe, **Beiersdorf**

**Opportunities for 3D printing in your future supply chain**

**PETER PIRKLBAUER**, Innovation Manager, Emerging Technologies & Concepts, **Airbus**

**Digitalization as key trend within current market conditions**

- Digitalization within Jabil:
  - Importance within Customer relationships and Supply-chain management
  - Company's capability
- Value add for digitalization as case study with Customer / Supply-base management
- Digitalization summary and future foot-print

**LÁSZLÓ GALUSKA**, Member of Jabil Procurement group, **Jabil**

**CHAIRMAN'S CLOSING REMARKS**

**PROF. DR. SEBASTIAN KUMMER**, Head of the Institute of Transport and Logistics, **Vienna University of Economics and Business**