Key Topics 2024

AI - Artificial Intelligence and Automation
- Leveraging the human collaboration with smart logistics
- Generative AI – Digital Road Map on how to improve procurement & logistics operations
- AI usage in business and logistics practise & future opportunities and challenges
- How to change Supply Chain Systems using data management and AI tools
- AI applications to support supply chain planning & SCM

Digitalisation - Unblock your Supply Chain
- End-to-end real-time visibility along the entire SC and importance of cybersecurity
- Control towers, IoT and role of digital twins in SCM
- Robotics solutions to support Supply Chain processes
- Unblock your supply chain with blockchain - Blockchain technology to enable an unified view of a supply chain and data
- Cloud Based Technologies: Supply Chain as a Service (SCaaS) to support & achieve digital SCs - Outsourcing of parts of the Supply Chain
- Boosting efficiency and sustainability through digitalization and automation

Supply Chain Planning and Optimisation – Supply Chains Make or Break Success
- Efficient, flexible & agile supply chains - Increasing resilience in SCM while managing cost pressure
- Resilience & risk mitigation - Strategies to strengthen supply chain resilience
- Procurement and process optimisation as key drivers for revenue increase
- Supply Chain Planning to optimise inventory levels, support sustainability and reduce costs
- Optimisation of forecasting, demand & inventory planning and stock management due to increased lead times and costs of materials
- IT Tools & communications platforms to support collaboration of all partners along the SC, to ensure data transparency and internal and external data sharing

Sustainability and Green Initiatives – Route to Net-Zero Emission
- Environmental, Social and Governance (ESG) – Road map and expectations
- Corporate Sustainability Due Diligence Directive (CSDDD) and impact on SCM
- Sustainable initiatives along the entire SCM including suppliers and LSPs
- Green solutions in transportation and role of outsourcing
- Sustainable warehousing and automatization of old warehouses

Lack of Workforce & People Development
- Qualifying of people enforced by new technologies and solving the lack of qualified workforce

Warehouse Management Automatization & Optimisation
- Optimisation of warehouse processes & automatization to swiftly adapt to changing market demands and to reduce costs
- Advanced technology platforms to facilitate real-time inventory management, seamless integration with order processing systems, and visibility across the supply chain

Transportation Trends and Optimization

- Next generation transport management, end-to-end integration of transportation management into supply chain management
- Transformation in transport - Market trends in transportation, future outlook of the market, new management concepts in transportation, transportation control tower (4PL), insourcing vs. outsourcing successes, cost saving potentials
- 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"
- Intermodal Transport: Usage, improvements and possible cost savings

Panel Discussions:

Resilience & Risk Mitigation - Prevent another Groundhog Day in Logistics

- Contribution of SCM to long-term vison and company goals
- Just-in-case vs. just-in-time supply chains models - Strike the right balance between building resilience & managing costs
- Adapting to the never new normal: process management & optimisation, supplier & transport diversification for strategic important products, adjustments in SCM, safety stocks, additional warehouses…
- Strategies to strengthen supply chain resilience, from increasing visibility and supplier redundancy, to agility, flexibility and collaboration
- Collaborative network platforms for Supply Chain-Workflows to support cooperation of all partners along the SC and to ensure data transparency and data sharing

Global Geopolitical Risks and Impact on Logistics

- Geopolitical tension and polarisation of global trade - Importance of 'friend shoring', near shoring and creation of parallel/dual supply chains for business resilience
- 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
- Is redistribution of the global scenario the future?

Sustainability - Keys to Comply with ESG Strategies

- Best practices examples of ESG implementation - Keys to comply with ESG strategies
- CSDDD – How to implement it into the SC? Automation and standard measurement for CO_2 measurement is needed
- Role of alternative transports and packaging processes
- Green warehouses and usage of green energy
- Importance of circularity and supplier integration

AI Applications to Support Supply Chain Planning & Supply Chain Management

- AI applications to support supply chain planning & efficiency
- Leveraging the human collaboration with smart logistics
- Importance of cybersecurity

Speakers 2024:

Chairpersons Keynote Opening Presentation: Corporate Sustainability Due Diligence Directive (CSDDD) & Impact on Supply Chain Management
Prof. 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**

Keynote Presentation: Leveraging Advanced Analytics to Unlock Supply Chain Operational Excellence at PepsiCo
- Harnessing Advanced Analytics for Creating a Competitive Edge
- Unlocking Operational Excellence
- Transforming Analytics into Intelligence
- Achieving Business Impact

Dr. Nedaa Agami, Global Director, Data Science – Supply Chain and Operations, **PepsiCo**

Case-study Presentation: IKEA Supply Chain in Transformation
- How we create a modern & more resilient logistics network with focus on our people, the customers and the climate!

Claes Lindgren, Global Category Area Manager Logistics, **IKEA**

Case-study Presentation: People Upskilling in Logistics
- Why people Upskilling is crucial for the future of Logistics
- The Benefit of Upskilling
- How to implement People Upskilling into the Organization
- Beiersdorf Logistics in a Nutshell
- The Logistics Academy at Beiersdorf

Bastian Bruhn, Project Manager Global Logistics Network, **Beiersdorf**

Case-study Presentation: Understanding the Global Snacking Leader's European Transportation Control Tower Approach
- Whilst pursuing a local first strategy, why does Mondelēz International plans & executes all of its European Transportation out of just 1 single location?
- Why does MDLZ believe insourcing their Control Tower remains to be the best option, when they elsewhere follow a logistics outsourcing strategy?
- How is it possible that the MDLZ Control Tower is delivering net cost savings in transportation spend for MDLZ, already 10 years straight?
- And what is next for this powerhouse of Mondelēz International's Logistics Operations?

Thomas Kauffmann, Director of the European Logistics Control Tower, **Mondelēz International**

Case-study Presentation: Resilience & Risk Mitigation - Strategies to Strengthen Supply Chain Resilience
- Strategies to strengthen supply chain resilience, visibility, agility, flexibility and collaboration, while managing cost pressure
- Supply Chain Planning to optimise inventory levels, support sustainability and reduce costs
- Demand & inventory planning and stock management due to increased lead times and costs of materials
- Process management & optimisation, supplier & transport diversification for strategic important products, safety stocks, additional warehouses in turbulent times
- Other important SC subjects

Miljan Kahrimanović, Head of Supply Chain & Logistics, **Tridonic /Zumtobel Groupe**

Panel Discussion: Global Geopolitical Risks and Impact on Logistics
- Geopolitical tension and polarisation of global trade - Importance of 'friend shoring', near shoring and creation of parallel/dual supply chains for business resilience
- 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
- 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"
- Is redistribution of the global scenario the future?

Gökhan Çakmak, Global Logistics Category Director, **Vesuvius**
Dr. Ilija Coric, Global Logistics, Network & Transfers Manager, **Beiersdorf**
Hanna Hetényi, Category Lead Freight & Logistics EMENA, Global Procurement, **Howden**

Panel Discussion: AI Applications to Support Supply Chain Planning & Supply Chain Management
- AI applications to support supply chain planning & efficiency
- Leveraging the human collaboration with smart logistics
- Importance of cybersecurity

Gunter Fonteyne, Programme Management Director, **Tesy**
Dr. Nedaa Agami, Global Director, Data Science – Supply Chain and Operations, **PepsiCo**
(tbc)

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 18th 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^2 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^2, 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 18th November at 13:00 and will return after the visit at approximately 18:00.