Post Event Report
INTRODUCTION

In November 2018, the European Supply Chain Management Strategies Summit returned to Berlin for its second year. The key themes discussed across 3 dedicated streams were

- Optimisation Strategies
- Logistics & Inventory Management
- Industry 4.0 & Technology
- Supply Chain Integration
- Security & Quality
- Leadership & Workforce Development
- Collaboration

These drew a senior audience of supply chain professionals, with 68% of attendees at Head, Director, VP or C-Level.

The conference was opened by the 2017 European Supply Chain Leadership Award Winner, Marion Matthewman, Head of Global Logistics at Syngenta. Other highlights included an insightful panel discussion on risk and demand with GSK, Sony and Archer Daniels Midland as well as an academic view on the potential of blockchain controlled supply chains from WU’s Dr Sebastian Kummer.

Attendees represented 16 different industry verticals, providing an unparalleled opportunity for cross-sector learning and networking. They also shared the networking hall with attendees from the European Manufacturing Strategies Summit, further broadening the experience and knowledge in the room.

In the evening we celebrated industry excellence at the 5th Annual European Manufacturing & Supply Chain Awards, with a dinner and unforgettable views atop the Berliner Fernsehturm. Congratulations to Gordon Knox, Director of Supply Chain at Superdry, who took home the European Supply Chain Leadership Award.

Read on to hear what the attendees thought, explore the content and see who was there.
WHAT DID THE ATTENDEES THINK?

“Easily one of the best conferences I have ever been to and the European Supply Chain Management Strategies Summit is the must attend event for Supply Chain professionals!”
Deputy Vice President Supply Chain, UK/Ire & BeNeLux, Dormakaba

“Great networking”
VP Supply Chain Management EMEAI, ADM Wild Europe

“Useful knowledge, real professionals, networking opportunities and much more”
Assistant Director of Sales, VELPRO - CENTAR LTD

“An International platform”
Senior Leader QA Engineer, FNSS Savunma Sistemleri
Some of the speakers have given permission for their presentations to be shared below.

Optimisation Strategies: Driving Supply Chain Emissions Reductions

**GRACE HAMER**  
CDP Supply Chain Project Officer  
CDP

Why Behaviour Determines Supply Chain Outcomes more than Theory or Tools

**JOHN HARHEN**  
Director  
ORBSEN CONSULTING

BrO: A New Digital Approach for In-store Logistics Practices

**BESER TURKELI**  
Supply Chain & Operation Director  
BR MAGAZACILIK

From Digital Transformation to Data Driven Leadership

**ERIK TIELEMAN**  
Managing Partner Central Europe  
R&G GLOBAL CONSULTANTS

Becoming the Operations Industry Benchmark

**JOHANNES GILOTH**  
SVP Global Operations and Chief Procurement Officer, NOKIA

Where is my stuff?

**MARION MATTHEWMAN**  
Head Global Logistics and International Trade Operations  
SYNGENTA, SWITZERLAND

In House Logistics vs Outsourced Logistics

**MAURIZIO STROPPA**  
Group IT & Logistics Director  
OBERALP - SALEWA

Industry 4.0 - How to Develop your Digital Culture?

**PAUL MAIRL**  
Chief Digital Officer  
GKN POWDER METALLURGY
Some of the speakers have given permission for their presentations to be shared below.

**End to End Supply Chain Security**

**MICHAEL AHNER**
Head of Logistics Europe
SONY INTERACTIVE ENTERTAINMENT EUROPE

**Blockchain Controlled Supply Chain Management – Utopia or near Future?**

**SEBASTIAN KUMMER**
Head of the Institute for Transport and Logistics Management,
VIENNA UNIVERSITY OF ECONOMICS AND BUSINESS

**Smart Insights for your Supply Chain**

**STEFAN REIDY**
CEO and Founder
ARVIEM

**How Ready is your Supply Chain?**

**DR ARISTIDES MATOPOULOS**
Reader (Associate Professor)
ASTON UNIVERSITY

**Digital Supply Chain Twins to Improve Resilience**

**DR DMITRY IVANOV**
Professor
BERLIN SCHOOL OF ECONOMICS AND LAW

**Supply Chain Management as a Competitive Advantage**

**VICTORIA OPPENHEIM | KERSTIN GILINORZ**
Supply Chain Manager Amsterdam | VP Supply Chain Management EMEAI
ADM WILD EMEAI – BU NUTRITION

**Concurrent Digitalized Value Chain: End to End Synchronization Progression Model**

**EITEL MONACO**
International Expert Manufacturing and E2E Value Chain, EFESO
The summit attracted senior supply chain professionals from across the globe. Companies in attendance included:

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<td>Sony Interactive Entertainment Europe</td>
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<td>Superdry</td>
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<td>The Absolut Company AB</td>
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For a sample of the attendee list, click here.
**INDUSTRIES**

- Food & Beverage Production / Products: 22.3%
- Consumer Goods: 10.8%
- Automotive: 7.7%
- Electronics: 5.4%
- Telecoms: 5.4%
- Academic / Non-Profit Institution: 5.4%
- Paper, Packaging & Printing: 4.6%
- Pharmaceuticals: 4.6%
- Aerospace & Defence: 4.6%
- Chemicals & Petrochemicals: 3.8%

**SENIORITY**

- Senior Manager: 32.6%
- Director: 22.0%
- Head of: 17.7%
- Manager: 9.9%
- VP: 6.4%
- Other: 8.5%

**ATTENDEES**

- 2.8% Senior Manager
- 8.5% Other
- 17.7% Head of
- 22.0% Director
- 9.9% Manager
- 6.4% VP
- 32.6% C-Level

**PRIORITY INVESTMENT AREAS**

- Manufacturing footprint optimisation: 73.9%
- Supply chain visibility: 63.6%
- Supplier relationship management: 60.9%
- Coping with trade disputes: 60.0%
- Process improvement & management: 56.8%
- Sustainability / Carbon footprint monitoring: 50.0%
- Big Data: 48.8%
- Predictive analytics: 43.9%
- Inventory optimisation: 47.7%
- Other industries include:
  - Transport & Logistics
  - Retail
  - Medical Equipment & Devices
  - Metalworking
  - Software & IT
  - Mining

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- Chemicals & Petrochemicals: 3.8%
Other countries include:
- Spain
- Greece
- Poland
- Saudi Arabia
- Belgium
- Sweden
- Italy
- Slovakia
- Ireland

**ATTENDEES**

<table>
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<tr>
<th>Country</th>
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<td>United Kingdom</td>
<td>12.5%</td>
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<td>Netherlands</td>
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<td>Germany</td>
<td>10.4%</td>
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<td>Serbia</td>
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<td>Turkey</td>
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<td>Russia</td>
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<tr>
<td>Netherlands</td>
<td>5.6%</td>
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<tr>
<td>Switzerland</td>
<td>6.9%</td>
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<td>France</td>
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<tr>
<td>Austria</td>
<td>4.2%</td>
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<tr>
<td>China</td>
<td>2.8%</td>
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European Supply Chain Management Strategies Summit
Thank you to all our Commercial Partners.

If you are interested in sponsoring the 3rd Annual European SCMS Summit 2019, please contact Alexandra Krcho on alexandra.krcho@markallengroup.com
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Berlin, Germany

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