Europe’s Leading Chemical Supply Chain Event

LogiChem

28 - 30 March, 2017
Mövenpick Hotel. Amsterdam

Transforming Chemical Supply Chains. Together.

BE INSPIRED. LEARN FROM:

Miguel Gonzalez
Director - Global Logistics
Dupont

Thomas Foerster
Supply Chain Director
BASF

Jan Roed
Head of Global Logistics
Borealis

Joris Jellema
Global Head of Supply Chain
Givaudan

Frank Andreesen
VP Logistics Operations EMEA
Covestro

Herve Cassis
Head of Processes and Systems
Supply Chain & Distribution
Merck

Ed Fairhurst
Director - Supply Chain Planning EMEA
Shell Lubricants

Tove Andersen
Head of Supply Chain
Yara International

Principal Sponsor:

Sponsors:
Dear Colleague,

We have listened to your feedback! This year’s agenda has been written following 70 in-depth interviews with the industry’s leading supply chain experts. You spoke, we listened. In order to give the agenda a fresh new feel for 2017 we are tailoring it towards different functions within the supply chain. Aimed at VPs/Heads of Supply Chain and those working in Planning, Logistics functions we have specialized streams that you can transfer between in order to tailor the event to your specific needs.

Surround yourself with senior level supply chain professionals in the chemical industry at the only European event of its kind. Over 3 inspiring days, learn from best-in-class case studies, engage in thought-provoking debates and share your pain points in small, interactive peer-to-peer working groups. Whether you head up the supply chain, logistics or planning function in your business (as a centralised function or for a business unit), parallel tracks dedicated to your specific role ensure that every session at LogiChem delivers real value.

The 2017 event will provide solutions to all your top challenges including:

- How to take talent in the supply chain to the next level
- How to develop strategic relationships and communities with 3PLs/4PLs
- How to determine the best organisational structures for supply chain, planning and logistics?
- How to transform your supply chain through digitalisation
- How to optimise service levels to increase customer satisfaction and loyalty
- How to strengthen internal relationships between planning, logistics and customer services
- How to use big data to increase supply chain visibility

Plus, due to popular demand we are moving to a new venue in the heart of Amsterdam! We hope you can join us at a new and exciting LogiChem 2017.

Best wishes,

Gemma Burns
Conference Director
LogiChem

2017 ADVISORY BOARD

Thomas Foerster
Supply Chain Director
BASF

Frank Andreesen
VP Logistics Operations EMEA
Covestro

Tim Bett
Head of Supply Chain,
Archroma

Peter Devos
Managing Director
ECTA

Guillermo Fumero,
Global Process Owner Order to Cash
Clariant

Ed Fairhurst
Director - Supply Chain Planning EMEA
Shell Lubricants
Chemical Manufacturers:

- Miguel Gonzalez: Director - Global Logistics, Dupont
- Thomas Foerster: Supply Chain Director, BASF
- Ed Fairhurst: Director - Supply Chain Planning, Shell Lubricants
- Jan Roed: Head of Global Logistics, Borealis – NEW
- Joris Jellema: Global Head of Supply Chain, Givaudan
- Christopher Schaper: VP Global Supply Chain, Chemtura
- Frank Andreesen: VP Logistics Operations EMEA, Covestro
- Tove Andersen: Head of Supply Chain, Yara International
- Herve Cassis: Head of Processes and Systems Supply Chain & Distribution, Merck
- Paul Gooch: Founder, MD The Logical Group and Former Supply Chain & Logistics Director, Dow
- Folkert Bloembergen: Global Logistics Procurement Vice President, ICL Europe

New Speakers:

- Stefan Ritschel: Europe Head of Supply Chain Management Industrial Petrochemicals, BASF
- Bharath Sundararaman: Global Leader Supply Chain Visibility & Analytics, Merck KGaA
- Karl Huhn: Vice President, Strategic Supply Chain Management, Wacker Chemie AG
- Thorsten Butke: Director Supply Chain Operations, Henkel
- Guillermo Fumero: Global Process Owner Order to Cash, Clariant
- Michael Liesfeldt: VP Global Supply Chain Management, Arlanxeo
- Laurent Hattemer: Logistics Procurement Director, Celanese
- Christian Houborg: Vice President Service and Technical Operations, Lundbeck
- Jean-Christophe Hermand: Logistics Manager Total
- Ivetta Kozlickova: VP Center of Supply Chain Expertise EMEA, Covestro
- Arnaud Backbier: Head of Supply Chain, Smit & Zoon

Leading Industry Associations and Academics:

- Christian Hammer: Head of Supply Chain Excellence, Clariant
- Wolfgang Laures: Executive Vice President Global Supply Chain, Perstorp AB
- Thorsten Zedel: Head of Production Planning, Celanese
- Sven De Winter: Logistics Supplier Relationship Management Leader - EMEA, Dupont
- Tobias Zalhamann: Head of Supply Chain Management, Arlanxeo

Out of Industry:

- Jose Cuadro Sáez: Senior Vice President Supply Chain, Cepsa Química
- Ankur Singh: Head - Strategy, Chemicals, DCM Shriram
- Lars J.T. Droog: Supply Chain & General Affairs, Tosoh
- André Scandura: Logistics Manager EMEA, The Chemours Company
- Vincenzo Michelangeli: Production Planning and Inbound Logistics Manager, Versalis
- Sergio Barbarino: P&G Principal Engineer, R&D Supply Network Innovation Center, Procter & Gamble
- Maximo Martinez Avila: Supply Network Innovation Center Research Manager, Procter & Gamble

Inspirational Speaker:

- Cathy O’Dowd: 1st woman to climb Everest from both sides

Service Providers:

- Peter Förster: Managing Partner, TRANSPOREON
- Howard Sellers: Vice President Europe, Agility Chemical Logistics
- Heiko Wrobel: Head Group Process, Fraunhofer Center for Applied Research on Supply Chain Services SCS
- Bradford Tribble, CEO: Cordstrap
- Jürgen Rachor: Senior Expert, McKinsey & Company
- Dr.-Ing. Frank Jenner: Managing Partner, Chemical Industry Leader, Ernst & Young
- Mervyn G. Maistry: Managing Partner Digital Strategy & Innovation, Start Up Acceleration, BlockChain Business Models, Ernst & Young

Your 2017 Speaker Faculty: Hear from 55+ thought-leading exerts
“If you want to network and learn how your supply chain peers are tackling the same industry challenges you face, there is simply no better place to go”

Peter Devos, EME Supply Chain Strategy & Operations Director, Monsanto
AN INTERACTIVE LEARNING EXPERIENCE

- ALL-STAR PANELS
- CASE STUDY REVOLUTIONS
- SYNERGY WORKSHOPS
- CREATIVE BOARDROOMS
- NETWORKING
- ROUND TABLES
- CASE STUDY PRESENTATIONS
An invaluable opportunity for you to turn theory into practice by applying your knowledge in an experienced classroom environment. This workshop will be facilitated by 3 leading experts and is open to 25 active participants who form part of a high level brainstorm where ideas are put forward and the best solutions agreed upon. Contribute to a new forward-looking project and create a step-by-step action plan on how to make it work.

**SYNGERY WORKSHOP:**
How to enhance collaboration between your logistics procurement, supply chain functions and logistics service providers in order to reduce TCO (Total Cost of Ownership)

- How to improve interaction between potentially “functional silos” along the transport management process chain?
- How to best align SC strategy with logistics procurement strategy
- How to resolve conflict when logistics procurement and SC disagree
- What is the best reporting structure? Should logistics procurement report directly into SC or procurement? What are the pros and cons of each?
- How to enhance the systems and tools used within logistics procurement and SC – e.g. how to connect SAP between the functions
- What are the future trends for logistics procurement?

**Leaders:**

**Folkert Bloembergen**  
Global Logistics Procurement Vice President  
ICL Europe

**Miguel Gonzalez**  
Director - Global Logistics  
Dupont

**Laurent Hattemer**  
Logistics Procurement Director  
Celanese
CONFERENCE DAY ONE – TUESDAY 28 MARCH 2017

08:00 Registration and welcome coffee
08:45 Welcome Remarks
   Gemma Burns, Conference Director, LogiChem 2017
08:50 Chairman’s opening address
   Paul Gooch, Founder, MD, The Logical Group and Former Supply Chain & Logistics Director, Dow

Driving Global Business Transformation

09:00 KEYNOTE PRESENTATION: Critical success factors for achieving a fully integrated, globalised and harmonised supply chain in 2017 and beyond
   As the trend towards globalisation continues at pace, managing the supply chain has become more complex and business critical. In this keynote session, Miguel Gonzalez, Director of Global Logistics from Dupont, will help guide you through the minefield of developing a truly integrated supply chain organisation that meets the needs of a modern global business.
   • Identifying the key elements of a flexible and cost-effective SC: How to prioritise your energy and resources
   • How should global supply chain organisations integrate with other functions and find a good fit between local and global responsibilities?
   • Ensuring harmonisation across regions, business units and product portfolios
   • How can senior supply chain leadership enhance profitability and increase competitiveness of the overall business?
   Miguel Gonzalez, Director - Global Logistics, Dupont

09:20 ALL STAR PANEL: Developing the next generation of supply chain leaders: How can you take talent management to the next level?
   A fantastic panel of top-level supply chain decision makers from leading chemical companies share their ideas and strategies.
   • How to make supply chain roles more attractive
   • What are people doing to attract young, educated and skilled people into the SC function?
   • What are the desired skills for logistics and planning functions?
   • How to change mind set and behaviour of existing staff when necessary
   • Can we increase the education level of staff? Impact of this on price
   Jan Roed, Head of Global Logistics, Borealis
   Tove Andersen, Head of Supply Chain, Yara International
   Karl Huhn, Vice President, Strategic Supply Chain Management, Wacker Chemie AG
   Henning Schussmuller, Senior Supply Chain and Logistics Manager, Sumitomo Chemical
   Maarten Cornelissen, Head of Supply Chain, Teijin Aramid

10:00 DUAL CASE STUDIES: Centralised vs. decentralised SC functions: How do you determine the right model?
   In this session two contrasting case studies will be presented, one on each model. This will be followed by interactive discussion with the audience.
   • What factors should be taken into consideration before a restructure?
   • Assessing the impact of M&A on restructuring
   • Should decentralised functions be split by region or product line?
   • How do you centralise and how far? Operational vs. business unit vs. regional
   • Considerations for centralised functions: Regulatory, cultural and time zones differences
   • Is it best to work with external consultants do this?
   • How can each structure facilitate cross function collaboration
   • Understanding from both a value add and cost perspective
   • Can one size ever fit all?
   Centralised: Thomas Foerster, Supply Chain Director, BASF
   Decentralised: Herve Cassis, Head of Processes and Systems Supply Chain & Distribution, Merck

10:40 Morning networking break
11:20  **CASE STUDY REVOLUTION:** How to optimise the collaboration between logistics and inventory management - What tactics & strategies can drive your SC forward?

- Advantages and disadvantages of consignment inventory
- Horizontal harmonisation: Harmonising inventory management within all regions of the world
- Implementing vertical harmonisation from central warehouses down
- How low can the stock level be without impacting the customers?
- Made to order vs. consignment stock – Impact on inventory management and logistics
- How do the regulations, self life and expiry date effect inventory management strategies?

Jean-Christophe Hermand, Logistics Manager, Total

**STREAM A**

**Optimising Logistics Networks and Order Fulfilment Processes**

Chairperson: Paul Gooch, Founder, MD, The Logical Group and Former Supply Chain & Logistics Director, Dow

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**CASE STUDY REVOLUTION:** How to enhance cross functional collaboration in order to drive inventory optimisation

Christian's main responsibility is Supply Chain Excellence at Clariant: Driving continuous performance improvement across the end-to-end supply chain for all 7 business units globally, bringing supply chain innovations into our company and providing in-house consulting solutions to the business units. What has been your biggest success over the past 6 months? Significant cash generation from improved end-to-end planning and inventory management. What is your biggest challenge in your role? Breaking functional silos.

- At Clariant we have started an extensive corporate initiative focusing on inventory efficiency and product availability
- Our approach focuses on combining capability building with analytics to drive fact-based trade-off discussions
- To a large extent, optimization is triggered by cross-functional trade-off decisions based on facts and figures
- Sustainability is achieved by strict performance management across functions

Thorsten Zedel, Head of Supply Chain Excellence, Clariant

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**12:10  CASE STUDY PRESENTATION:** What are the best strategies for sharing warehouses with other chemical companies? Breaking down silos for an optimal distribution network

- Dedicated vs. shared (3PL) warehouses
- What are the benefits? What are the risks?
- How many distribution centers to have and where?
- Industry benchmark: Improving cost efficiency by sharing warehousing AND transportation

Miguel Gonzalez, Director - Global Logistics, Dupont

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**12:30**

Networking lunch

Choose your afternoon track or sign up to the workshop – limited places available.

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**13:40  CASE STUDY PRESENTATION:** Managed technologies in transportation

André Scandura, Logistics Manager EMEA, The Chemours Company

**CASE STUDY PRESENTATION** How can product segmentation help you to achieve inventory optimisation?

Tobias's main responsibilities include driving the bottom-line performance of his business from the supply chain angle and optimizing service levels, inventory and planning quality. He is proud of having successfully implemented a pragmatic and functioning S&OP process. His current challenges are change management and implementing cultural change.

- Starting point: Segmentation goals
- Defining the mechanics
- Linking segmentation to the planning process
- Which interfaces to consider?

Tobias Zahlmann, Head of Supply Chain Management, ARLANXEO

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**SYNERGY WORKSHOP:** How to enhance collaboration between your logistics procurement, supply chain functions and logistics service providers in order to reduce TCO (Total Cost of Ownership)

An invaluable opportunity for you to turn theory into practice by applying your knowledge in an experienced classroom environment. This workshop is facilitated by three leading practitioners and is open to 25 active participants who form part of a high level brainstrom where competing ideas are put forward and the best solutions agreed upon. Contribute to a new forward-looking project and create a step-by-step action plan on how to make it work.

- How to improve interaction between potentially "functional silos" along the transport management process chain?
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- What are the future trends for logistics procurement?

**Leaders:**

Folkert Bloembergen, Global Logistics Procurement Vice President, ICL Europe
Miguel Gonzalez, Director - Global Logistics, Dupont
Laurent Hattener, Logistics Procurement Director, Celanese
### ALL STAR PANEL: Sharing transportation services with other chemical companies in order to minimise waste, increase customer service, improve network performance and reduce total costs

A fantastic panel of top-level supply chain decision makers share their innovative transportation strategies.

- How to improve sustainability of transport networks
- How does sharing transportation services reduce total cost of ownership and result in overall better performance?
- Challenges with automating booking processes and value of collaborative e-transport platforms

Why is the chemical industry reluctant to do this in comparison to other industries?

Thomas Foerster, Supply Chain Director, BASF

Jean-Christophe Hermand, Logistics Manager, Total

Thorsten Butke, Director Supply Chain Operations, Henkel

### ALL STAR PANEL: Demand Driven Material Resource Planning (DDMRP): How to implement demand driven strategies and tactics in the global chemical market

A unique opportunity to listen to hear planning experts perspective on this innovative approach.

- How do demand signals help with production planning?
- How can you make DDMRP profitable in a commodity environment?
- How to create a flexible SC with the use of DDMRP
- DDMRP vs MRP

Wolfgang Laures, Executive Vice President Global Supply Chain, Perstorp AB

Ed Fairhurst, Director - Supply Chain Planning EMEA, Shell Lubricants

### SYNGERY WORKSHOP continued

### CASE STUDY PRESENTATION: Innovative logistics solutions to streamline your supply chain

Speaker to be confirmed, Ravago

### CASE STUDY PRESENTATION: Freight Rate Intelligence: Performance measurement improving procurement strategies

Heiko Wrobel, Head Group Process, Fraunhofer Center for Applied Research on Supply Chain Services SCS

### 14:00

### 14:40

### 15:00

### 15:40

### DRILL DOWN ROUND TABLES FOR TOPICS ACROSS THE SUPPLY CHAIN

These informal subject-specific roundtables give you a unique opportunity to drill down into the details of an issue by probing the knowledge and expertise of industry market leaders. Each roundtable is limited to 10 people for maximum interaction and is designed for you to meet like-minded peers and source practical solutions collaboratively.

#### How to measure centralized and decentralized SC performance: What are the best practices? What are the key metrics?

Tove Andersen, Head of Supply Chain, Yara International

#### How to use change management to achieve true cultural change throughout the SC

Michael Liesfeldt, VP Global Supply Chain Management, Arlanxeo

#### The value of digitalization: Is end-to-end supply chain visibility simply a hygiene factor or source of competitive advantage?

Henning Schussmuller, Senior Supply Chain and Logistics Manager, Sumitomo Chemical

#### Assessing the characteristics of planning employees: What are the human factors that need to be taken into consideration of running a successful centralized or decentralized planning system?

Karl Huhn, Vice President, Strategic Supply Chain Management, Wacker Chemie AG

#### Innovative transportation solutions – How to use logistics brokerage services and the physical internet concept to improve logistics efficiency

Florian Kache, Global Supply Chain Strategy, BASF

#### Why isn't everyone using multi-modal transport yet? Exploring challenges and opportunities

Frank Andreesen, VP Logistics Operations EMEA, Covestro

#### Road and rail infrastructure: What is the outlook for the EU in the next 5 years and how will this impact the SC?

Sven De Winter, Logistics Supplier Relationship Management Leader - EMEA, Dupont

#### Integrated business planning: Does that force centralization? What is the right model and why?

Tim Bett, Head of Supply Chain, Archroma

#### How to overcome challenges caused by adverse weather conditions in order to minimise SC disruption

Stefan Ritschel, Europe Head of Supply Chain Management Industrial Petrochemicals, BASF
What does the future hold?

16:30 **CASE STUDY PRESENTATION:** How to successfully manage Industry 4.0 along the supply chain and what it will mean for the industry by 2035

Michael is responsible for Enterprise Logistics at the corresponding chair at TU Dortmund University and at the department with the same name at Fraunhofer IML. His main responsibilities are Supply Chain Management and Management of Industries 4.0. Michael's biggest success in the last 6 months was the establishment of Kompetenzzentrum Mittelstand 4.0 and his biggest challenge is bridging the gap between 'old economy' and digital natives and start-ups.

- Digital refinement of operational processes and the construction of new business models with Logistics 4.0
- Managing migration: Systematic implementation of Logistics 4.0 in the company

**Professor Dr Michael Henke,** Head of Enterprise Logistics, **TU Dortmund University and Fraunhofer Institute for Material Flow and Logistics**

16:50 **OUT OF INDUSTRY CASE STUDY:** Cloud supply chain transformation – What can the chemical industry learn from heavy equipment global logistics?

Speaker from the **Automotive Industry**

Be Inspired

17:10 **GUEST SPEAKER:** Reaching new heights! How to build stronger relationships under pressure

Join an expedition with Cathy O'Dowd as she shares her stories about leading teams and executing plans in high-risk, high-stress environments, while striving for big goals. Learn why plans fail and how teams crumble, and discover the key tools that ensure you will get to the top. Reaching New Heights draws on the lessons Cathy O'Dowd learnt from her first Everest expedition. With the focus on finances and logistics, the dynamic of the team was ignored. The team collapsed into conflict from the first day, and three members resigned before even reaching the foot of Everest. Cathy and her team-mates discovered that there are key obstacles that have nothing to do with the mountain, but there are also overlooked tools that allow the successful 25% to triumph. This is a real-world lesson in the reasons for failure and the keys to achievement. Cathy shares the ways in which we create our own disasters and shows you how to overcome them, refocusing your team to climb to summit success.

Cathy O'Dowd, **1st woman to climb Everest from both sides**

17:50 Networking Drinks Reception

After a busy day of solution-focused sessions, relax and unwind with fellow speakers and attendees. Take advantage of the opportunity to network, share ideas off-line and check out new products and services from innovative solutions providers. Enjoy food, drinks and music!
CONFERENCE DAY TWO – WEDNESDAY 29 MARCH 2017

08:00 Registration and welcome coffee
08:45 Welcome Remarks
Gemma Burns, Conference Director, LogiChem 2017
08:50 Chairman’s opening address

New Dimensions in Customer Centricity and Collaboration

09:00 CASE STUDY PRESENTATION: How to strengthen internal relationships between planning, logistics and customer services: Harmonising tools across functions in order to generate consistent data
As VP of the Global Supply Chain Christopher’s main responsibility is to lead global integrated planning/scheduling, customer service, logistics and quality administration across the Chemtura enterprise.
• End-to-end strategic vision across all functions: What’s where? Is it in the right place, in the right quantities and the correct time?
• How to set a service level agreement between SC functions
• What is the SC’s unique value proposition? How can it help other functions improve and hit targets?
• How to integrate suppliers ERP systems across all functions
• How to harmonise SC across regions
Christopher Schaper, VP, Global Supply Chain, Chemtura
09:20 CASE STUDY REVOLUTION: Customer Centricity: How to optimise the service you provide in order to increase customer satisfaction and loyalty
Guillermo is responsible for the set of business processes that involve receiving and fulfilling Clariant’s customer requests for goods or services. The main processes covered in the Order-to-Cash area are Credit Management, Order & Contract, Order Fulfillment, Distribution Network design, Operational Transfer Price Management, Transport Planning, Transport Execution, Customer Invoicing, Accounts Receivables, Cash collection and assignment as well as Customer Care topics related to the process such as claim handling. His biggest success in the past 6 month is the expansion of Order-to-Cash’s scope in the shared service centers India and Poland to include logistics activities in several regions and order management for selected business units in Europe, the Middle East & Africa, and India. Alongside that he is working to accelerate productivity in OIC for finance-related services that since last year are in the full responsibility of our shared service centers.
• How to maintain your availability and access to the customer but also automate and harmonise
• What are the platforms that will be used in 5 years from now? 10 years? Should this be taken into consideration during integration?
• How to better tailor services to customers: Segmenting customers and adapting services accordingly
Guillermo Fumero, Global Process Owner Order to Cash, Clariant
10:10 CASE STUDY PRESENTATION: Horizontal integration – A paradigm shift from product centric to customer centricity
Frank is a Partner in the Advisory Services service line and is a member of the Advisory Executive Team in GSA (Germany, Switzerland and Austria). He leads the Strategy & Operations Unit in GSA. As the leader of Strategy & Operations in GSA Frank has over 20 years of extensive expertise in Supply Chain Process Modeling & Design, Organisational Change Management, Business Improvement Initiatives and Transformational Excellence. Frank was founder and CEO of J&M Management Consulting AG a Hidden Champion in Supply Chain and Value Chain consulting in Europe.
• Combining vertical integration and horizontal integration
• Shifting products towards solutions & services
Dr.-Ing. Frank Jenner, Managing Partner, Chemical Industry Leader, Ernst & Young
10:30 Morning networking break

Unleashing Technological Innovation

11:10 ALL STAR PANEL: Transforming the industry with innovation: Is technology shrinking the world?
A fantastic panel of top-level supply chain decision makers share their thoughts. Interested in the impact of digitalisation? Please attend our focus day on Digitalisation in the Supply Chain for in-depth coverage of this rapidly expanding field.
• How is digitalisation poised to improve end-to-end visibility?
• How to ensure consistency and transparency of data throughout the entire end-to-end supply chain
• Analysing opportunities and challenges of in-house software development vs. off the shelf software providers
• Trends for digital ordering in the chemical industry: What are the best smart ordering tools?
Moderator: Dr.-Ing. Frank Jenner, Managing Partner, Chemical Industry Leader, Ernst & Young
Folkert Bloembergen, Global Logistics Procurement Vice President, ICL Europe
Guillermo Fumero, Global Process Owner Order to Cash, Clariant
Peter Devos, Managing Director, ECTA
### STREAM A
**Embedding Process Excellence, Innovation & Safety into SMC**

**CASE STUDY PRESENTATION: How can supply chain innovation help reduce costs and ensure high profit margins?**

Vincenzo has headed several departments, such as procurement, road and sea bulk logistics, and the production planning of all plants and business for Versalis. He has integrated these responsibilities with the processes of economies of the production models with a proxy to maximizing the Gross Contribution Margin. He has managed the IT projects aimed at centralizing the logistic processes in Versalis spa achieving certified results compliant with saving over 40 M€/year in the last seven years on logistic costs, and introducing the concept of systematic optimization of the integrated Gross Contribution Margin among various businesses working on 70% of variable costs in Versalis and 100% of revenues.

- The use of operational excellence and lean transformation to reduce costs
- Frugal innovation: How can we do more with less?
- How can servitization help to increase profit margins? Learn from real life examples
- How to be innovative when cost pressure is high

Vincenzo Michelangelo, Production Planning and Inbound Logistics Manager, Versalis

### STREAM B
**Advanced Forecasting, S&OP and Risk Management**

**CASE STUDY PRESENTATION: How to strengthen forecasting abilities in order to enhance supply chain and demand planning capabilities**

A resourceful leader recognised for creating transformational change in Supply Chain environments; Ed has over 25 years of end to end experience, leading large teams in a number of industries. He delivers high operational performance in the day to day business simultaneously with structural, technical and process change programmes, yielding substantial cost reduction and improved effectiveness.

- How to determine which products to forecast on and which customers – how is this choice made?
- How to turn forecasts into a value in a flexible way and how to do this on an aggregate level
- Improving communication between sales, marketing, planning and production: How can we work better together?
- Maximising forecast security and protecting your work
- How to measure the impact of a good forecast for delivery

Ed Fairhurst, Director - Supply Chain Planning EMEA, Shell Lubricants

### STREAM C
**CREATIVE BOARDROOMS**

**CREATIVE BOARDROOM: Opportunities and methodologies to reduce product waste for the EU directive 2014/47**

A more rigorous, creative and interactive approach to tackling the critical challenges you all face today. Collaborate with a small group of your peers to determine a new 3-step action plan to take back to the office and test. Share your recent experiences, challenge each other on points of disagreement and ultimately find a way forward that leverages the innovation, know-how and insights from the collective brain power in the boardroom.

- Legislation and regulations on transport safety
- Responsibilities of packers and shippers
- Product damage reduction
- “Load and drive” method for palleized goods
- Unit load testing procedures

Andreas Zink, President, ECTA
Professor Marc Juvet, Faculty of Engineering Technology, KU Leuven

### 14:20

**CASE STUDY PRESENTATION: How to balance the Chemical Logistics (Safety) = \(Q(uality) \times C(o)st\)^2 equation**

As Vice President, Europe it is Howard's responsibility to lead the Agility Chemical Logistics business in Europe. This carries a breadth of responsibility including our customer solutions and service delivery, procurement activity, product development and ultimately the financial performance of the business. His biggest recent success is leading a global ocean freight customer implementation project, the scope of which covered all regions, EDI process development, standard operating procedures and Global Analytics for visibility and continuous improvement.

- The value of chemical logistics safety and quality
- Logistics cost reduction pressure
- Alternative logistics management models for equation balance

Howard Sellers, Vice President Europe, Agility Chemical Logistics

**CASE STUDY PRESENTATION: What are the most effective risk management strategies in order to minimise supply chain disruption?**

As global supply chain head for Givaudan's flavour division Joris provides end to end functional supply chain leadership to the customer care, planning, logistics and regional procurement organization. What has been your biggest success over the past 6 months? Restructuring and stabilization of the global ingredients S&OP processes. What is your biggest challenge in your role? Driving our supply chain towards greater agility.

- A proven methodology to assess and mitigate inbound risks
- Business continuity planning - global, regional and local responsibilities
- The role of S&OP to prioritize risk and allocate resources for risk mitigation
- Risk management as a competitive edge

Joris Jellema, Global Head of Supply Chain, Givaudan

### 11:50

**DRILL DOWN ROUND TABLES ON TOPICS ACROSS THE SUPPLY CHAIN**

These informal subject-specific roundtables give you a unique opportunity to drill down into the details of an issue by probing the knowledge and expertise of industry market leaders. Each roundtable is limited to 10 people for maximum interaction and is designed for you to meet like-minded peers and source practical solutions collaboratively.

- **e-Transactions in the chemical industry: Blessing or curse from the customers' perspective?**
  Ralf Lemmerz, Vice President Order Management, Covestro
- **To insure or outsource? Where do you draw the line between integration and ownership?**
  Jan Roed, Head of Global Logistics, Borealis
- **How to achieve sustainability through collaboration for co-modality: A new intermodal network approach from FMCG**
  Maximo Martínez Avila, Supply Network Innovation Center Research Manager, Procter & Gamble
- **How to achieve true cultural change through lean transformation**
  Laurent Hattamer, Logistics Procurement Director, Celanese
- **The importance of global CoEs: How setting up CoEs contribute to a successful supply chain**
  Pablo Noeti, Logistics Manager EMEA and Global Logistics Enablement Leader, Dupont
- **An industry wish for collaboration: How to achieve full collaboration in a world where certain stakeholders benefit from intransparency**
  Lars J.T. Droog, Supply Chain & General Affairs, Toosch
- **How to align your logistics service offering with a portfolio of diverse customers and market segments**
  Arnaud Backbler, Head of Supply Chain, Smit & Zoon
- **Where does customer service fit best: Supply chain, sales or commercial?**
  Joris Jellema, Global Head of Supply Chain, Givaudan
- **How to strengthen relationships with your customers: Enhancing collaboration in order to streamline interactions**
  Stefan Ritschel, Europe Head of Supply Chain Management Industrial Petrochemicals, BASF
- **Drill down into the Shingo Model and accelerate your operational excellence**
  Christian Houborg, Vice President, Service and Technical Operations, Lundbeck

**Networking lunch**

Choose your afternoon track or sign up to a creative boardroom – limited places available.
CASE STUDY REVOLUTION: How to create a world class operational excellence culture
For the past decade, Christian Houborg, has been responsible for the Lundbeck Lean transformation. Since 2009, Christian has combined the leadership of Lundbeck’s Lean transformation with the role as Vice President for Service & Technical Operations. 3 out of 4 Lundbeck manufacturing plants have received Shingo recognition for their Lean efforts.
- Learn what Lundbeck have kept momentum of their Lean journey for 10 years
- Get insights on how leadership development have been utilized to transfer the ownership of Lean to the individual leader
- Discover the elements of a Lean culture and the associated behavior

Christian Houborg,  Vice President, Service and Technical Operations,  Lundbeck

CASE STUDY REVOLUTION: How to create a market, customer driven, supply chain by adopting a collaborative S&OP process
Maarten Cornelissen is currently Supply Chain Manager at Teijin Aramid B.V. Owner of McLogVision B.V., management consultancy and Advisor to the Board for Royal Ahrend N.V., having previously been their Chief Supply Chain Officer. He has worked nearly 20 years in senior European management positions in Supply Chain, Operations and Customer Service Building on his extensive experience with Customer and Supply Chain, Maarten’s aim is to lead and coach management teams on supply chain leadership to become truly customer led, integral managed supply chain organizations.
- Why invest in your Supply Chain organization and state-of-the-art S&OP tools?
- How to enable collaborative planning through state-of-the-art S&OP tools?
- How to drive change across the Supply Chain and involve the entire organization

Maarten Cornelissen, Head of Supply Chain, Teijin Aramid

CREATIVE BOARDROOM: Comparing and contrasting SC management in an SME vs. the top 5: Integrate and optimise is not the only way!
Tim’s main responsibility is to create robust supply chains that support the business strategies, quickly! My biggest recent successes: To have designed and implemented a global S&OP process and to have fundamentally redesigned our global supply chain network within 2 years. My biggest challenge: To lead major change programmes in the supply change at the same time that we are (re)defining the way that we do business – and to take the people with me. Please come with an open mind for vigorous and interactive discussion.
- Should we always aim for “best in class”?
- When is “fit for purpose” good enough?
- Can the pragmatists learn from the optimisers and vice versa?
- When you are only as strong as your weakest link, can the 80% rule ever be adequate?
- Do “speed and simplicity” make for sexy supply chains?
- Should we always aim for “best in class”?
- When is “fit for purpose” good enough?
- Can the pragmatists learn from the optimisers and vice versa?
- When you are only as strong as your weakest link, can the 80% rule ever be adequate?
- Do “speed and simplicity” make for sexy supply chains?

Tim Bett, Head of Supply Chain, Archroma

CREATIVE BOARDROOM: How to successfully enter India and China: Ensure you optimise the commercial opportunities available in these markets
A more rigorous, creative and interactive approach to tackling the critical challenges you all face today. Collaborate with a small group of your peers to determine a new 3-step action plan to take back to the office and test. Share your recent experiences, challenge each other on points of disagreement and ultimately find a way forward that leverages the innovation, know-how and insights from the collective brain power in the boardroom.
- How to transition new products into established organization
- How to comply with the regulatory requirements
- Adhering to waiver, custom, and import processes
- Sourcing reliable local partners to work with
- How to set up a successful distribution network
- Do you have local people working in DCs (outsource) or send employees there (insource)?
- Direct deliveries to customer or using local distributors/agents?
- Weather, temperature and shelf life considerations
- How to avoid transportation and infrastructure hurdles
- Creating an agile SC to cope with unforeseeable changes

Ankur Singh,  Head - Strategy, Chemicals,  DCM Shirram

CASE STUDY PRESENTATION: Cargo securing innovation: Driving value through safe, effective and efficient cargo securing
Cordstrap is currently Supply Chain Manager at Teijin Aramid B.V. Owner of McLogVision B.V., management consultancy and Advisor to the Board for Royal Ahrend N.V., having previously been their Chief Supply Chain Officer. He has worked nearly 20 years in senior European management positions in Supply Chain, Operations and Customer Service Building on his extensive experience with Customer and Supply Chain, Maarten’s aim is to lead and coach management teams on supply chain leadership to become truly customer led, integral managed supply chain organizations.
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Maarten Cornelissen, Head of Supply Chain, Teijin Aramid

case study revolution: How to use track and trace capabilities in order to achieve full SC visibility
Thorsten’s biggest recent success is the implementation of “One Global Supply Chain” within Henkel which combines all supply chain and purchasing activities under one roof. He has also implemented a global transport management system. His biggest challenge is constantly balancing business requirements vs. supply chain needs.
- Which track and trace tools should you invest in and why?
- What is the potential for integration with current systems?
- How can we transfer all SC functions onto one single platform?

Thorsten Butke, Director Supply Chain Operations, Henkel

Cordstrap

Creative Boardroom

All Star Panel: How can you best manage the impact of M&A on your supply chain in order to minimise disruption and maximise potential?
It’s no secret that the chemical industry is in the midst of a period of unprecedented M&A activity and 2017 looks to be continuing the trend. In this fluctuating environment, how can you design a supply chain that’s optimal for today’s business yet prepared for tomorrow’s potential disruption? When a merger or acquisition is announced, what are the biggest inherent challenges for supply chain executives and how can they be tackled?
- In terms of supply chain impact, what are the biggest pitfalls companies should look out for?
- How to successfully integrate new product lines
- Overcoming internal collaboration issues
- How are the people impacted? Managing uncertainty within the team
- What is the outlook for further major M&A activity in the near-medium term?

Maarten Cornelissen, Head of Supply Chain, Teijin Aramid

Dupont

All Star Panel

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FOCUS DAY: DIGITALISATION IN THE SUPPLY CHAIN - THURSDAY 30 MARCH 2017

08:00 Welcome coffee
08:45 Welcome Remarks
   Gemma Burns, Conference Director, LogiChem 2017
08:50 Chairman’s opening address

09:00 ALL STAR PANEL: What is digitalization and how is it impacting the supply chain?
   Marion Matthweamm, Head Global Logistics, Syngenta
   Jose Cuadro Sáez, Senior Vice President Supply Chain, Cepsa Química
   Lars J.T. Droog, Supply Chain & General Affairs, Tosoh

09:40 CASE STUDY PRESENTATION: Sustainable supply chain optimization through advanced analytics
   Jürgen Rachor, Senior Expert, McKinsey & Company

10:00 CASE STUDY REVOLUTION: How to transform your supply chain with digitalisation in order to achieve a competitive advantage
   Bharath Sundaraman, Global Leader, Supply Chain Visibility & Analytics, Merck KGaA

10:40 CASE STUDY PRESENTATION: Digital innovation and digital strategy - beyond SMAC
   Dr Mervyn Gerarde Maistry, Managing Partner, Digital Strategy, Innovation & Digital Transformation, Ernst & Young

11:00 Morning networking break

11:30 CASE STUDY PRESENTATION: A chemical shipper’s view on opportunities offered by digitalization while maintaining strategic relationships with your logistics service providers
   Frank is responsible for operations management of Covestro’s transport operations throughout Europe, Middle East and Africa. Managing the safety, reliability and efficiency of a large diverse logistics network, involving all modes of transport and spanning such a large geographic area, requires a continuous systematic improvement effort and constant communication on all levels. Frank has been a strong promoter of collaboration and deeper integration of processes along chemical transport chains. One of his biggest achievements has been the establishment of a large scale dynamic transport management platform for European bulk transports in tank container and road tanker across Europe. In his presentation he will highlight the opportunities which he is convinced are offered by digitalization and how a more dynamic approach towards managing chemical transports can help to make chemical transport more sustainable.
   Frank Andreessen, VP Logistics Operations EMEA, Covestro
11:50 **CASE STUDY PRESENTATION:** How to help both shippers and logistics service providers to collaborate: get real-Time visibility, leverage productivity an make the best use of constrained capacities

Peter Förster studied industrial engineering in Kempten/Neu-Ulm and Ulm with a strong focus on Marketing. Following graduation he joined Siemens ICN Information and Communications Networks as a Junior Marketing Consultant, at the same time working to set up TRANSPOREON GmbH with friends from his time at university. The company was founded in the year 2000. As Managing Director, Förster focuses primarily on product and innovation management.

- Cloud based logistics platforms as key enabler to digitization of the whole supply chain
- Reaching real time visibility for all partners involved
- Using the advantages of collaborative networks
- Intelligent & dynamic allocation strategies
- Best practice solutions for the chemical industry

Peter Förster, Managing Partner, TRANSPOREON

12:10 **ALL STAR PANEL:** How is digitalization about to change the way of working between chemical shippers and their transport and logistics service providers?

- How can transport service providers and shippers retain strategic control over their business while interacting via digital freight exchanges or 4PL-led dynamic transport management platforms?
- Who will be the future “orchestrator” of our pan-European chemical transport -and logistics networks?
- Does this new way of working, taking transport planning decisions far closer to real-time, provide sufficient security of both supply and demand for strategic planning purposes?
- Do we need another business model to allow shippers & LSP’s working digitally and transactionally together or is this a 4PL role? Why? Why not?
- How should shippers and LSP’s manage digital projects in a ‘multi-enterprise’ project governance context? Is there a preferred project governance model?

Frank Andreesen, VP Logistics Operations EMEA, Covestro

12:50 Networking lunch

14:00 **DIGITALIZATION DRILL DOWN ROUND TABLES**

**Culture change: How do you manage people towards embracing digitalisation?**

Paul Gooch, Founder, MD, The Logical Group and Former Supply Chain & Logistics Director, Dow

**How can SC IT strategy teams increase transparency and visibility within a SC through the use of process automation and digitalisation?**

Bharath Sundaraman, Global Leader, Supply Chain Visibility & Analytics, Merck KGaA

**Trends for digital ordering in the chemical industry: What are the best smart ordering tools?**

Tobias Zahlmann, Head of Supply Chain Management CR/EVM, Arlanxeo

**How to use digitalization to leverage knowledge and process efficiency**

Iveta Kozlickova, VP Center of Supply Chain Expertise EMEA, Covestro

15:30 **CASE STUDY PRESENTATION:** Internet of Things and Artificial Intelligence: What does this really mean for your supply chain process?

Professor Paul Lukowicz, German Research Center for Artificial Intelligence

15:50 **CASE STUDY PRESENTATION:** Digitally transforming your supply chain to improve flexibility and improve overall supply chain performance

Wolfgang Laures, Executive Vice President Global Supply Chain, Perstorp AB

- How to realize the potential of digital transformation across the chemical supply chain to improve overall performance
- Utilizing digital transformation to increase reliability, reduce costs, and create greater operational efficiencies across your supply chain, in production and supply chain management
- Establishing common global measurement standards to improve performance and increase reliability across the supply chain
- Trends for global measurement standards to improve performance and increase reliability across the supply chain

16:10 **OUT OF INDUSTRY CASE STUDY:** Best in class digital supply chain case study from FMCG

Sergio Barbarino, P&G Principal Engineer, R&D Supply Network Innovation Center, Procter & Gamble

- Overview of digitalization areas that have been successfully implemented
- Where we are with big data, Internet of Things, the cloud, smart phones and 3D printing
- What are the main lessons learned during implementation?
- What is the single biggest challenge within digitalisation and how can this be overcome?
- What is the single biggest advantage we have seen?
- Recommendations on how to embrace digitalisation

16:30 **End of Conference**
“THE chemical supply chain and logistics conference to share best practices, test ideas and calibrate your strategic agenda”

Frank Andreesen, VP Logistics Operations – EMEA, Covestro
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Carsten Weers, Global Supply Chain Management, BASF
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Spectacular views over the city and vistas over the river IJ are just some of the highlights at Mövenpick Hotel Amsterdam City Centre, just 20 minutes from Schiphol Airport. With its fantastic location in the heart of the city centre, this 4-star hotel is also within walking distance of Amsterdam’s historical centre, its central station and many museums.

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An D’Haenens, EMEA Sourcing and Logistics Leader, DuPont
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Frank Jenner, Managing Partner, EY GmbH
THE SOLUTIONS ZONE

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