

The Must Attend Event for Heads of Supply Chain from the Leading Chemicals Manufacturers

Save up to €1,300. Register before 28th February

Transport Capacity Optimisation

Technology and innovation to support efficiency



Working Capital Management

Inventory management and commerciality to improve the bottom line



Lean Supply Chain Techniques

Advance your application of lean concepts to further reduce waste in the value chain



Supply Chain Revenue and Commerciality

Use supply chain excellence to meet the customer need and drive competitive advantage



Segmentation and Customer Orientation

How to reach the optimal cost-to-serve



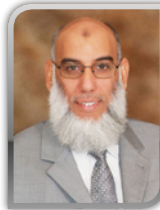
LogiChem

The 13th Annual European Bulk and Speciality Chemical Supply Chain Conference **2014**

20-22 May 2014
Hilton Antwerp, Belgium

Strike the right balance between cost-centricity and long term value creation: Protect margins and achieve growth and operational excellence

Vision, Strategy & Case Studies From 40+ Leading Players In The Industry:



Mohammad Husain, *President & Chief Executive Officer*, **Equate**



Lothar Jaeger, *Head of Supply Chain Operations*, **Bayer Crop Science**



Renaud Megard, *Vice President, Global Supply Chain*, **Cabot Corporation**



Andreas Backhaus, *Senior Vice President Global Supply Chain Strategy & Performance*, **BASF**



Alexander van Veen, *Commercial and Supply Chain Director*, **Braskem**



Henning Stams, *Vice President Supply Chain and IT*, **Almatis**



Guillermo Fumero, *Head of Supply Chain and Procurement Business Unit Pigments*, **Clariant International**



Jonatas Melo, *Vice President - Global Demand & Supply*, **Borouge**

Sponsors:



Hear from the Thought-Leaders in Your Field

PetroChem • Speciality • Agrochemicals • Food Ingredients



Henning Stams,
Vice President Supply Chain and IT,
Almatis



Andreas Backhaus,
Senior Vice President Global Supply
Chain Strategy & Performance,
BASF



Mohammad Husain,
President and Chief Executive
Officer,
Equate



Eric Hopstaken,
Business Improvement Leader,
Cargill Texturizing Solutions



Franky Verysen, Director, Global
Supply Chain, **Eastman Chemical
Company**



Sukumar Narasimhan,
Vice President Supply Chain,
Reliance Industries



Jonatas Melo,
Vice President - Global Demand &
Supply,
Borouge



Mike West,
Global Logistics Strategy Manager,
Syngenta Crop Protection



Renaud Megard,
Vice President, Global Supply Chain,
Cabot Corporation



Marinder Chhabra, Senior
Executive-Supply Chain, **Total**



Alexander van Veen,
Commercial and Supply Chain
Director,
Braskem



Tobias Zahlmann,
Head of Global Supply Chain
Management,
Lanxess



Lothar Jaeger,
Head of Supply Chain Operations,
Bayer Crop Science



Antti Salminen,
Executive Vice President, Supply
Chain Management,
Kemira



Fernando Cruzado, Director,
Hitachi Consulting



Guillermo Fumero,
Head of Supply Chain and
Procurement Business Unit
Pigments, **Clariant International**



Bjoern Neal Kirchner,
Supply Chain Management RBU
Plastic Additives Europe/EAWA,
BASF



Karin Janssens,
Global Supply Chain Leader,
DuPont de Nemours



Danny Vermeulen,
Supply Chain Business Process
Manager,
DuPont



Danny van Gansen,
Supply Chain Manager, Business
Unit Hydrocarbons and Energy,
Borealis



Lars Feierabend, Global Head of
Supply Chain Management, **Eckart,
Altana**



Christopher Spahn,
Project Lead Lean Service
Operations, Clariant Excellence,
Clariant



Inge de Winne,
Director Supply Chain EMEA, Global
Process Lead SAP implementation,
Allnex



Frederic Klein,
Global Supply Chain Concepts &
Performance Intermediates,
BASF



Peter Devos,
Supply Chain Competence Director,
Monsanto



Andreas Fermor,
Partner, Head of Life Sciences and
Chemicals,
Bearing Point



Neil Moon,
Strategic Enterprise VP,
Agility Chemical Logistics



Thomas Brakmann,
Director Business Unit Logistics,
VLS Group



Supply Chain Programme
Committee, **EPCA**



Rose-Marie Pype,
Consultant Oil and Chemicals,
Antwerp Port Authority



Carsten Weers,
Global Supply Chain Management
Monomers Division, **BASF**



Hendrik.J.M den Hertog,
Marine Logistics Manager Europe,
Sasol Solvents



Claudia Arnold,
Global Logistics Manager,
Purac



Jeremy Bentham,
Commercial Director,
Cargill



Jaro Caban,
Vice President Supply Chain,
Provimi/Cargill



Peter Buysse, Supply Chain expert,
Monsanto



Jeroen van der Meer, Senior Vice
President, **Hitachi Consulting**



Raf Bemelmans, Director Supply
Chain Polymers Europe, **SABIC**
and Chairman of Supply Chain
Programme, **EPCA**

Meet Our Industry Advisors

Since its launch 13 years ago, the LogiChem conference has undergone major expansion and change in order to reflect the changing times in chemicals manufacture.

The agenda for 2014 follows this tradition and brings a more strategic perspective than ever before as the industry focusses its attention on global competition as well as supply chain excellence. Your peers in the industry have told us that whilst the cost position and bottom line are still a top priority, longer term investment and transformation in the supply chain are increasingly important.

This year we welcome two new board members, Mr Bentham from Cargill and Mr Van Veen from Braskem, who are both heading up the commercial function of their businesses. Their arrival reflects the changing pressures on the supply chain and will help LogiChem meet delegates' quest to innovate and impact the top line.

We would like to take this opportunity to thank the members of the LogiChem 2014 Advisory Board for the time, energy and ideas they have contributed to the creation of the agenda.



Jeremy Bentham,
Commercial Director,
Cargill

New in 2014 to advise on the AgroChem content



Laurent Hanssen, Plant
Manager, **Akzo Nobel
Functional Chemicals**



Guillermo Fumero,
Head of Supply Chain &
Procurement Business
Unit Pigments, **Clariant
International**



Dirk Backhaus, Senior Vice
President, Supply Chain
Management & Strategy,
Bayer Cropscience



Tim Bett, Chairman,
Chartered Institute of
Logistics and Transport
(UK), Benelux Group and
Principal, **Camelot MC
AC**



Saleh Al-Shabnan,
Vice President, Global
Supply Chain Center of
Excellence, **SABIC**



Danny van Gansen,
Supply Chain Manager BU
Feedstock and Olefins,
Borealis



Sukumar Narasimhan,
Senior Vice President
Supply Chain, **Reliance
Industries Ltd**



Christian Backaert, Head
of Supply Chain Projects
and Excellence, **Solvay**



Peter Devos, Supply Chain
Competence Director,
Monsanto



Alexander van Veen,
Commercial and Supply
Chain Director, **Braskem**
**New in 2014 to bring the
commercial BU view**



Andreas Claussen, Vice
President Supply Chain
Network Europe, **BASF**

Focusing On The Challenges That Most Affect Your Business



Interpreting macro-factors for supply chain excellence: The balance between cost pressure and long term business strategy - How should the supply chain respond to fluctuating macro-economic factors?



What are our customers asking for and how can the supply chain reconcile standardisation with customer proximity? - Is the supply chain fit for purpose in light of changing customer needs?



View from the top: The CEO perspective of the role of supply chain in future business strategy



Using supply chain excellence to further differentiate high margin, speciality products - Ensuring that your supply chain delivers competitive advantage



Dispelling the myth: Supply chain is not exclusively focussed on inventory management - Forging horizontal collaborations and increasing your strategic role in order to maximise the potential for change



Maximising the opportunities and minimising the negative impact of shale gas - Benchmarking with your peers and competitors as shale strategy is created



Future proofing your emerging market capability - Best in class network design from infrastructure to logistics partners



Collaborative transport capacity management - Increasing your control and visibility of your supply chain to optimise efficiency



New for 2014 specific content for agrochem supply chain specialists - Optimising inventory management in the light of seasonality and restricted supply



Taking a completely new approach to inventory - Minimising the reliance on forecasting and further developing "Make to Order"



Beyond fuel efficiency: Increasing the effectiveness of your products and value chain in a bid to accelerate to the next phase of sustainability



Insights into new approaches to lean concepts in chemical supply chains to minimise waste - Join the extended workshop session to help you take a fresh look at potential efficiencies



Optimising the role of inbound supply chains to better manage production capacity - Extending the end-to-end supply chain to further support production excellence

Join LogiChem 2014 in Antwerp!

Returning to the **Antwerp Hilton hotel**, LogiChem 2014 is the premier meeting place for the sector's top decision makers and the perfect place to network and learn from your senior peers in an exclusive setting. Take part in the evening dinner, meet with contacts old and new at the drinks receptions and take the unique opportunity to join closed door VIP sessions to make sure you make the most of your time onsite.



Back
at the Hilton

TUESDAY 20TH MAY - FOCUS DAY: ADVANCED DEMAND PLANNING AND S&OP TO SUPPORT STRATEGIC CHANGE

Learn how to transfer strategic S&OP best practice from theory to operational reality; using advanced processes as the backdrop for continuous improvement in forecasting, capacity optimisation and production planning

Chair's Opening Remarks: Understanding whether your process is fit for purpose

Tailoring demand forecasting, planning and S&OP to your business by classifying key deliverables that will enable you to bridge the gap between commercial and supply chain

Henning Stams, *Vice President Supply Chain and IT, Almatris*

Jonatas Melo, *VP - Global Demand & Supply, Borouge*

Antti Salminen, *Executive Vice President, Supply Chain Management, Kemira*

Demand planning collaboration spotlight: Horizontal collaboration to create strategically valuable, accurate figures

Bjoern Neal Kirchner, *Head of Supply Chain Management Plastic Additives Europe/EAWA, BASF*

Drill Down Brainstorms:

1. **Demand forecasting best practice and accuracy : Discussing process improvements**

Henning Stams, *Vice President Supply Chain and IT, Almatris*

2. **Demand planning, taking into account constrained demand, external events and capacity factors**

3. **How to expand the reach of S&OP in my less-mature company organisation:**

4. **Prioritising improvements in S&OP which will help me drive my business' priority: Commercial competitiveness: Using S&OP outcomes in a strategic way**

5. **Prioritising improvements in S&OP which will help me drive my business' priority: Production cost and efficiency**

6. **Prioritising improvements in S&OP which will help me drive my business' priority: Visibility and responsiveness to volatility**

7. **Collaborative demand planning: Can I make it work for me and what benefits am I likely to realise?**

Bjoern Neal Kirchner, *Supply Chain Management RBU Plastic Additives Europe/EAWA, BASF*



Morning Coffee and Networking

S&OP review for a post-merger integration scenario: preparing the ground for future growth

Tobias Zahlmann, *Head of Global Supply Chain Management, Lanxess*

Measureable success at Cargill Animal Nutrition: S&OP for long term business harmonisation

Jaro Caban, *Vice President Supply Chain, Provimi/Cargill*

Networking Lunch

Using proficiency to harness volatility

Using S&OP to drive improvement: The balance between supply chain as a cost centre, and supply chain as strategic value centre in a high growth scenario

Jonatas Melo, *VP - Global Demand & Supply, Borouge*

Oxford Style Debate: S&OP versus IBP: semantics or step change and what are the implications?

Eric Hopstaken, *Business Improvement Leader, Cargill Texturizing Solutions*

Carsten Weers, *Global Supply Chain Management Monomers Division, BASF*



Chairman to summarise the key action points discussed with conclusions to focus on practical implementation. All delegates to leave the session with 5 potential changes for their own department.



Visit to the Port of Antwerp

A unique insight into the Port's latest developments and a chance to benchmark your physical supply chain with some of the sectors largest manufacturers. With knowledgeable guides and unprecedented access this is a unique opportunity to see the inner workings of one of the biggest hubs in the chemical sector, and Europe's second largest port. Do so in the company of your peers, with ample opportunity to discuss with them the technology and infrastructure you've toured.

The tour will be led by: Rose-Marie Pype, *Consultant Oil and Chemicals, Antwerp Port Authority*

End of Drill Down Focus Day

Drinks Reception: please take this opportunity to continue your discussions on the topic of S&OP as well as consolidate new contacts made during the day. Speakers taking part in the main conference agenda are invited to join this evening's event, bringing new perspectives and learning opportunities as you expand your professional network.

Ensuring longevity and profitability in European chemicals

Opening keynote: What does the European chemicals industry need to achieve?

The big question debate: Interpreting macro-factors for supply chain excellence: The balance of cost pressure and long term business strategy

Andreas Backhaus, Senior Vice President of Global Supply Chain & Process Innovation, **BASF**

Peter Devos, Supply Chain Competence Director, **Monsanto**

Alexander van Veen, Commercial and Supply Chain Director, **Braskem**

View from the top: The CEO perspective of the role of supply chain in future business strategy

Mohammad Husain, President & Chief Executive Officer, **Equate**

Incorporating and taking advantage of US shale developments; Adapting the supply chain to suit a new paradigm

Morning Coffee and Networking

Roundtable Facilitators feedback findings to the delegation:

Speakers will focus on general recommendations and suggestions raised with a focus on action points for the industry.

Chairman to lead with input from analyst speakers

1. Demand-led fulfilment; discussing the most challenging obstacles to success and their potential solutions

Danny Vermeulen, Supply Chain Business Process Manager, **DuPont**

2. VP Brainstorm: Selling supply chain-led initiatives to senior management

Antti Salminen, Executive Vice President, Supply Chain Management, **Kemira**

3. Planning and scheduling to forecast? How to handle in our rapidly changing markets (where forecasts are never right)

Inge de Winne, Director Supply Chain EMEA, Global Process Lead SAP implementation, **Allnex**

4. Supply Chain Integration Focusing on Customer Facing Operations

Mike West, Global Logistics Excellence Manager, **Syngenta Crop Protection**

5. Using learnings from the S&OP focus day to meet customer needs sooner

6. Adding value to the business and increasing the strategic value of the supply chain: key focus areas

7. US shale gas and the impact on European petrochemicals; maximising the opportunity and minimising effects

Danny van Gansen, Supply Chain Manager - Business Unit Hydrocarbons and Energy, **Borealis**

8. Change management for integration: From transport planning to customer service

Lars Feierabend, Global Head of Supply Chain Management, **Eckart, Altana**

9. All of market insights: Top-line consultant view of market best practice. Which supply chain investments, of time or money, are most likely to deliver results?

10. Distributor capacity in a volatile market: Understanding potential bottle-necks and opportunities



Drill-Down
Roundtables
Delve deep to source solutions

Roundtable facilitators feedback findings to the delegation: Speakers will focus on general recommendations and suggestions raised with a focus on action points for the industry.

Chairman to lead with input from analyst speakers

Dedicated 1-2-1 meeting time: Use Meeting Mojo or set-up meetings during the focus day and morning networking sessions ready for your quick-fire one to one meeting. If you've made an interesting contact during the round table session take this opportunity to continue your discussion one to one.

Networking Lunch

<p>Synergy Workshops Turn theory into practice</p> <p>Stream A Supply chain to customer orientated value chain</p>	<p>Stream B Transport capacity management</p>	<p>Stream C Future proofing your emerging market capability</p>	<p>The Creative Boardroom Where great minds meet</p> <p>VP only Think Tank</p>
<p>Segmenting according to product portfolio: Putting in place an optimal system for speciality and commodity products</p> <p>Frederic Klein, Global Supply Chain Concepts & Performance Intermediates, BASF</p>	<p>Sea freight management: optimising your control in a challenging market</p> <p>Claudia Arnold, Global Logistics Manager, Purac</p>	<p>Panel: Mastering an unfamiliar distribution environment with effective design</p> <p>Sukumar Narasimhan, VP Supply Chain, Reliance Industries</p>	<p>Talent management and skills: collaborating to fill the pipeline</p>
<p>Panel: Customer satisfaction vs bottom line: Have you got in right?</p> <p>Andreas Fermour, Partner, Head of Life Sciences and Chemicals, Bearing Point</p> <p>Frederic Klein, Global Supply Chain Concepts & Performance Intermediates, BASF</p> <p>Guillermo Fumero, Head of Supply Chain and Procurement Business Unit Pigments, Clariant International</p>	<p>Re-evaluating the use of air freight to drive down costs and CO2 emissions</p> <p>Lothar Jaeger, Head of Supply Chain Operations, Bayer Crop Science</p>	<p>Hot spot Russia & Central Asia: Solve Infrastructure & Logistic challenges to take advantage of new developments in the region</p> <p>Thomas Brakmann, Director Business Unit Logistics, VLS Group</p>	<p>Theatre Innovation Live the idea</p> <p>Real Time Analytics</p>

Afternoon Tea and Networking Refreshment Break

WEDNESDAY 21ST MAY 2014 - MAIN CONFERENCE DAY ONE:

World-class service: How to deliver excellence and innovation to optimise revenue in an increasingly competitive market for European chemicals

<p>Stream A Supply chain to customer orientated value chain</p>	 <p>Stream B continued Demand management to optimise capacity usage</p>	<p>Stream C continued Future proofing your emerging market capability</p>	<p>Focus Group: Achieving excellence in agriculture and food ingredients</p>
<p>Transitioning from supply chain management to an end-to-end integrated value chain Karin Janssens, <i>Global Supply Chain Leader, DuPont de Nemours</i> Danny Vermeulen, <i>Supply Chain Business Process Manager, DuPont</i></p>	<p>Effectively engineering demand Franz-Josef Toelle, <i>Head of Supply Chain Management, Bayer Business Services</i></p>	<p>Managing cost and efficiency as the basis for future expansion: the roadmap for long-term success Maninder Chhabra, <i>Senior Executive-Supply Chain, Total S.A</i></p>	<p>Quick-fire Brainstorm: Excellence in Agrochem Peter Buysse, <i>Supply Chain expert, Monsanto</i></p>
<p>Panel: Driving service excellence through KPIs Danny van Gansen, <i>Supply Chain Manager - Business Unit Hydrocarbons and Energy, Borealis</i> Jaro Caban, <i>Vice President Supply Chain, Provimi/Cargill</i></p>	<p>Small group discussion:</p>	<p>In conversation with regional supply chain influencers Sukumar Narasimhan, <i>VP Supply Chain, Reliance Industries</i> Jonatas Melo, <i>VP - Global Demand & Supply, Borouge</i></p>	<p>Transport and warehouse optimisation in complex localised markets</p>

Drill down discussion:

Interrogating the topics discussed from a practical cost perspective: the short term implications of making major changes to segmentation process.

End of day one and networking drinks reception followed by evening dinner. The event takes place at a beautiful location in Central Antwerp.

WEDNESDAY 22ND MAY 2014 - MAIN CONFERENCE DAY TWO:

Realising optimal cash generation: strike the balance between cost and quality as supply chains becomes an increasingly important component in the business strategy

What does the business value now?

Oxford Style Debate: What should we prioritise in term of changes that allow the supply chain more influence in board level decisions?

Eric Hopstaken, *Business Improvement Leader, Cargill Texturizing Solutions*

Insights from across the business one year on: Sharing commercial strategy to inform supply chain priorities

Jeremy Bentham, *Commercial Director, Cargill*

Commercially-aware Sustainability through strategic change

Sustainability now: how are our supply chains developing?

Raf Belmelmans, *Director Supply Chain Polymers Europe, SABIC and Chairman of the Supply Chain Programme Committee, EPCA*

Achieving flexibility and visibility to integrate production functions and create sustainable efficiencies.

Renaud Megard, *Vice President, Global Supply Chain, Cabot Corporation*

Using real time information and collaboration with production to optimise efficiency

Balancing cost, working capital and service - how to leverage the 90% which will make your Integrated Planning work"

Jeroen van der Meer, *Senior Vice President, Hitachi Consulting*

Fernando Cruzado, *Director, Hitachi Consulting* Balancing cost, working capital and service - how to leverage the 90% which will make your Integrated Planning work"

Jeroen van der Meer, *Senior Vice President, Hitachi Consulting*

Fernando Cruzado, *Director, Hitachi Consulting*

Christopher Spahn, *Project Lead Lean Service Operations, Clariant Excellence, Clariant*

Panel: Beyond fuel efficiency: increasing the effectiveness of your products and value chain in a bid to accelerate to the next phase of sustainability

Lothar Jaeger, *Head of Supply Chain Optimisation, Bayer Crop Science*

Jeremy Bentham, *Commercial Director, Cargill*

Roundtables

1. **Transport and warehouse optimisation in complex localised markets**
2. **Transportation efficiency: Minimising CO2 emissions to meet sustainability goals**
3. **Inventory management improvement: Focussing on best in class optimisation**
4. **Make to Order: Implications for the customer, and the sales and marketing departments**
5. **Make to Order: Identifying potential pain points in production processes transformation**
6. **Focus on the inbound supply chain in a 'make to order' system**
7. **Beyond CO2: Sharing experience in driving the next phase of sustainability and environmental awareness**
8. **Creating solutions in new markets: With agri-chemicals often the first entrant into emerging markets, how can you best work with existing infrastructure?**



Networking Lunch



Stream A
Lean efficient supply chain workshop

Insights into the use of lean concepts in chemical supply chains to minimise waste throughout the value chain

Christopher Spahn, *Project Lead Lean Service Operations, Clariant Excellence, Clariant*

Creating internal efficiencies in freight and packaging: Streamlining to reduce cost

Carsten Weers, *Global Supply Chain Management Monomers Division, BASF*

Stream B
Performance measurement and metrics

Evolving metrics for your suppliers – increasing your control

How to foster and develop value chain collaboration

Guillermo Fumero, *Head of Supply Chain and Procurement Business Unit Pigments, Clariant International*



Stream C
Spotlight on Leadership: re-think your leadership toolkit

As both external and internal environments evolve, leaders need to provide a consistent, flexible, innovative and responsive approach to how they steer their business and people. In these inspiring sessions – restricted to 10 people on a first-come, first-served basis – refresh your leadership skills through quality, intimate time with a true industry titan. Register for the event early to guarantee your place!

Please email sophy.searight@wbr.co.uk to request a place and put forward specific points for discussion

Networking Refreshment Break

Optimising the role of inbound supply chains to better manage production capacity

Accessing and optimising transport planning technology

Chairs' Closing Remarks and Summary of Top 3 Industry Actions

See The Full Agenda At: www.logichemeurope.com

Who Should Attend LogiChem?

What makes LogiChem THE annual supply chain forum of choice for world-renowned chemical supply chain directors?

- The unrivalled quality of our speaker faculty comprised of supply chain pioneers and innovators
- Cutting-edge insight into chemical trends, developments and opportunities - LogiChem is where the industry hears it first
- Extensive networking between leading chemical players and their industry partners
- The forum where the future of the chemical supply chain is shaped
- Brand new SCM strategies

Questions that LogiChem 2014 will address:

- What does the European chemical supply chain need to look like in order to meet head-on the macro economic challenge facing the business?
- How can complexity best be managed in customer segmentation to deliver competitive advantage without adding cost?
- Should you be making to order to achieve best in class inventory management and how will your customers and inbound supply chain respond?
- Should you be moving from demand measurement towards demand management and does supply chain currently have the board room influence to help your organization optimize capacity usage?
- How can transport costs be optimized and can you be collaborating more effectively with suppliers to deliver additional value and innovation?

Chemical Manufacturer or Distributor, in the following areas:

- Supply Chain
- Logistics
- Procurement
- Operations
- Demand
- Planning
- Transport

Service provider (LSP, software & technology, consultancy, port):

- Business Development
- Sales

LogiChem Networking Dinner



Book your place at the Annual LogiChem Networking Dinner taking place at Huis De Colvenier located in the heart of Antwerp. Experience the best of Belgium from Chef Patrick van Herck as he welcomes you through the doors to delight you with his culinary creations.



“LogiChem provides an excellent opportunity for members of the chemical industry to come together on an annual basis to network with and learn from their peers”

Mary Scheibner, BASF

“Well organised event, touching on different and wide aspects of supply chain management, from today and into future trends, talent attraction, sales and market linkage”

Bert van Tilt, Yara International

“An excellent forum to network and to bring new ideas and relationships back home for your own supply chain”

Peter Devos, Monsanto

“This event certainly links both sides of the river; the logistics and the chemical industry. Truly successful”

Osman Subasi, Damco

Why is LogiChem a Must Attend Event?

LogiChem is **the must attend event for heads of supply chain** at the world's leading chemicals manufacturers as they look to **achieve commercial and supply chain excellence**.

The conference provides an **interactive platform** for the **evaluation of supply chain strategies** that will secure Europe's place as the centre of chemical excellence as global demand fluctuates in a volatile macro environment.

The 2014 event follows seamlessly from its predecessors focusing respectively on cost and commerciality with an emphasis on the **practical and structural requirements of achieving a balance between the two**.

Chemical manufacturing professionals will:

- Benchmark against the most eminent minds in the industry on how they have managed to transform the SC into a business enabler
- Listen to the industry's thought leaders as they reveal their own investment and transformation priorities and inform your strategy decisions
- Gain comprehensive insight into reducing reliance on forecasts the SC transformations that the industry is evaluating; from reducing reliance on forecasts, to major evolutions in the management of transport capacity.

3PLs will have the opportunity to:

- Help manufacturers with allocating supply chain capacity accurately
- Become a global partner, truly integrated and aligned with your clients priorities all over the world
- Assist your clients with cost minimisation, understanding local regulations and demonstrate your innovative capabilities

Solutions providers will be positioned to:

- Assist manufacturers with the tools and strategies for optimising demand, forecast and capacity planning
- Help your clients devising future-proof supply chain strategies and react quickly to the existing M&A activity in the markets
- Advise manufacturers on optimising processes whilst increasing margins

Sponsors



Agility Logistics

Website: <http://www.agilitylogistics.com/>

Agility Chemical Logistics deliver a diverse range of integrated solutions across commodity, intermediate and specialty chemical supply chains. From operating the largest bulk polymer import and packing hub in China, to the freight management of tens of thousands of TEUs of chemical container shipments globally, as well as the provision of dangerous goods and supply chain solutions consultancy. Agility has specific expertise to deliver chemical transportation, handling and storage of solid, liquid and gases, packed and bulk, both hazardous and non-hazardous. With its roots in the Middle East, Agility has specific regional, global and emerging market expertise.



BDP International

Website: <http://www.bdpinternational.com>

BDP International is one of the leading privately held freight logistics/transportation management firms based in the U.S. It operates freight logistics centers in nearly 240 cities throughout the world including and a network of subsidiaries, joint ventures and strategic partnerships in 120 countries. The company serves more than 4,000 customers worldwide. Clients include BASF, Bayer, Dow, DuPont, Heineken USA, Honeywell, Johnson and Johnson, Revlon, Trek Bicycle, and others. BDP provides a range of services, including ocean, air and ground transportation; lead logistics process analysis, design and management; export freight forwarding; import customs clearance and regulatory compliance; project logistics; warehousing/consolidation/distribution; and a web-based suite of shipping transaction/tracking management, performance metric and business intelligence applications.



Bearing Point Consultants

Website: <http://www.bearingpoint.com>

BearingPoint consultants understand that the world of business changes constantly and that the resulting complexities demand intelligent and adaptive solutions. Our clients, whether in commercial or financial industries or in government, experience real results when they work with us. We combine industry, operational and technology skills with relevant proprietary and other assets in order to tailor solutions for each client's individual challenges. This adaptive approach is at the heart of our culture and has led to long-standing relationships with many of the world's leading companies and organizations. Our 3350 people, together with our global consulting network serve clients in more than 70 countries and engage with them for measurable results and long-lasting success.



Camelot

Camelot Management Consultants AG – Your Partner for Value Chain Excellence. Camelot is a leading management consultancy for strategic and organizational services. We focus on integrated Value Chain Consulting and have a track record of successful references reflecting our industry expertise for the life science, chemical and consumer goods industry. With our experienced teams we are specialized on the following topics: Strategy & Business Model Innovation | Business Transformation & organization | Sourcing & Procurement | Supply Chain Management | Manufacturing | Logistics | Customer Service Management | Financial Performance Management | IT Strategy & Information Management. We support our customers with an end-to-end consulting approach that encompasses everything from strategic process and organizational recommendations for business process design to the implementation of appropriate solutions. We are proud to count a number of renowned, globally active companies among our customers. For more information please visit <http://logipharmauk.wbresearch.com/www.camelot-mc.com> www.camelot-mc.com.



Endress+Hauser inventory management solutions

Website: <http://www.tank-gauging.endress.com>

Endress+Hauser inventory management solutions help you to reduce inventory costs, improve customer satisfaction and increase productivity. From easy monitoring of tanks and silo levels through to highly accurate custody transfer tank gauging at tank farms and the automation of terminals. Endress+Hauser – being one of the leading partners for process automation – offers, apart from all relevant measuring technologies, also appropriate scalable software packages to monitor your inventories. We also support you in the optimization of your supply chain with individual software solutions for your inventory management and the integration of this data into your company processes and your ERP system. Endress+Hauser provides worldwide services and solutions for industrial processes. Our solutions allow processes to be optimized in respect of economic efficiency, safety and environmental protection. Automation solutions of Endress+Hauser will help you to optimize your production, logistics and maintenance processes. Our solutions are accurate, reliable and durable and are based on open standards, ensuring cost-effective implementation.



Hitachi Consulting

Website: <http://www.hitachiconsulting.com>

Hitachi Consulting is the global management consulting and IT services business of Hitachi Ltd., a global technology leader and a catalyst of sustainable societal change. In that same spirit—and building on its technology heritage—Hitachi Consulting is a catalyst of positive business change, propelling companies ahead by enabling superior operational performance. Working within their existing processes and focusing on targeted functional challenges, we help our clients respond to dynamic global change with insight and agility. Our unique approach delivers measurable, sustainable business results and a better consulting experience.



MIC Customs Solutions

Website: <http://www.mic-cust.com/>

You think of customs? We have solutions! MIC Customs Solutions is the worldwide leading provider of global customs software solutions ensuring efficient customs processes and compliance within the legal frameworks in 45+ countries on five continents. Our 700+ multinational clients – many of them in the automotive industry – achieved tremendous cost savings and transparency in the customs supply chain through integrating and automating customs processes. According to a study conducted by an independent market research institute MIC is the number one global customs software provider in the automotive industry reflecting our 25+ years' experience exclusively in this sector, and is strongly growing in other industry sectors as well. MIC's software products are offered as In-House or as Software-as-a-Service Solution (SaaS). MIC provides one system, one customs database, one user interface, one maintenance and support center – worldwide.



OM Partners

Website: <http://ompartners.com/>

OM Partners is a software and consulting company delivering Supply Chain Planning Solutions for Mill Products (paper and packaging, metals, floor covering, ...) and Semi Process industries (chemicals, pharmaceuticals, consumer products...). With 250 customers and over 550 implementations, OM Partners has established solid partnerships with customers all over the world. With annual group sales revenues of more than 23 million EUR and a workforce of over 250 people in our offices in Antwerp, Atlanta, Shanghai, Dubai, Paris, Rotterdam, Köln and London, the company has become a top player in the supply chain planning market. OM Partners' product OMP Plus is an integrated solution for all planning related issues, from the strategic down to the operational level seamlessly integrated with SAP. It is aimed at reducing logistic costs and throughput times and at increasing reliability of delivery dates and customer satisfaction. The revolutionary technology of OMP Plus makes integrated demand planning, supply planning and scheduling a reality.



Port of Antwerp

Website: <http://www.portofantwerp.com>

The Port of Antwerp is by all means the leading European integrated maritime and logistics hub and second largest seaport in Europe. Its position is right in the heart of the European common market, where it has become the center of worldwide trading activities. Optimal connections through a vast network of highway, railroad infrastructures and inland waterways guarantee a smooth throughput to all of the major European markets, both industrial and consumer. Around half of all goods passing through the Port of Antwerp originate or are destined for other European countries. Antwerp is a multifunctional port, where all types of cargo (containers, breakbulk, dry- and liquid bulk) are loaded, unloaded, stored and handled in the appropriate way. With direct services to over 500 ports, 300 of which are called weekly, the Port of Antwerp offers a wide variety of regular maritime services to all destinations worldwide.

For more information visit www.logichemeurope.com

Sponsors

VLS-GROUP

VLS Group

Website: <http://www.vls-group.com/>

VLS-Group is a leading European provider of innovative, integrated logistics and value-adding services for the chemical industry. VLS-Group offers a state-of-the-art European network of 200,000 m² warehouses for the safe storage, handling and logistics of classified and non-classified materials, 100,000 m³ tank terminal capacity and 22 high performance filling lines as well as blending and tolling facilities for liquid and solid chemical products. VLS-Group creates value throughout the entire supply chain of its customers by offering a wide range of sophisticated international logistics and transport services and solutions.

Transwide

Transwide

Website: <http://www.transwide.com/community/chemicals>

A part of Wolters Kluwer International Holding and associated member of EPCA, Transwide is the most widely used "on demand" Transport Management Solution (TMS) within the European (petro-) chemical industry. Renown companies like Borealis, Celanese, Solvay, Bayer, DSM, Ineos, ACP Arkema, Cabot, Evonik, Invista, Yara or LyondellBasell are reducing cost and streamline their daily transport operation processes by making best use of Transwide's fully modular sourcing, planning, optimization, execution and cost management solutions. The Transwide collaboration platform today connects 500+ single logo businesses to a network of 18.000+ logistics service providers, featuring some 80.000+ users. Headquartered in Brussels, Transwide is represented in Amsterdam, Paris, Frankfurt and Barcelona, and has overseas offices in New York and Shanghai.



DHL

Look Who Is Already Involved!

VTTI	TdsEssers	Flostock
Yara International	Total Petrochemicals & Refining	Bayer
Solvay	Accenture	Antwerp Port Authority
BASF AG	Syngenta Crop Protection AG	Kemira Chemicals
Oxea Holding Gmbh	Oxea Holding Gmbh	Clariant
Cargill	DB Schenker	SGS Belgium
Camelot Management Consultants AG	Cargill	Clariant
Bayer	EQUATE Petrochemical Company	Clariant
VLS Group	Dupont De Nemours	Bayer CropScience AG
Terra Technology	Tetra Chemicals Europe AB	Almatis Gmbh
Monsanto	Suttons Transport Group	Almatis Gmbh
Provimi	BASF SE	Gheys NV
SGS Belgium	BASF Schweiz AG	Bayer MaterialScience
total group	BASF	Momentive Specialty Chemicals
BASF	BASF SE	Yara Belgium NV
Bayer	DB Schenker	Gwynt
TEPSA	MEGlobal International FZE	IDS Supply Chain Executors
ADPO NV	Groenewout	Sasol Chemicals Benelux BVBA
IDS Supply Chain Executors	ADPO NV	Borealis Polymers
Cytec	Ineos	Den Hartogh Global B.V.
Accenture	Clariant	BASF
Bayer CropScience	Syngenta	Braskem Europe Gmbh
Sasol Chemicals Benelux BVBA	SABIC	KLK Oleo
Monsanto	SGS	SAS Institute NV
SABIC	Cabot Corp	Dupont De Nemours
Noord Natie Terminals	Yara International	Eastman
BASF SE	Borouge Pte Ltd	SABIC
Eckart GmbH	DB Schenker	DSM
BearingPoint GmbH	H Essers NV	BASF
Suttons Transport Group	Agility	Bayer Crop Science AG
Clariant	SAS Institute NV	Cristal Global
Bayer	Reliance Industries Limited	BASF SE
HAROPA/Port de Rouen	EURO-RIJN	

TUESDAY 20TH MAY - FOCUS DAY: ADVANCED DEMAND PLANNING AND S&OP TO SUPPORT STRATEGIC CHANGE

Learn how to transfer strategic S&OP best practice from theory to operational reality; using advanced processes as the backdrop for continuous improvement in forecasting, capacity optimisation and production planning

08.45 Registration and Welcome Coffee

09.20 Chair's Opening Remarks: Understanding whether your process is fit for purpose

Re-examining your demand planning and S&OP strategy in light of the changing business environment: is your current approach fit for purpose?

09.30 Tailoring demand forecasting, planning and S&OP to your business by classifying key deliverables that will enable you to bridge the gap between commercial and supply chain

- Defining the objective: The role of S&OP as the dialogue between customer, commercial and your cost position
- Supporting S&OP with accurate demand forecasting and planning, what would be the best case scenario and what is currently holding you back from the levels of accuracy you need?
- Adapting S&OP best practice to your product by assessing the suitability of a global versus regional approach
- The frequency with which S&OP reports are generated is always a compromise: what are the variables affecting which strategy you should adopt?

Henning Stams, *Vice President Supply Chain and IT, Almatris*

Jonatas Melo, *VP - Global Demand & Supply, Borouge*

Antti Salminen, *Executive Vice President, Supply Chain Management, Kemira*

10.20 Demand planning collaboration spotlight: Horizontal collaboration to create strategically valuable, accurate figures

- Starting point: increased economic volatility hinders generation of consistent demand plan
- Involving controlling, product management and sales teams to create a more accurate outcome
- Removing obstacles to collaboration: unique purpose, reduced interfaces, clear validation and increased ownership
- Primary objectives: Reducing stock outs, improving inventory management and enabling commercial success
- Future proofing the process: Using economic indicators to better forecast future growth

Bjoern Neal Kirchner, *Head of Supply Chain Management Plastic Additives Europe/EAWA, BASF*

10.40 Drill Down Brainstorms:

The implications for your department: an opportunity to share ideas and discuss the practical challenges of the ideas discussed. In groups of five we will discuss in detail how to accelerate the advancement of S&OP process improvement in your own organisation. Using concrete examples of both success and failure this is a chance to examine where you should focus your energies in the shorter term

Please choose to discuss one of the following topics:

1. Demand forecasting best practice and accuracy : Discussing process improvements

Henning Stams, *Vice President Supply Chain and IT, Almatris*

2. Demand planning, taking into account constrained demand, external events and capacity factors

3. How to expand the reach of S&OP in my less-mature company organisation:

4. Prioritising improvements in S&OP which will help me drive my business' priority: Commercial competitiveness: Using S&OP outcomes in a strategic way

5. Prioritising improvements in S&OP which will help me drive my business' priority: Production cost and efficiency

6. Prioritising improvements in S&OP which will help me drive my business' priority: Visibility and responsiveness to volatility

7. Collaborative demand planning: Can I make it work for me and what benefits am I likely to realise?

Bjoern Neal Kirchner, *Supply Chain Management RBU Plastic Additives Europe/EAWA, BASF*



- Leveraging this greater depth of knowledge in the longer term to allow capacity optimisation to be a pre-emptive rather than a responsive function
- How to implement a more complex array of planning scenarios: 'take-aways' for the short term, and strategy for future change management

Tobias Zahlmann, *Head of Global Supply Chain Management, Lanxess*

12.35 Measureable success at Cargill Animal Nutrition: S&OP for long term business harmonisation

- S&OP objectives at Provimi the basis for change and the objectives we set
- The effect of the acquisition on the transformation project: adapting to new leadership and sharing best practice with Cargill
- The pillars of success, people, measurement and the strategic goal

Jaro Caban, *Vice President Supply Chain, Provimi/Cargill*

13.00 Networking Lunch

Using proficiency to harness volatility

Practical implementation of more advanced S&OP concepts: helping you incorporate volatility into your planning strategy

14.00 Using S&OP to drive improvement: The balance between supply chain as a cost centre, and supply chain as strategic value centre in a high growth scenario

Each speaker will pitch their detailed summation of best possible implementable S&OP or IBP process based on their own experience. Following their suggestions the audience will make further recommendations and raise objections to allow a final 'best in class' S&OP blue print.

Extended Discussion moderated by the chairman with questions and input taken from the delegation:

- Does the proposed set-up take account of current market volatility?
- What product factors are assumed?
- What are the implications for the sales and marketing departments were such a process to be implemented
- How is the inbound supply chain optimised in this process?

Jonatas Melo, *VP - Global Demand & Supply, Borouge*

14.20 Oxford Style Debate: S&OP versus IBP: semantics or step change and what are the implications?



The panellists will argue either one of the following angles:

- 1) S&OP is a fit for purpose methodology and the term IBP is, in reality, just a change in terminology
- 2) S&OP needs a more strategic slant and the move to IBP is a major transition in mind-set and process that will enable planning and forecasting to support business change

Speakers will use examples and evidence to demonstrate their stance. Following the presentation of argument 1, and the response from argument 2, the audience will have the opportunity to ask further questions and present their own opinion.

The close examination of the topic will allow the audience to scrutinise their own strategy and come away with new perspectives on what elements might need to be altered to reflect our changing market-place.

Feel free to prepare questions in advance for the panel.

Eric Hopstaken, *Business Improvement Leader, Cargill Texturizing Solutions*

Carsten Weers, *Global Supply Chain Management Monomers Division, BASF*

15.00 Chairman to summarise the key action points discussed with conclusions to focus on practical implementation. All delegates to leave the session with 5 potential changes for their own department.

15.10 Visit to the Port of Antwerp:

A unique insight into the Port's latest developments and a chance to benchmark your physical supply chain with some of the sectors largest manufacturers. With knowledgeable guides and unprecedented access this is a unique opportunity to see the inner workings of one of the biggest hubs in the chemical sector, and Europe's second largest port. Do so in the company of your peers, with ample opportunity to discuss with them the technology and infrastructure you've toured.



The tour will be led by: Rose-Marie Pype, *Consultant Oil and Chemicals, Antwerp Port Authority*

11.35 Morning Coffee and Networking

12.15 S&OP review for a post-merger integration scenario: preparing the ground for future growth

Simulating business case scenarios to allow you to positively impact future business strategy: Improve longer term inventory management and reduce costs

- Expanding the scope of your basic demand planning and S&OP process to help you select best-case scenarios from a range of options
- Using the real time data effectively to optimise buy-in from your senior management team: creating usable visual demonstrations of various production and capacity scenarios

17.20 End of Drill Down Focus Day

Drinks Reception: please take this opportunity to continue your discussions on the topic of S&OP as well as consolidate new contacts made during the day. Speakers taking part in the main conference agenda are invited to join this evening's event, bringing new perspectives and learning opportunities as you expand your professional network.

08.30 **Registration and Welcome Coffee**

09.00 **Chairman's Opening Remarks and Overview of Event Theme and Objectives**

Peter Devos, *Supply Chain Competence Director*, **Monsanto**

Ensuring longevity and profitability in European chemicals

09.15 **Opening keynote: What does the European chemicals industry need to achieve?**

- Analysis of the international demand for European Chemicals, both current and forecast, to frame your supply chain objectives
- Areas of competitive advantage and weakness on a global stage; identifying areas for special focus and investment
- Assessment of the role of shale in changes to revenue and costs; factoring in the influence of North America
- The growth of related, customer industries and the possible affect on margins: prioritising and preparing for growth in specific SKUs and geographical regions

09.45 **The big question debate: Interpreting macro-factors for supply chain excellence: The balance of cost pressure and long term business strategy**

- Based upon the Macro-Economic factors discussed: how should the supply chain be responding?
- Where does the balance lie between cost and commerciality in an optimistic but highly competitive volatile market?
- Under pressure to expand market share, how can the supply chain best reflect and enhance the overall business objective?
- Where do we see the greatest potential for service improvement without compromising the cost position? Working to identify low hanging fruit
- Increasing your links with the commercial function to move beyond the 'cost centre' label towards influence in company growth decisions in which supply chain is a factor

Andreas Backhaus, *Senior Vice President of Global Supply Chain & Process Innovation*, **BASF**

Peter Devos, *Supply Chain Competence Director*, **Monsanto**

Alexander van Veen, *Commercial and Supply Chain Director*, **Braskem**

10.40 **View from the top: The CEO perspective of the role of supply chain in future business strategy**

Framing the supply chain as a part of profitability and commercial success : How does the business see the supply chain, what investment and improvement is seen to be a priority and what role will the supply chain play in long term success?

Mohammad Husain, *President & Chief Executive Officer*, **Equate**

11.00 **Incorporating and taking advantage of US shale developments; Adapting the supply chain to suit a new paradigm**

- Shale in the Ineos feedstock mix; identifying the best-case scenario for the Ineos business model
- Evaluating the infrastructural improvements required to built shale into the supply chain
- Long term strategic partnerships required to bring shale closer to home; the political and logistical hurdles to be overcome
- The outlook for the future of European chemicals competitiveness in light of shale opportunities and challenges

11.20 **Morning Coffee and Networking**

12.20 **Roundtables**

In roundtable format the delegation will break into groups to discuss the issues raised in the opening sessions and their potential solutions. Each committee will be facilitated by an expert speaker who will take to the stage following your discussions to feedback your findings to the room.

Refreshments are provided in the exhibition room and you are invited to collect your coffee and return to the conference room where you have the opportunity to select 2 of the 6 topics to be discussed. All tables run simultaneously for 60 minutes.

Why Round Tables?

The topics to be discussed are ideally suited to a discursive, knowledge sharing format to enable you to swap case studies and suggestions and compare best practice as the industry strives to improve efficiency. With a common goal in mind you will be able to generate important new contacts, swap business cards with two thirds of the audience, and engage with peers from across the globe who will be addressing very similar challenges in very different ways.

All delegates are encouraged to bring their own questions and suggestions, pre-prepared or otherwise.

The exhibition hall is open throughout and key industry suppliers will be on hand to offer their input on your key challenges.



Drill-Down Roundtables
Delve deep to source solutions

Topics:

1. Demand-led fulfilment; discussing the most challenging obstacles to success and their potential solutions

Danny Vermeulen, *Supply Chain Business Process Manager*, **DuPont**

2. VP Brainstorm: Selling supply chain-led initiatives to senior management

Antti Salminen, *Executive Vice President, Supply Chain Management*, **Kemira**

3. Planning and scheduling to forecast? How to handle in our rapidly changing markets (where forecasts are never right)

Inge de Winne, *Director Supply Chain EMEA, Global Process Lead SAP implementation*, **Allnex**

4. Supply Chain Integration Focusing on Customer Facing Operations

Mike West, *Global Logistics Excellence Manager*, **Syngenta Crop Protection**

5. Using learnings from the S&OP focus day to meet customer needs sooner

6. US shale gas and the impact on European petrochemicals; maximising the opportunity and minimising effects

Danny van Gansen, *Supply Chain Manager - Business Unit Hydrocarbons and Energy*, **Borealis**

7. Change management for integration: From transport planning to customer service

Lars Feierabend, *Global Head of Supply Chain Management*, **Eckart, Altana**

8. All of market insights: Top-line consultant view of market best practice. Which supply chain investments, of time or money, are most likely to deliver results?

9. Distributor capacity in a volatile market: Understanding potential bottle-necks and opportunities

12.55 **Roundtable facilitators feedback findings to the delegation: Speakers will focus on general recommendations and suggestions raised with a focus on action points for the industry.**

Chairman to lead with input from analyst speakers

13.00 **Dedicated 1-2-1 meeting time: Use Meeting Mojo or set-up meetings during the focus day and morning networking sessions ready for your quick-fire one to one meeting. If you've made an interesting contact during the round table session take this opportunity to continue your discussion one to one.**

Meet with:

- The solutions providers with innovative new products that may solve your current dilemma
- Fellow supply chain decision makers: get a different perspective on a shared problem

13.20 **Networking Lunch**

During lunch, the lounge area is available for you to carry out the meetings you have arranged with fellow supply chain professionals using the online networking tool (password and username provided immediately upon registration).

You will also be able to connect with valuable solution and product providers who are on hand to discuss the latest solutions available in the market



Stream A
Supply chain to customer orientated value chain

Stream B
Transport capacity management

Stream C
Future proofing your emerging market capability

By 2030 only 15% of your sales will be within Europe



VP only Think Tank

This session is joined by invitation only and is reserved for manufacturers

14.45

Segmenting according to product portfolio: Putting in place an optimal system for speciality and commodity products

- The current set up and it's limitations
- Analysis of the best case scenario for speciality products, prioritising safety stock levels, risk awareness, and service levels to meet customer needs
- In the commodity unit: using leaner, cost focussed methodology to segment effectively
- Creating a methodology to allow differentiated segmentation processes in an efficient manner
- Challenges overcome and lessons learnt to date

Frederic Klein, *Global Supply Chain Concepts & Performance Intermediates*, **BASF**

Sea freight management: optimising your control in a challenging market

- Corbion's journey to find the right strategy for our sea-freight business. Pros and Cons.
- Managing the needs of supply chain and the targets of procurement in order to achieve a common goal
- Using partnerships with freight forwarders and agents to improve control of sea freight: or does it yield benefits compared with working direct?
- Open Ocean Freight collaboration: Working with your suppliers and even competitors to increase your control of ocean-going shipments
- Industry 'must haves'; What are the most urgent imperatives for change in the way sea freight serves the chemicals industry and what can we do about it?

Claudia Arnold, *Global Logistics Manager*, **Purac**

Small group discussion:

Following Claudia's presentation we will spend 15 minutes brainstorming, in small groups, potential solutions and collaborations that might help chemicals manufacturers increase their power in their sea-freight relationships.

Panel: Mastering an unfamiliar distribution environment with effective design

Tailoring an ideal distribution network design for your global market

- Emerging markets and global capacity: demand centres are shifting, does your supply chain capacity match the new paradigm?
- The implications for your distribution network of a move in business and production capacity to emerging markets
- Practical considerations for a longer supply chain: Minimising the impact on lead times
- Establishing the leading indicators and their relative weighting by which footprint is established
- Working with your planners to incorporate emerging markets into global logistics scheduling: How to avoid deprioritising less established but crucial customer bases in your new locations
- Common pitfalls in distribution network interruptions: Creating failsafe crisis management procedures

Sukumar Narasimhan, *VP Supply Chain*, **Reliance Industries**

Under Chatham house rules but with external moderation this is your opportunity to discuss the future of your industry and create the standards for the next phase of development. A more rigorous, creative and interactive approach to tackle the critical approaches you'll face: collaborate with 11 of your peers to determine an action plan to take back to the office and test. Share recent experiences, challenge each other on points of disagreement and find new ways forward.

Talent management and skills: collaborating to fill the pipeline

Panel: Customer satisfaction vs bottom line: Have you got it right?

Maximising efficiency whilst prioritising flexibility at the lowest possible cost: the impossible equation between customer value and cost to the business

- What does the customer really want in 2014?
- How should we define our segmentation efforts to tailor our offering in a sophisticated way, to meet their needs without overspending?
- Isolating past errors where chemicals manufacturers consistently overrate particular services they feel add value for the customer in order to gauge their needs better
- Which services support the customer's business to such an extent that they are prepared to remunerate for them?

Andreas Fermour, *Partner, Head of Life Sciences and Chemicals*, **Bearing Point**

Frederic Klein, *Global Supply Chain Concepts & Performance Intermediates*, **BASF**

Guillermo Fumero, *Head of Supply Chain and Procurement Business Unit Pigments*, **Clariant International**

Re-evaluating the use of air freight to drive down costs and CO2 emissions

- Measuring and reporting CO2; insights into the systems created to increase transparency
- Avoiding stock-outs in a reduced airfreight setting; evaluating product lines and customers suitable for a low CO2, lower cost supply chain
- Realised and perceived benefits of the project in the longer term
- Opportunities for further reductions in the future

Lothar Jaeger, *Head of Supply Chain Operations*, **Bayer Crop Science**

Hot spot Russia & Central Asia: Solve Infrastructure & Logistic challenges to take advantage of new developments in the region

- Optimal strategy for warehouses to serve your global market: Taking into account local and regional priorities, as well as the regulations that will affect your exports from the region
- Working with product and market to deduce optimal level of centralisation versus local coordination of transport options
- Assessing cost of asset ownership in your long standing emerging market strongholds, do they still make financial sense as those regions become more costly?

Thomas Brakmann, *Director Business Unit Logistics*, **VLS Group**



Real Time Analytics:

In-depth workshop covering the use of business case scenarios in real time planning

15.50

Afternoon Tea and Networking Refreshment Break

	Stream A Supply chain to customer orientated value chain	Revolution Case Study Rebel against the ordinary Stream B continued Demand management to optimise capacity usage	Stream C continued Future proofing your emerging market capability	Focus Group: Achieving excellence in agriculture and food ingredients
16.30	<p>Transitioning from supply chain management to an end-to-end integrated value chain</p> <ul style="list-style-type: none"> - Identifying weaknesses in the supply chain, areas that would benefit from an integrated value led strategy, to assess the value of transformation - Incorporating strategic objectives to re-orientate the supply chain away from a purely operational focus - Develop trust-based, value-focused relationships with suppliers and partners to support a more flexible, responsive value chain - Adapting the cradle-to-cradle value chain to your own value chain needs, taking into account the frequency, idiosyncrasy and impact of specific processes in your existing supply chain <p>Karin Janssens, <i>Global Supply Chain Leader, DuPont de Nemours</i> Danny Vermeulen, <i>Supply Chain Business Process Manager, DuPont</i></p>	<p>Effectively engineering demand</p> <p>Using demand forecasts in a more strategic way to influence commercial growth</p> <ul style="list-style-type: none"> - Using aggregated forecasts to locate overcapacity in the supply chain - Working with the commercial team to develop long-term strategy for demand management - Isolating potential in the supply chain and collaborating with sales teams to assess demand growth in specific product and geographical areas - Leveraging increased board-room influence to positively impact the balance sheet growing revenue <p>Franz-Josef Toelle, <i>Head of Supply Chain Management, Bayer Business Services</i></p>	<p>Managing cost and efficiency as the basis for future expansion: the roadmap for long-term success</p> <ul style="list-style-type: none"> - Cost optimisation at Total; objectives and strategy - The backdrop for long term growth, how is procurement and supply chain providing the foundation for sustainable growth? - India – specific challenges; how is Total overcoming and infrastructure and organisational obstacles in the Indian market - The role of multi-national and local 3PLs in logistics and procurement strategy. <p>Maninder Chhabra, <i>Senior Executive-Supply Chain, Total S.A</i></p>	<p>Quick-fire Brainstorm: Excellence in Agrochem</p> <ul style="list-style-type: none"> - Pinpointing the unique elements of the agrichem supply chain in order to compare best practice in process and strategy specific to your product - Next steps for agrichem supply chain excellence: sharing unresolved challenges as the European market continues to improve <p>Peter Buysse, <i>Supply Chain expert, Monsanto</i> Peter will introduce the Monsanto perspective on the key areas of divergence between the speciality and agrichem supply chains. After which the group will have the opportunity to discuss challenges to be overcome in those specific areas</p>
17.00	<p>Panel: Driving service excellence through KPIs</p> <p>Metrics and measurement excellence to improve service and allow continuous improvement</p> <ul style="list-style-type: none"> - Measuring your performance to target future transformation and target process Excellence - Selecting the metrics that matter for your product portfolio and customer profile with the objective of optimising: <ol style="list-style-type: none"> 1. Cost to serve 2. Demand fulfilment 3. Customer service levels 4. The cash management statistics that secure the attention of the board - Where are your key weaknesses: Identifying the game-changers in order to prioritize deployment of limited resources - Requirements on your data management capabilities: creating the foundation for a comprehensive system of metrics and KPI assessment in the future both from a software and a human capital perspective <p>Danny van Gansen, <i>Supply Chain Manager - Business Unit Hydrocarbons and Energy, Borealis</i> Jaro Caban, <i>Vice President Supply Chain, Provim/Cargill</i></p>	<p>Small group discussion:</p> <p>In this interactive format, spend 20 minutes listening to a best practice case study before the speaker challenges you as an audience to find a solution to one of his key unsolved challenges. You'll now engage in small interactive roundtable discussion before each group presents its conclusion to the audience. Take away different approach to the same challenge from your industry peers.</p>	<p>In conversation with regional supply chain influencers:</p> <p>Small group knowledge sharing on regulation, demand factors and network design considerations, led by experts on the following regions:</p> <ul style="list-style-type: none"> - China - India and South Asia <p>Invited: Sukumar Narasimhan, <i>VP Supply Chain, Reliance Industries</i> - South America - The Middle East</p> <p>Jonatas Melo, <i>VP - Global Demand & Supply, Borouge</i> - Russia</p> <p>Please select the group discussing the region of most interest to you. These discussions are designed to be free flowing to allow you to discuss the very latest developments in each region so please come prepared with topics you'd like to discuss.</p>	<p>Transport and warehouse optimisation in complex localised markets</p> <ul style="list-style-type: none"> - Gaining greater oversight of distributors and growers to increase predictability and the potential for cost savings - Best practice for when consolidation isn't an option - Creating solutions in new markets: with agri-chemicals often the first entrant into emerging markets, how can you best work with existing infrastructure? - Using supply chain excellence to further differentiate high margin, speciality products - Assessing storage options in new markets with limited infrastructure: Creating effective systems to minimise time and cost inefficiency
17.20	Chairman's closing remarks and summary of the key 'take aways' from your chosen stream			
17.30	End of day one and networking drinks reception followed by evening dinner.			

08.30 **Registration and Networking Breakfast**

08.40 **Chairman's Opening Remarks :**

Neil Moon, *Strategic Enterprise VP, Agility Chemical Logistics*

What does the business value now?

08.45 **Oxford Style Debate: What should we prioritise in term of changes that allow the supply chain more influence in board level decisions?**

The panellists will argue either one of the following angles:

- 1) Buy-in is to be achieved through optimising cash flow and mastering short term supply chain KPIs
- 2) We are more likely to achieve the credibility we're looking for by focussing on what the supply chain can do for the business's strategic goals

Speakers will use examples and evidence to demonstrate their stance. Following the presentation of argument 1, and the response from argument 2, the audience will have the opportunity to ask further questions and present their own opinion.

The close examination of the topic will allow the audience to scrutinise their own strategy and come away with new perspectives on what elements might need to be altered to reflect our changing market-place.

Feel free to prepare questions in advance for the panel.

Eric Hopstaken, *Business Improvement Leader, Cargill Texturizing Solutions*

Opposing participant to be announced

09.30 **Insights from across the business one year on: Sharing commercial strategy to inform supply chain priorities**

Balancing supply chain objectives and the factors which promote success in sales and marketing: Where does the commercial department see the biggest areas of opportunity regarding collaboration and what are their major concerns?

- The results of the customer feedback survey and what it tells us about the changing role of the supply chain in commercial success
- Assessing the success of the Cargill initiative to include supply chain representatives on customer teams: forging a closer relationship to drive revenue

Jeremy Bentham, *Commercial Director, Cargill*

Cash generation and inventory management through strategic change

09.50 **Exclusive summary of EPCA peer-led report on the topic of implementing sustainable supply chains**

Raf Bemelmans, *Director Supply Chain Polymers Europe, SABIC and Chairman of the Supply Chain Programme Committee, EPCA*

Using real time information and collaboration with production to optimise efficiency

10.10 **Achieving flexibility and visibility to integrate production functions and create sustainable efficiencies.**

- The basis of the supply chain overhaul: why increase visibility and integration?
- Using flexibility to better optimise global end-to-end supply chain
- Managing the change in an effective manner: achieving buy-in and driving through the transformation project
- The realities of closing the gap between production and supply chain: benefits and risks

Renaud Megard, *Vice President, Global Supply Chain, Cabot Corporation*

10.30 **Morning Coffee and Networking**

11.10 **Balancing cost, working capital and service - how to leverage the 90% which will make your Integrated Planning work**

- How critical is Supply Chain for overall success of chemical companies?
- Why Integrated Planning holds so much potential – but so little is leveraged
- The "90%" – how collaboration and behaviours allow Integrated planning to be a critical business enabler

Jeroen van der Meer, *Senior Vice President, Hitachi Consulting*

Fernando Cruzado, *Director, Hitachi Consulting*

11.30 **Is a 'Make to Order' strategy possible now?**

- Does the customer prioritise reliability to the extent that a make to order production policy would meet their needs?
- What are the knock-on implications for the demand planning process: Pinpointing the major change management pieces
- Quantifying the production and inventory cost reductions in order to establish true financial value in the transition
- Does the current procurement system support a change to 'make to order'?
- Tying make to order into customer segmentation to compound the benefits
- Net Working Capital improvements: What are the likely and potential benefits and how could they be optimised?

Provisional: Christopher Spahn, *Project Lead Lean Service Operations, Clariant Excellence, Clariant*

Keynote challenge: Board level buy-in for sustainability?

11.50 **Panel: Beyond fuel efficiency: increasing the effectiveness of your products and value chain in a bid to accelerate to the next phase of sustainability**

- Identifying the drivers in favour of investment in sustainability and likely evolutions in that profile in the mid-long term and pinpointing the costs of postponing transformation
- Working with suppliers to investigate and implement efficiencies and develop technologies that benefit your supply chain
- Assessing product format, sizing and packaging to identify potential innovations
- Transport optimized supply chain footprint: selecting factory and warehouse locations to optimize your sustainability in the long term
- Beyond CO2 reduction; the next phase for sustainable chemicals

Lothar Jaeger, *Head of Supply Chain Optimisation, Bayer Crop Science*

12.30 **Roundtables**

In roundtable format the delegation will break into groups to discuss the issues raised in the preceding panel discussion allowing you to take away sustainable insights that you've tested with the group and which you feel suit your business strategy. Each committee will be facilitated by an expert speaker who will take to the stage following your discussions to feedback your findings to the room.

Why Round Tables?

The topics to be discussed are ideally suited to a discursive, knowledge sharing format to enable you to swap case studies and suggestions and compare best practice as the industry strives to improve efficiency. With a common goal in mind you will be able to generate important new contacts, swap business cards with two thirds of the audience, and engage with peers from across the globe who will be addressing very similar challenges in very different ways.

All delegates are encouraged to bring their own questions and suggestions, pre-prepared or otherwise.

1. Transport and warehouse optimisation in complex localised markets

Hendrik.J.M den Hertog, *Marine Logistics Manager Europe, Sasol Solvents*

2. Transportation efficiency: Minimising CO2 emissions to meet sustainability goals

3. Inventory management improvement: Focussing on best in class optimisation

4. Make to Order: Implications for the customer, and the sales and marketing departments

5. Make to Order: Identifying potential pain points in production processes transformation

6. Focus on the inbound supply chain in a 'make to order' system

7. Beyond CO2: Sharing experience in driving the next phase of sustainability and environmental awareness

8. Creating solutions in new markets: With agri-chemicals often the first entrant into emerging markets, how can you best work with existing infrastructure?

13.20 **Networking Lunch**



Drill-Down Roundtables
Delve deep to source solutions



Stream A

Lean efficient supply chain workshop

14.45

The lean workshop will provide you with the opportunity to address in detail how a lean supply chain might help you deliver differentiation, cost leadership and a faster response to a changing market, an unmissable overview

Insights into the use of lean concepts in chemical supply chains to minimise waste throughout the value chain

- Lean planning: analysing typical planning processes in comparison with best proactive lean technique
- Sourcing and procurement – the foundation of a lean set-up
- Production strategy that incorporates lean principles
- Delivery – a closer look at transport optimisation
- Fire fighting and damage limitation in the event of a less than perfect supply chain event

Excellence

Discussion focus

- Using lean principles in Sales Planning
- Understanding where lean supply chains can particularly benefit from a more collaborative approach
- Accelerating the adoption of lean techniques by pre-empting challenges to the most important elements of change
- The Human Element of implementation; how can you achieve and leverage buy-in from across your business?

Conclusion

- Lean strategy to start implementing tomorrow
- Longer term lean objectives: step change to pitch to management

Provisional: Christopher Spahn, *Project Lead Lean Service Operations*, *Clariant Excellence*, **Clariant**

15.15

Creating internal efficiencies in freight and packaging: Streamlining to reduce cost

- Designing lean strategy for filling and shipping with the objective of reducing cost globally
- Working backwards from the customer minimum requirement to optimise efficiency in a commodity market
- Working with freight: Focussing on internal process to minimise costs in an expensive supplier category
- The next steps on the path towards Lean excellence

Carsten Weers, *Global Supply Chain Management Monomers Division*, **BASF**

Stream B

Performance measurement and metrics

Evolving metrics for your suppliers – increasing your control

- What are your suppliers delivering in terms of accurate, real time information and does it meet your needs?
- Identifying areas for further improvement, data that will produce results
- Working with suppliers to implement additional metrics: Improving collaboration to allow faster, more sustainable improvements
- Ensuring that your side of the bargain is met; integration and collaboration to achieve mutual benefit
- Safety and security monitoring in hazardous or heavily regulated products



Stream C

Spotlight on Leadership: re-think your leadership toolkit

As both external and internal environments evolve, leaders need to provide a consistent, flexible, innovative and responsive approach to how they steer their business and people. In these inspiring sessions – restricted to 10 people on a first-come, first-served basis – refresh your leadership skills through quality, intimate time with a true industry titan. Register for the event early to guarantee your place!

Please email sophy.searight@wbr.co.uk to request a place and put forward specific points for discussion

15.45

Networking Refreshment Break

16.15

Optimising the role of inbound supply chains to better manage production capacity

- Working more closely with procurement to support a faster moving, more efficient supply chain
- Sharing skills and training with procurement to increase cross-functional expertise: negotiation, buying power and commercial awareness
- Establishing the net gain when prioritising eventual cost over initial purchase price – enabling a more joined-up, less wasteful inbound supply chain
- Working towards the share objective of improved working capital by establishing a true end-to-end supply chain
- Using a close departmental relationship to enable volume leverage in purchases that represent economies of scale.

Accessing and optimising transport planning technology

- Improving visibility to allow you to plan with increased reliability
- Using your increased levels of oversight to effect change in production practices; reducing waste
- Control tower transport planning: assessing its value within your own business environment
- Using GPS and automation to reduce touch points and shorten chains of command: enabling an on-time-in-full delivery every time

16.45 **Chairs' Closing Remarks and Summary of Top 3 Industry Actions**

17.00 **Close of Conference**