



Next-Generation Supply Chain Summit

Creating Agile Organizations by Synchronizing **Procurement, Production, and Logistics With Demand**

*Strategies to Integrate Into Global Supply Chains,
Renewing Company Products, Processes, and Organizational
Structures through Information Technologies*

October 23, 2007 — Milano, Hotel Visconti Palace

INCLUDING A JOINT SESSION IDC - eBusiness Watch
"Perspectives and Impacts of RFID adoption in European Supply Chains"
sponsored by DG Enterprise of the European Commission

Goals of the Conference

With case studies and panel discussions, the conference aims to share the supply chain management and IT solutions adoption experiences of companies that have become leaders in their areas thanks to their approach to supply chain management issues. The themes that will be discussed during the conference can be summarized as follows:

- **Surviving** in an increasingly global context, striking a balance between longer supply chains and the market's need for agility and timeliness
- **Ensuring** world-class service to customers, while managing risks in the supply chain and optimizing stock levels
- **Choosing** the most suitable outsourcing strategy: offshoring or nearshoring?
- **Identifying** the best strategies to launch new products and **improving** market demand.
- **Improving** production visibility and achieving an agile production organization in factories operating in real time
- **Turning** compliance into an opportunity to improve product quality and develop environment-friendly policies
- **Collaborating** effectively with trade partners
- **Maintaining** the improvements achieved through the adoption of lean manufacturing and Six-Sigma practices
- **Retaining** customers by leveraging the after-sales services and parts supply chain
- **Minimizing** the impact of oil price increases on transport costs



DAY 1

08:30 Registration of Participants

Plenary Session 1

Overview of Supply Chain Strategies, Players, and Technologies

Chaired by: Pierfrancesco Manenti, EMEA Research Director, IDC Manufacturing Insights

09:00– 09:20	<p><i>Chair Introduction</i></p> <p>Next-Generation Supply Chains: What is the Future of Europe and Italy in a Globalized Economy? Pierfrancesco Manenti, EMEA Research Director, IDC Manufacturing Insights <i>After some years of stagnation for the Italian economy, the first few months of 2007 have shown some signs of recovery. To seize the opportunities offered by this positive trend, many Italian companies have set themselves the goal of filling the competitive gap between them and the most efficient international companies.</i> <i>As Italy and Italian enterprises operate in an increasingly global economic context, this organizational shift cannot be delayed any longer.</i> <i>The results of a recent survey conducted by IDC Manufacturing Insights in Europe clearly indicate which business initiatives are considered to be a priority for Italian enterprises, and which initiative is considered to be the most important by respondents, namely the achievement of "supply chain efficiency/improvement."</i></p>
9.20 – 9.40	<p>Case Study</p> <p>Case Study</p> <p>Planning and forecasting for an efficient Supply Chain in Carrier Stefano Lazzari, Europe Supply Chain Director, Carrier tbc</p>
9.40- 10.00	<p>Case Study</p> <p>STMicroelectronics experience for the development of a Global Supply Chain Globale Edoardo Ferrara, Supply Chain Director, STMicroelectronics Italy</p>
10.00 – 10.45	<p>Panel: Forecasting and Planning: How to Best Match Demand With Supply Chaired by Pierfrancesco Manenti, EMEA Research Director, IDC Manufacturing Insights</p>

10.45-11.10 Coffee break and visit to the exhibition area

Plenary Session 2

New Trends and Models to Stay Competitive Over Time

Chaired by Pierfrancesco Manenti, EMEA Research Director, IDC Manufacturing

11.10 – 11.30	<p>Case Study</p> <p>How Honda Italia has Revolutionized its Production Process With Innovative Technology Nicola Marrone, IT Manager, Honda Italia Industriale</p>
11.30 – 11.50	<p>Key Note</p> <p>Efficient and effective financial Supply Chain Enrico Camerinelli, Chief Analyst and European Director, Supply Chain Council</p>
11.50 – 12.30	<p>Panel: Achieving Excellence in Operations Chaired by Pierfrancesco Manenti, EMEA Research Director, IDC Manufacturing</p>



	<p>Insights and Enrico Camerinelli, Chief Analyst and European Director, Supply Chain Council</p> <p>Invited Panelists:</p> <p>Ø Nicola Marrone, IT Manager, Honda Italia Industriale</p>
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12.30-13.40 Lunch break and visit to the exhibition area

13.40–14.40	Breakout Session A — Focus on Supply Chain Planning	Breakout session B — Focus on Supply Chain Execution
13.40 – 14.00		<p>Saint-Gobain Sekurit Supply Chain experience in unifying manufacturing and logistics across 45 of its European sites</p> <p>Pascal Ober, Competence Centers Director at Saint-Gobain Sekurit</p>
14.00 – 14.20	(Case Study Platinum Sponsor)	(Case Study Platinum Sponsor)
14.20 – 14.40	(Case Study Platinum Sponsor)	(Case Study Platinum Sponsor)

14.40 - 15:00 Coffee break and visit to the exhibition area

Parallel Session C

15:00–17:20	<p>JOINT SESSION IDC-eBusiness W@tch</p> <p>“Perspectives and Impacts of RFID adoption in European Supply Chains”</p> <p>sponsored by DG Enterprise of the European Commission</p>
15:00–15:30	<p>Welcome by Chairman Gabriella Cattaneo</p> <p>Introduction - The Sectoral e-Business Watch ICT related policies of the EC's DG Enterprise and Industry Hasan Alkas, European Commission, DG Enterprise and Industry</p> <p>Keynote Speech — Responsive Supply Chains. What Are the Key Supply Chain Benefits Deriving From RFID Implementations?</p> <p>Ø Ivano Ortis, Program Manager, IDC Manufacturing Insights <i>IDC Manufacturing Insight, on behalf of the European Commission's Sectoral e-Business Watch (SeBW), is currently conducting a study on the state-of-play in RFID adoption and the impact for firms using this technology, based on 10 case studies and a survey with 420 enterprises in 5 EU countries. SeBW is one of the main EU observatories studying the adoption of ICT by industry sectors.</i></p>



15:30– 16:00	ROI opportunities & best practices for RFID in supply chain-intensive enterprises <ul style="list-style-type: none"> Ø Simon Ellis – VP of Supply Chain Strategies, IDC Manufacturing Insights Ø Questions and discussion
16:00– 16:20	Case study presentation <ul style="list-style-type: none"> Ø Metro – Germany Largest EU retail RFID implementation to date (invited)
16:20– 17:20	Panel discussion: Barriers and Drivers for the adoption of RFID in supply chain in Europe Chairman: Ivano Ortis Invited Panelists: <ul style="list-style-type: none"> Ø Jean François Remy and/or Sergio Crippa, HP (AB member) Ø Andy Lee, Cisco (AB Member) Ø Antonio Lasi, Lombardia Informatica (AB Member) Ø Simon Ellis, IDC IM Vice-President Ø Case study representative Questions and conclusions by chairman

Parallel Session

17:20 Closing remarks by Pierfrancesco Manenti, EMEA Research Director, IDC Manufacturing

Closing Session Raffle Draw (gadgets provided by the event sponsors will be given to the participants in the closing session)