



## PRESS RELEASE

### **AEB (International) Ltd amongst hand-picked suppliers to attend Supply Chain Forum 2012**

- **Supply Chain Forum, 6<sup>th</sup> March 2012 at Whittlebury Hall near Silverstone**

THE SUPPLY CHAIN FORUM AT WHITTLEBURY HALL  
6TH MARCH 2012, NR SILVERSTONE, NORTHAMPTONSHIRE

*Leamington Spa, 9<sup>th</sup> January 2012* – For the third consecutive year, AEB (International) Ltd has been selected as one of the

suppliers to participate in The Supply Chain Forum, which will take place on 6<sup>th</sup> March 2012 at Whittlebury Hall near Silverstone, Northamptonshire. As a leading provider of logistics and global trade software, AEB is looking forward to discussing how its solutions can assist businesses to streamline their processes, increase efficiency and deliver cost-savings in key areas of the supply chain.

Iqbal Pannu, Senior Solutions Consultant, will be representing AEB at the event and comments: "With a new year ahead of us, in a continuously challenging economic environment, the supply chain industry's focus remains on delivering cost savings, improving service levels, streamlining and automating processes, and complying with ever-more stringent security regulations in global trade. Business strategies in 2012 will continue to consider cloud solutions and mobile applications, depending on areas of deployment as stand-alone or complementary solutions, and the retail sector will continue to be significantly impacted by the shift towards e-commerce. It's an exciting and challenging year for us and I look forward to discussing latest trends, strategies and effective solutions to support these goals with the supply chain industry professionals at Whittlebury Hall."

The Supply Chain Forum 2012 will play host to over 100 of the UK's leading logistics & supply chain professionals and over 40 top providers of logistics & supply chain solutions. Now in its fifth year, the event offers product and service providers unrivalled new business opportunities with the top end of the supply chain market place.

The Forum is the ideal opportunity to meet with potential new product & service providers, listen to industry thought leaders, find out about latest trends and strategies and network with industry peers. Participating suppliers undergo a rigorous data profiling process and are then matched to relevant supply



chain professionals for pre-scheduled, face-to-face meetings. Attendance as a delegate is free of charge, but strictly by personal invitation.

- Ends -

### **Contacts**

For further press information, or interview requests, please contact Andrea Krug, Krug Communications Ltd, tel. +44 (0)7740 245 867, email: [andrea@krugcomms.com](mailto:andrea@krugcomms.com).

To find out more about AEB's supply chain management software solutions please contact AEB (International) Ltd., tel. +44 (0)1926 801 250, email: [info@aeb-international.co.uk](mailto:info@aeb-international.co.uk), or visit AEB's website at [www.aeb-international.co.uk](http://www.aeb-international.co.uk).

### **Notes to Editors**

#### **About AEB (International) Ltd**

AEB is one of Europe's leading providers of supply chain logistics software and has been delivering solutions to customers for over thirty years. The company has over 6,000 customers worldwide, supported by offices in the UK, Germany, Singapore, Switzerland and the US. AEB's core product - ASSIST4 - is the comprehensive solution suite for all logistics processes in global business. ASSIST4 offers a complete set of business services for end-to-end logistics, including international goods movements, making it possible to standardise and automate business processes in supply chain execution. ASSIST4 also creates transparency and provides a reliable basis for making the right decisions about the planning, monitoring, control and continual optimisation of supply networks - even beyond the boundaries of the business.

The ASSIST4 suite offers full functionality via a wide range of modules including Warehouse Management, Freight Management, Transport Management, Customs Management, Visibility & Collaboration and Compliance & Risk Management.

#### **About the Supply Chain Forum**

The Supply Chain Forum will take place on Tuesday, 6<sup>th</sup> March 2012 at Whittlebury Hall, Near Silverstone, Northamptonshire NN12 8QH. For further information about The Supply Chain Forum 2012, please visit <http://www.land.logisticsforum.co.uk/conference.html>.