

PRESS RELEASE

EXCHAIiNGE conference will discuss future of the supply chain

- 2nd international business conference for supply chain and operations professionals
- 24th – 25th June 2014, Kap Europa convention centre at Messe Frankfurt
- Discount available for early-bird bookings until 30th April 2014

Leamington Spa, 15th April 2014 – For the second time, “EXCHAIiNGE – the Supply Chainers’ Convention”, which takes place in Frankfurt am Main, Germany, on 24th – 25th June 2014, will attract industry professionals from around the world. This year’s presentations and panel discussions will be looking at tomorrow’s supply chain. Supply chain and operations professionals can sign up now at www.exchange.de/en.

The logo for EXCHAIiNGE features the word in a large, blue, sans-serif font. The letter 'i' is lowercase and has a small red square above it. The letters are slightly slanted to the right.

The Supply Chainers’ Convention
24. – 25. Juni 2014 Frankfurt/Main

After its successful debut last year, EXCHAIiNGE returns this year with another broad spectrum of topics, ample time for networking, and presentations from over 40 high-profile speakers from the academic and business communities. Two top international experts will get the dialog started: In the first day’s keynote, Danish social business strategist Jonathan Wichmann will talk about how the “crowd” has affected the supply chain. Dr. Robert de Souza from the University of Singapore delivers the second day’s keynote about what supply chain professionals can learn from those in the field of humanitarian logistics. The conference will be moderated by Dr. Michael Henke, Director of Business Logistics at the Fraunhofer Institute for Material Flow and Logistics.

The EXCHAIiNGE international business conference is an initiative of PwC, the trade journal LOGISTIK HEUTE, software developer AEB, the Fraunhofer Institute for Material Flow and Logistics, and the House of Logistics and Mobility (HOLM).

Conference attendees can look forward to attending and participating in the following sessions:

- **Humanitarian logistics:** Supply chains in disaster zones: what aid organisations can learn from SCM specialists in the industry.
- **Promoting talent, continuing education:** How continuing education translates supply chain expertise into a sense for sustainable development.
- **Technology and innovation – next practices:** Revolution of SCM business models?
- **Network optimisation:** Time for the next wave of optimisation?
- **SCM simulation – supply chain finance:** Supply chain management is more than inventory management.

- **Panel discussion on Industry 4.0**
- **Technology and innovation – foresights:** What do we change? From possible to doable.
- **Disruptive change:** Social media as a symptom of more profound change.

The last two sessions will take place on 25th June 2014, from 2.30 to 4.00 pm and will be moderated by Markus Meissner, Managing Director of AEB and AEB Asia Pacific Ltd, and Daniel Turner, Head of Marketing and member of AEB's Executive Board, respectively.

“AEB is proud to have played a role in initiating EXCHAIiNGE,” said Markus Meissner. “The role of supply chain management in the business world has grown exponentially in recent years. During this time, the industry has produced many top-notch solutions. EXCHAIiNGE is the platform that brings together the entire supply chain community from various companies and sectors to learn from one another and network. We look forward to many interesting conversations at this year's EXCHAIiNGE.”

The EXCHAIiNGE conference culminates in the opening night presentation of the Supply Chain Management Award, which recognises extraordinary innovation in supply chain management.

Early-bird discount available until end of April

EXCHAIiNGE – the Supply Chainers' Convention will be held on Tuesday and Wednesday, 24th – 25th June 2014, in the Kap Europa convention centre at Messe Frankfurt, Osloer Straße 5, 60327 Frankfurt am Main, Germany. To register, please visit www.exchange.de/en. An early-bird discount price of €790 is available until 30th April 2014. From 1st May 2014, the regular ticket price of €1,090 applies.

- Ends -

Contacts

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About AEB (www.aeb-international.co.uk)

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 and is headquartered in Stuttgart, Germany, supported by offices in the UK, Switzerland, Singapore 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 Visibility & Collaboration Platform, Order Management, Warehouse Management, Transport & Freight Management, Customs Management and Compliance & Risk Management.

About PricewaterhouseCoopers (PwC) (www.pwc.de/management_consulting)

PwC focuses on audit and assurance, tax and consulting services tailored to the needs of the business communities it serves. Our international network spanning over 184,000 employees in 157 countries leverages ideas, experience, and expertise to develop new perspectives and real-world solutions. In Germany, the 9,300 employees and 28 locations of PricewaterhouseCoopers AG Wirtschaftsprüfungsgesellschaft generate annual revenues some €1.55 billion. The name PwC refers to the PwC network and/or one or more of the legally independent entities in the PwC network.

About LOGISTIK HEUTE (www.logistik-heute.de)

Logistics drives the entire lifecycle, from procurement and production to distribution and disposal. That is why LOGISTIK HEUTE – the trade journal for logistics professionals and decision-makers in the industrial, retail, and service sectors – has adapted its concept to cover the entire supply chain. LOGISTIK HEUTE is an indispensable source of information that reports on innovative logistical concepts; highlights new products, ideas, and trends throughout the supply chain; and delivers comprehensive market roundup and business profiles month for month.

About the Fraunhofer Institute for Material Flow and Logistics IML (<http://www.iml.fraunhofer.de>)

Fraunhofer IML is regarded as an authority on all issues of integrated logistics and is active in all fields of internal and external logistics. Fraunhofer IML was founded in 1981 and currently employs 190 researchers and 250 doctoral candidates and postgraduates, supported by colleagues in workshops, laboratories, and the service sector. Teams assembled to meet the unique needs of each project and client develop customer-specific, cross-sector solutions in fields such as material flow technology, warehouse management, business process modelling, simulation-driven business and system planning, transportation systems, resource logistics, and e-business. Fraunhofer IML manages the “Internet of Things” for all of Fraunhofer and can draw upon 17,000 employees in 80 institutions when needed. EffizienzClusterLogistikRuhr, with 120 partner companies and 11 research institutions, is currently the largest logistics research project in Europe, with offices in Dortmund, Frankfurt, Hamburg, Prien am Chiemsee, Lisbon, and Beijing.

House of Logistics and Mobility (HOLM) GmbH (www.frankfurt-holm.de)

The House of Logistics and Mobility (HOLM) is a neutral platform for interdisciplinary, practice-oriented projects, research, training, and continuing education pertaining to all aspects of logistics, mobility, and related disciplines. HOLM brings together various disciplines under one roof and is supported in its mission by a rigorous partnership among the business, scientific, and social sectors. The Gateway Gardens at Frankfurt Airport is the site of a building with up to 20,000 square meters set aside as an interdisciplinary platform for research, training, education, and networking. Universities, businesses, and other institutions will find a rich source of expertise and new partnerships here.



About Messe Frankfurt (<http://www.messefrankfurt.com>)

Messe Frankfurt offers exhibitors a platform to bring their products to international markets. It is one of the world's leading trade show organizers, with some 2,000 experts in 150 countries working together to make each event unique. Messe Frankfurt is a global brand bringing top quality, local presence, and international expertise to every event it organises – whether through its 28 global subsidiaries and 50 international distribution partners or in its home town of Frankfurt. Events “made by Messe Frankfurt” are held throughout the year at over 30 sites. Messe Frankfurt is a public company, with 60 percent held by the city of Frankfurt and 40 percent by the state of Hessen.