

Press release

New international business conference: “EXCHAI_{NGE} – The Supply Chainers’ Convention”

- Tuesday and Wednesday, 18th and 19th June 2013, Hilton Frankfurt Airport, Germany
- Presentation of “Supply Chain Management Award 2013” in Frankfurt’s HOLM Forum



Leamington Spa, 16th April 2013 – A brand-new international business conference is taking place at the Hilton Airport Hotel in Frankfurt, Germany on 18th and 19th June 2013: EXCHAI_{NGE} – The Supply Chainers’ Convention offers a networking platform for logistics professionals, buyers, and supply chain managers. A conference highlight will be the presentation of the Supply Chain Management Award 2013 on the evening of 18th June.

EXCHAI_{NGE} – the name captures the spirit of this new business conference, which is based on the same blueprint as successful supply chains: bringing together the world’s best to exchange experiences and to network.

EXCHAI_{NGE} was initiated by PwC Management Consulting, German trade magazine LOGISTIK HEUTE, the Institute for Supply Chain Management (ISCM), Stuttgart-based software developer AEB, and the House of Logistics and Mobility (HOLM). It seeks to expand from focusing on specific disciplines such as logistics, purchasing, procurement, distribution, and production to encompassing the entire supply chain.

Keynote speakers at EXCHAI_{NGE} will be Professor Christopher Tang from the University of California, Los Angeles (UCLA), a pioneering researcher in global supply chain management, retail operations, and social business operations; and Professor David Simchi-Levi from the Massachusetts Institute of Technology (MIT), who will unveil a new worldwide study on supply chain risk management.

The conference emphasises the implementation of business strategies and is aimed at decision makers in the supply chain industry who are looking for innovative, effective solutions for developing comprehensive value chain networks. The conference is of particular relevance to senior management from large and medium-sized enterprises, and the programme is designed to facilitate dialogue and networking.

Conference topics will include:

- Tailored Supply Chain
- Financial Supply Chain
- Service Supply Chain
- Tax-Optimised Supply Chain
- Supply Chain Risk Management
- Supply Chain Innovation Management

Other highlights include presentations on supply chain solutions in Formula 1 racing in collaboration with intralogistics specialist Interroll, and ideas and solutions for intelligent supply chains in collaboration with EffizienzCluster Logistik Ruhr.

Distinguished speakers will include:

- Klaus Allisat, CEO, Husqvarna Motorcycles (IT)
- Jürgen Braunstetter, Director of Supply Chain Management Automotive, Continental
- Jörg Cwojdzinski, Managing Director, ASM Assembly Systems
- Frank Debus, Senior Vice President for Customer Service Material Logistics, Siemens Healthcare
- Hans Ehm, Head of Supply Chain Innovations, Infineon Technologies
- Dr. Dirk Holbach, Corporate Vice President for International Production, Henkel
- Axel Kruse, Director of Operations, Sauber Motorsport
- Axel-Peter Ohse, Director of Global Transaction Banking, UniCredit Bank
- Thilo Schäfer, Director of Global Handling Management, Lufthansa Cargo
- Mike Schimke, Managing Director, Simon Hegele Supply Chain Services
- Wolfgang Schindler, Director of Corporate Tax Department, KUKA
- Prof. David Simchi-Levi, Massachusetts Institute of Technology
- Prof. Christopher Tang, University of California, Los Angeles
- Prof. Michael ten Hompel, Director of Fraunhofer Institute for Material Flow and Logistics
- Jo Thys, Supply Chain Director, Barry Callebaut (BE)
- Patrick Wiedemann, CEO, Reverse Logistics Group
- Prof. Hans-Michael Wolfgang, University of Münster
- Prof. Detlef Zühlke, German Research Center for Artificial Intelligence (DFKI)

Supply Chain Management Award 2013 (www.beste-supply-chain.de)

The prestigious Supply Chain Management Award will be presented on Tuesday evening, 18th June 2013. Now in its eighth year, the award honours the best value chain in the manufacturing industry. It is open to powerful end-to-end supply chain solutions and outstanding implementations in specific areas of the value chain that bring about significant competitive gains and serve as an example in the industry.



EXCHAI*NGE* – the Supply Chainers' Convention will take place on Tuesday and Wednesday, 18th and 19th June 2013, at the Hilton Frankfurt Airport and the HOLM Forum at Frankfurt Airport. For detailed information about the conference programme and speakers, or to register, please visit www.exchange.de.

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 HUSS-VERLAG GmbH (www.huss-verlag.de / www.logistik-heute.de)

The publishing house HUSS-VERLAG GmbH was founded by Wolfgang Huss in Munich in 1975 and publishes the trade journals *Logistik Heute*, *Logistra*, *Transport*, *Taxi heute*, *Busplaner*, and *Profi-Werkstatt*. The HUSS Group grew in 1991 to include Berlin-based HUSS-MEDIEN GmbH and again in 2011 with the acquisition of the Dutch publishing house Recycling International B.V. Today, the HUSS Group is among the largest independent publishers of trade journals. HUSS imprints specialise in the B2B segment, providing professional insight and background knowledge to executives and specialists in the industrial, commercial, and skilled labour sectors. Special emphasis is given to technology, logistics, transport, transit, tourism, recycling, food services, law, economics, and construction.

The publishing houses are affiliated with the trade show organisers Euroexpo Messe- und Kongress GmbH, the printing company Bavaria-Druck GmbH, and the Institut des Interaktiven Handels GmbH – all based in Munich. The 220 employees of the HUSS Group produce 20 trade journals and several special publications issued periodically as well as reference books, online media, and software products for a total annual circulation of over four million copies.

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

PricewaterhouseCoopers Management Consulting supports decision-makers with sound advice on strategy, supply chain management, product development, customer value management, and business model innovation. We help optimise planning, purchasing, production, distribution, and service and establish integrated value networks. From strategic development to the implementation of defined goals, we help enterprises realise ambitious, long-term business objectives. PricewaterhouseCoopers Transactions provides support for areas including commercial due diligence (CDD), operational due diligence (ODD), post-merger integration (PMI), and carve-outs.

This delivers a long-term competitive edge to technology- and innovation-oriented enterprises. The Supply Chain Operations Reference Model (SCOR®), a pioneering concept now widely regarded as a standard supply chain management tool, originated with PRTM Management Consultants, now part of the global PwC family. PwC regularly publishes the “Global Supply Chain Survey” and other highly regarded studies.

About the Institute for Supply Chain Management (ISCM) (www.ebs.edu/iscm)

The Institute for Supply Chain Management (ISCM) at the European Business School (EBS) is the hub of an international network for research, education, and advanced training in the fields of supply chain management, procurement, and logistics.

The institute offers primary education for EBS students as well as training and continuing education programs for executives, working on its research projects and studies in close collaboration with major players in the business and research sectors. ISCM draws upon its global network of representatives from the business and scientific communities and its own sites in Russia (Moscow) and India (Bangalore).

About 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 scheduled for completion in 2013 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.