



The Supply Chain Risk Management Seminar 2009

"Effective management in a time of crisis"

"Even a correct decision is wrong when it was taken too late".
- Lee Iacocca (Former CEO Chrysler - Father of the mustang)

Event Brochure

Wednesday, March 11th & Thursday, March 12th 2009
Barcelona, Spain.

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We are specialists, producers, researchers & coordinators striving to deliver 1st class events





Welcome

Icon welcomes you to the Supply Chain Risk Management Seminar 2009.

Right now we are witnessing incredible volatility and turbulence in capital markets and the loss of confidence over credit has spun the world economy into uncharted territory. Icon Events International present this truly unique event with the goal of providing a platform for learning and discussion about these most pressing trends and issues that are on the minds of Supply Chain & Risk Management professionals and practitioners today.

Topics

While many topics shall be covered throughout the two days, the 2009 agenda, will have a strong emphasis on "Effective Management in a Time of Crisis".

Management in a Time of Crisis
Leadership in a Time of Crisis
SCRM Board Level Buy-In
Building a contingency Plan

Examples of Supply Chain Loss Events
Role of Finance within Supply Chain
Embedding the Culture of Risk
Balancing Risks & Opportunities

Interactive Sessions:

Icon introduces new interactive plenary sessions to this exciting agenda. The specific subjects of these sessions are aided by participants – discussions can be wide-ranging, topical and stimulating.

Why Attend

Find solutions - Make connections - Exchange ideas - Solidify your vision

Participants are invited to learn, exchange ideas, debate, network and benchmark throughout the two day event, designed to suit every level of Supply Chain / Risk Management professional in the public, private and NGO sectors.

So make plans to join us for the Supply Chain Risk Management Seminar 2009 in Barcelona. Invite your colleagues and peers. Team discounts available.

Speakers



Toyota -
VP Purchasing



IBM -
Worldwide IBM Risk management
& Information Security Executive



Zurich Global Corporate -
Head of Risk Insights



DHL -
VP Global Supply Chain
Outsourcing



Bayer -
Director Supply Chain
Optimization



Nestle -
Business Risk & Continuity
Manager



HP -
Chief Technologist Officer



Novo Nordisk -
VP Strategic Sourcing



ASDA -
Network Planning Manager



University of Lancashire -
Director of SCRM Network,
Professor & Author

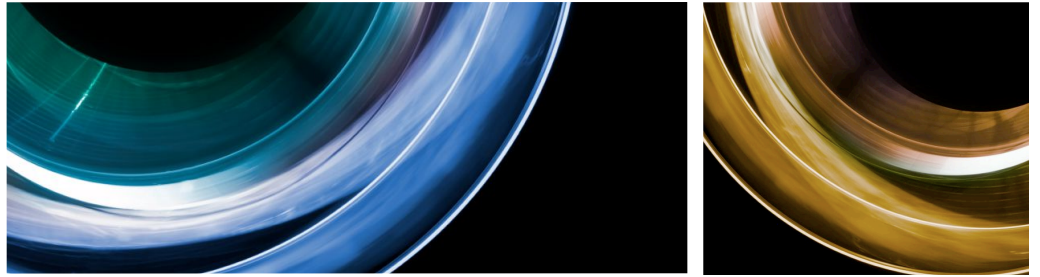


McDonald's -
Senior Finance Director
Supply Chain Europe



AIRMIC -
(Association of Insurance &
Risk Managers)
Technical Director

Day One



Wednesday, March 11th

Day One Schedule

2:00 pm

Seminar Commences

Welcome Reception & Chairman's Introduction

2:30 pm

DHL - VP Global Supply Chain Outsourcing

"Third-Party Logistics ('3PLs') and Risk in a Time of Crisis"

- 3PLs' attitude to risk
- The risks they will accept, those they can't (or won't)
- The implications thereof for pricing
- The risk and reward equation
- How 3PLs manage risk
- Where they duplicate clients' own ability to manage
- How they can reduce risk
- Changing nature of the risks 3PLs accept as the scope of their supply chain activities grows
- The impact of the current economic crisis on these factors
- What the future holds

3:15 pm

Toyota - VP Purchasing

"The "Toyota way"

How our production philosophy (Just-In-Time, continuous improvement) creates a particular context in terms of risk management.

- What we believe is the right way in terms of risk management.
 - Where we were til recently.
 - What we are doing to improve this situation.
 - Which obstacles do we face (internally and externally).
 - Risk management as a way to avoid panic : can the risk be an opportunity?.

4:00 pm

Coffee & Networking

4:45 pm

Zurich - Head of Risk Insights

"Supply Chain Risk: An Insurer's View"

What is Supply Chain Risk? Global issues and examples of supply chain loss events.

SC Risk Framework - the dynamics of risk in supply chain

SC Risk Assessment - key challenges:

- vulnerabilities are poorly understood and managed,
- resilience is no longer just managed internally,
- risk quantification and loss analysis.

The future of Supply Chain Risk Mitigation.

interactive session

5:10 pm

Bayer - Director Supply Chain Optimization

"How to demonstrate leadership & deliver in a time of crisis"

- Effective recovery & contingency.
- Disruptive behavior; supply chain security and intentional disruption.
- Continuity planning.
- Maximising all available resources.

Case Study

Day One

5:50 pm

Chairman's closing remarks

6:00 pm

End of Day One

Day Two

Thursday, March 12th

Day two Schedule

8:30 am

University of Central Lancashire - Business School

Professor Bob Ritchie

"Author of the internationally acclaimed "Handbook of Supply Chain Risk Management"

This session presents the first truly comprehensive collection of current research and leading-edge thinking on supply chain risks, risk management and crisis management. The interactive presentation, designed to focus on the present global turbulence and practical solutions, is structured around four elements:

- Risk Analysis, Assessment and Tools
- Supply Chain Design and Risk
- Supply Chain Risk Management
- Supply Chain Security

The critical link between risk management and business performance underpins the presentation.

9:15 am

HP - Chief Technologist Officer

"Balancing Risk & Lean in Times of Uncertainties"

In the current economical environment, cost cutting is at the top of every CEO's agenda. The question however is how far to go in reducing costs to ensure the company remains capable of addressing unexpected events, whose probability only increases in the current circumstances. This presentation will describe how a lean approach should be balanced with risk management and why gaining full visibility of what happens not just in the company but through the whole value chain is critical to achieve this.

Times of uncertainties are also times of opportunities. Through tackling the unexpected faster than competition, new markets are opening up, allowing growth and increase in market share.

10:30 am

Coffee & Networking

10:50 am

McDonald's - Senior Finance Director Supply Chain Europe

"Role of Finance within Supply Chain: Managing in a Time of Crisis"

- Governance within Supply Chain
- Role of Finance in supporting Supply Chain
- How to survive in today's economic environment

interactive session

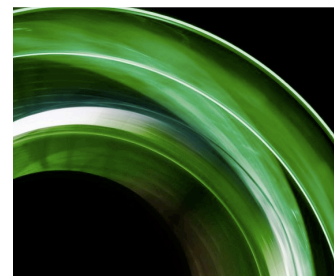
11:35 am

Novo Nordisk - VP Strategic Sourcing

"Responsible Sourcing - Looking at Risk and Opportunity"

- Why is this important to us in the pharmaceutical industry?
 - How is our industry different from other industries?
 - What is our ambition and approach towards Responsible Sourcing?
 - What are the challenges we face?
 - Forward looking thoughts on how this agenda is shaping externally.

Day Two



12:10 pm

Working Lunch

1:30 pm

ASDA *Walmart - Network Planning Manager

"Contingency Planning - Keeping Our Stores Stocked"

- Types of threat.
- High level supply chain plans.
- Managing through a crisis.

2:15 pm

Nestle - Business Risk & Continuity Manager

"Embedding a culture of "Risk", inside the company"

- Stemming the Rising Tide of Supply Chain Risks:
 - How Managers' roles and responsibilities are changing with new supply chain risk measures.
 - Building risk-intelligent supply chains.
 - The new math: Supply chain risk metrics and modeling for the 21st century techniques makes these tasks challenging today.

3:00 pm

AIRMIC - Technical Director

"Supply Chain Risks - Risk Manager View"

How supply chain risk has affected the role of the Risk manager and why it is important to keep the Risk Manager informed as supply risks change!

- Increasing complexity in the supply chain
- Available insurance for supply chain risks
- Impact of the "Financial Crisis", on supply chain risks
- Response of the insurance market to changing risks
- Role & Expectations of Risk Managers

interactive session

4:00 pm

IBM - Worldwide Risk Management & Information Security Executive

"Bringing Supply Chain Risk Management at the Board Table"

- Effective RM communication to ensure the board's critical role in the governance process.
- Integrating enterprise RM as an essential component of the business decision process and it's dependency on the Board's ability to comprehend risks, and mitigating factors.
- Key elements to deploy and mature to ensure that the supply chain organization becomes adequately risk enabled.

4:45 pm

Open Space Debate Forum -

"Managing the Supply Chain in an Age of Uncertainty"

This session provides the perfect platform to discuss in groups, your most pressing issues regarding supply chain risk management in this time of economic turbulence.

Groups will then share their findings and insights.

Interactive Session

5:30 pm

Chair's closing remarks

Gold Sponsor



ZURICH GLOBAL CORPORATE

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You will benefit from a combination of our international expertise and detailed local knowledge. We make it our business to know your business and to help you manage your risk.

Evening Meal

"Wednesday 11th March 2009 - Can Cortada"

- Join us for this evening dinner at one of Barcelona's most popular restaurants where you shall sample some of the finest traditional cuisine while networking and benchmarking with your fellow attendees in a warm and relaxed atmosphere.

Media Partners



Manufacturing and Logistics IT seeks to meet the information needs of busy supply chain professionals. The publication and website provide overviews and commentaries on the various exciting technological developments that can with careful and thoughtful implementation benefit businesses and add to their bottom lines by reducing operation costs through efficiency improvements and increasing their competitive edge.



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Supply & Demand Chain Executive is the executive's user manual for successful supply chain transformation, utilizing hard-hitting analysis, viewpoints and unbiased case studies to steer executives and supply management professionals through the complicated, yet critical, world of supply and demand chain enablement to gain competitive advantage.



Location Barcelona



Hotel

AB SKIPPER HOTEL *****

Hotel Features

Barcelona, Port Olympic, only 50 metres from the beach.

An ideal location next to the beach and an excellent starting point, no matter what your reason for visiting Barcelona.

Our prime location features fast connections to the airport and the main roads leading into the city. Taxis, the underground metro, buses and trams are just a few meters away from the hotel... plus a relaxing stroll alongside Barcelona's beautiful beaches will bring you to the world-famous Rambles. A 20-minute walk in the opposite direction will lead you to the new Diagonal Mar district with its famous Barcelona Forum Convention Centre, the flagship of the new Barcelona.

All rooms are touched with contemporary design and are fully furnished and fitted to provide optimal comfort. The hotel's extensive common areas are filled with natural Mediterranean light and offer a luxurious view of our private interior garden.

Our personalised service and commitment thrives on meeting your needs so that you can make the most of your stay in Barcelona.

AB Skipper is the ideal hotel that combines business and leisure, creating a product that can offer you the best in services and technology to ensure success, combined with premium recreation and comforts.

Hotel Images



Attending

Details

THE SUPPLY CHAIN RISK MANAGEMENT SEMINAR 2009

To book your seat on the event please complete your details below

Register today:

Company	
Name	
Title	
Telephone	
Mobile	
Signature	

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Fax this signed form to 0034 933 230 209, Telephone bookings to 00 34 934 522 792 or send this signed form by email to info@iconeventsinternational.com.

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Attendance Fee

Please select by ticking the relevant box above & complete the details below.

Attendance Fee (+VAT @ 16% if applicable):

Attendee Price (valid until Friday 6th February)	995.00 €
+VAT @ 16%	€
TOTAL	€

Terms and Conditions

Terms and Conditions

1 Fees are inclusive of programme materials and refreshments.

2 Payment Terms Following completion and return of the registration form, full payment is required within 10 days from receipt of the invoice.

Please note. Payment must be received prior to the conference date. A receipt will be issued on payment. Due to limited conference space, we advise early registration to avoid disappointment. A 50% cancellation fee will be charged under the terms outlined below. We reserve the right to refuse admission if payment is not received on time. Unless otherwise stated on the registration form, payment must be made in euros.

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