

## TO REMAIN COMPETITIVE IN A GLOBAL ECONOMY

companies need an integrated supply chain planning approach that incorporates a global perspective and improves profitability. The transition towards global sourcing and outsourcing is making procurement an area where companies can achieve immediate savings by considering the impact of changes on the entire supply chain costs. Efficiencies can also be achieved by reducing inventory in the supply chain through network design, master planning and inventory positioning. Presentations given by experts from industry and academia, including Descartes Systems Group, IBM Business Consulting Services, LogicTools, MIT and SAP, will focus on the latest business challenges, research and strategies for controlling procurement and inventory costs.

**TO GAIN ADVANTAGE** companies must address the challenge of creating supply chain strategies that result in an agile supply chain that balances a combination of low cost and high customer service. Supply chain executives from **General Motors, ICI Paints, Kraft Foods, and True Value** will present case studies.

**IMMEDIATE VALUE...** During this one-day symposium, attendees will learn new concepts for Supply Chain Excellence including:

- Gain competitive advantage by managing risk and uncertainty in the supply chain
- Select suppliers based on their impact on total supply chain cost
- Best practices in global sourcing: trade-offs between outsourcing vs. vertical integration
- Strategically positioning inventory across the supply chain
- Generate significant value using planning software while leveraging existing IT infrastructure

**WHO SHOULD ATTEND...** Supply Chain, Manufacturing, Procurement and Operations Executives and Practitioners who are interested in applying new concepts in supply chain technology and looking to maximize the return on investment on their existing software solutions.

**DATE:**  
Friday, October 17th, 2003

**LOCATION:**  
Summit Executive Center, Chicago, IL

**REGISTRATION:**  
Contact Aimee Ortiz  
(888-265-4706) or visit  
[www.supplychainexpert.com](http://www.supplychainexpert.com)

**SYMPOSIUM FEES:**  
\$265.00 per person  
Early registration &  
group discounts available.

## AGENDA: Friday, October 17th, 2003

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| 8:00-8:30   | <b>Registration &amp; Continental Breakfast</b>  |
| 8:30-8:45   | <b>Welcome and Introductions</b><br>Mr. Charles Wilkins, LogicTools  |
| 8:45-9:30   | <b>Adaptive Supply Chains</b><br>Mr. Robert Ferrari, Global Marketing, Global SCM Strategic Initiatives, SAP   |
| 9:30-10:15  | <b>Managing Risk in the Supply Chain Through Effective Procurement and Inventory Management Strategies</b><br>Professor David Simchi-Levi<br>Massachusetts Institute of Technology, Cambridge, MA  |
| 10:15-10:30 | <b>Break</b>   |
| 10:30-12:00 | <b>Supply chain challenges in Today's Business Environment - Panel Discussion</b><br>Dr. Jeffrey Tew, Distribution & Supply Chain Management Executive, General Motors<br>Al Gaus, Director of Logistics Operations, Kraft Foods<br>Bill Godwin, Sr. V.P. Merchandising & Supply Chain, True Value |
| 12:00-1:00  | <b>Luncheon</b>  |
| 1:00-1:45   | <b>Supply Chain Performance - LogicTools and Descartes joint offering</b><br>Beth Enslow, Sr. VP, Strategic Development, Descartes Systems Group   |
| 1:45-2:15   | <b>ICI Paints Deploys Point of Production Tool to Reduce Supply Chain Spending</b><br>Doug Edwards, Director, Materials & Supply Chain Planning, ICI Paints  |
| 2:15-2:30   | <b>Break</b>   |
| 2:30-3:00   | <b>Improving Supply Chain Performance: A Case Study</b><br>Ms. Paige Greve, Partner, IBM Business Consulting Services  |
| 3:00-3:30   | <b>Next Generation Procurement Strategies</b><br>Bill Godwin, Sr. VP Merchandise Supply Chain, True Value  |
| 3:30-4:30   | <b>Open discussion and wrap-up</b>   |

