

# S&OP EXCELLENCE FORUM: SUPPLY CHAIN, DEMAND & FORECASTING REFINED



**EUROSTARS HOTEL BERLIN**  
September 10<sup>th</sup> - 11<sup>th</sup>, 2019  
Berlin, Germany

PLATINUM SPONSOR



BRONZE SPONSOR



PARTNER



## INTRODUCTION

EuroEvents is pleased to invite you to the 2nd Annual S&OP Excellence Forum: Supply Chain, Demand & forecasting Refined, which will take place in Berlin, Germany in the period of 10-11 September 2019!

In recent years, Sales and Operations Planning (S&OP) has been experiencing its renaissance, which has been invoked by its growing importance due to a number of technological advances.

There are numerous benefits that can be attributed to S&OP in relation to growth strategies, such as increased forecast accuracy; better optimization of resources; reduced inventories; improved lead times; better collaboration between departments and many more. However, despite the growing recognition of its importance, it is imperative to note that majority of businesses still lack a contemporary, well-designed and well-functioning S&OP process.

Join us this September in Berlin for the S&OP2019 to find out how to build an intelligent and efficient S&OP process and improve your forecasting performance by making efficient and effective use of technological advancements thus mitigating risks and improving the overall optimization and performance of your business.

Join us today and learn how to design the supply chain planning process in order to support business objectives; how to transition from a traditional organization to a demand-driven adaptive enterprise and learn whether or not Enterprise Business Planning (EBP) is the next logical step.

Furthermore, don't miss the opportunity for successful networking with the industry pioneers and use this opportunity to formulate new strategies and business models in order to stay ahead of the competition.

Come to Berlin for a remarkable and exclusive experience!

Yours Sincerely,

*Biljana Grisyska*

Conference Producer



MEDIA PARTNERS

**Business  
Chief**

**SupplyChain**

**BizClk**  
MEDIA

# 2 DAYS OF INTERACTIVE CONTENT



**20  
SPEAKERS**



**80+  
DELEGATES**



**SUCCESS STORIES  
& CASE STUDIES**



**B2B  
NETWORKING**

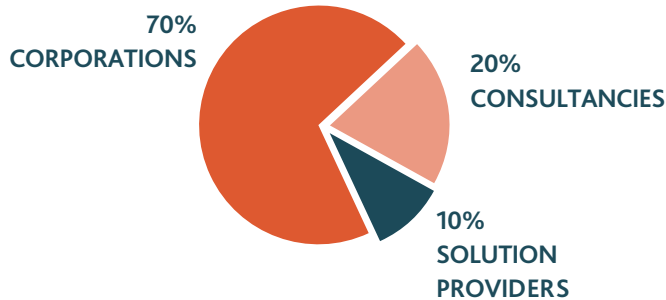


**PANEL  
DISCUSSIONS**



**EXHIBITION  
STANDS**

# WHO SHOULD ATTEND?



## INDUSTRIES

- ✓ Consumer Goods Industry
- ✓ Automotive
- ✓ Telecommunications
- ✓ Tobacco
- ✓ Pharma
- ✓ Oil and Gas
- ✓ Apparel
- ✓ Electrics
- ✓ Logistics

## JOB POSITIONS

- ✓ S&OP
- ✓ Integrated Business Planning
- ✓ Supply Chain
- ✓ Forecasting
- ✓ Demand Planning
- ✓ Logistics
- ✓ Procurement
- ✓ Sourcing
- ✓ Production
- ✓ Sales

## MAIN TOPICS

- ✓ Building an Efficient S&OP Strategy
- ✓ The Key Components of a Good S&OP: People, Processes & Technology
- ✓ Effective Use of Big Data & Predictive Analytics For a Better Forecasting Planning
- ✓ Metrics & Measurements: Tools to Drive S&OP Performance
- ✓ Financial forecasting & data-driven demand planning
- ✓ Creating a Digital Demand-Planning System
- ✓ Driving Procurement Productivity Through Digital Transformation
- ✓ Embracing the Digital Transformation of Supply Chain Planning
- ✓ Optimizing Global Supply Chains - From Plan to Execution
- ✓ Use Big Data to Achieve Cost and Inventory Optimization
- ✓ Key Trends Impacting and Changing the Supply Chain Design & Performance
- ✓ Develop an Intelligent Supply Chain That Will Enable Business Growth
- ✓ Transforming S&OP to Integrated Business Planning (IBP)
- ✓ Improve Collaboration Across Sales, Marketing, Finance & Supply Chain
- ✓ Is Enterprise Business Planning (EBP) the Next Logical Step?
- ✓ Supply Chain Risk Management in a Digital World
- ✓ Manage & Mitigate Risk in a Volatile & Complex Marketplace
- ✓ What Does the Future Hold for S&OP & IBP?
- ✓ How Blockchain Will Transform The Supply Chain & Logistics Industry?
- ✓ Leverage Robotic Process Automation & Machine Learning to Improve Customer Experience
- ✓ How will AI Change S&OP in the Years to Come?

# SPEAKERS 2019



**Toni Sirviö**

Director, Head of S&OP  
Konecranes



**Öznur Us**

Supply Chain Finance Manager  
PepsiCo



**Frans Kempen**

Blockchain Lead for Logistics  
& Supply Chain Industry  
IBM



**Kieran O'Connor**

Supply Chain Risk  
and Security Manager  
Sony Play Station



**Christian Carlsson**

Operations Manager Converting  
Essity



**Martin Curtz**

Product Manager Europe  
UPS Capital

# SPEAKERS 2019



**Mustafa Siddiqui**

Sales & Operations Planning Manager  
Al Safi Danone



**Chris Turner**

Co Founder, Chairman  
StrataBridge



**Samuel Torres  
Ortega**

Head of Logistics Operations  
Repsol



**Prof. Dr. Bram Desmet**

Author of the Book: Supply Chain  
Strategy and Financial Metrics



**Maciej Orlikowski**

S&OP & Planning Manager  
Stora Enso



**Sven Crone**

Co-Director  
Lancaster University  
Management School

# SPEAKERS 2019



**Utkan Ekinci**

Regional Supply Chain Director  
METYX Composites



**Riccardo Tudino**

Head of Industrial  
Digitalsoft



**Tanguy Caillet**

Senior VP, Group Supply Chain  
DöhlerGroup



**TBA**

Arintel Technologies



**Jan Roodenburg**

Expert Innovative global Industrial  
& Supply Chain Executive, Former  
Hewlett Packard Enterprise



**Dirk Dijkstra**

Director &  
Managing Consultant  
Onive Consulting

# DAY I

**08:30** Registration & Welcome Coffee

**09:00** Opening Remarks From the Chairman

**CHRIS TURNER**, Co Founder, **StrataBridge**

## SESSION I: BUILDING AN EFFICIENT S&OP STRATEGY: DO'S AND DON'TS

**09:10 – 12:30**

- » **THE HUMAN FACTOR: IS CHANGE MANAGEMENT CRUCIAL FOR A SUCCESSFUL S&OP**
- » **THE KEY COMPONENTS OF A GOOD S&OP: PEOPLE, PROCESSES AND TECHNOLOGY**  
**RICCARDO TUDINO**, Head of Industrial, **Digitalsoft**

**10:30 - 11:00** | Morning Networking Break

- » **THE S&OP JOURNEY AT KONECRANES**
- » How to manage S&OP in a volatile and diverse environment?
- » Financial alignment: How to align and integrate financial forecasting to the monthly sales and operations planning?
- » Utilizing the Integrated Business Planning (IBP model) in the monthly S&OP cycle
- » Reaching higher level of maturity in S&OP.
- » What's next in the S&OP journey?

**TONI SIRVIÖ**, Director, Head of S&OP, **Konecranes**

## » STRATEGY DRIVEN S&OP DISCUSSION

**PROF. DR. BRAM DESMET**, Author of the Book: **Supply Chain Strategy and Financial Metrics**

**12:30 - 13:30** | Lunch Break

## SESSION II: ACHIEVING S&OP SUCCESS BY USING BIG DATA AND IMPROVING FORECASTING PERFORMANCE

**13:30 – 14:30**

- » **IMPACT OF ORGANIZATIONAL STRUCTURE ON S&OP AND LONG RANGE FORECASTING CYCLE**  
**MO HUSSAIN**, Global Forecasting Manager, ViiV Healthcare, a **GSK joint venture**
- » **ESTABLISHING FINANCIAL FORECAST TO IMPROVE PRODUCT MIX AND BOTTOM LINE**  
**MUSTAFA SIDDIQUI**, Sales & Operations Planning Manager, **Al Safi Danone**



## SESSION III: IMPROVING S&OP BY LEVERAGING TECHNOLOGY

14:30 – 16:00

- » OPTIMIZATION OF ENTIRE SUPPLY CHAIN THROUGH UNIFIED SUPPLY MODEL

**UTKAN EKINCI**, Regional Supply Chain Director, **METYX Composites**

15:00 - 15:15 | Afternoon Networking Break

- » IBP IN A DIGITAL WORLD : LEVERAGING TECHNOLOGY FOR IMPROVED DECISION MAKING

**TANGUY CAILLET**, Senior VP, Group Supply Chain, **DöhlerGroup**

- » ARTIFICIAL INTELLIGENCE – THE FUTURE OF DEMAND PLANNING?

**DR. SVEN CRONE**, Director, **Lancaster Research Center for Forecasting**

## SESSION IV: EMBRACING THE DIGITAL TRANSFORMATION OF SUPPLY CHAIN PLANNING

16:00 – 17:00

- » DIGITAL TRANSFORMATION OF THE SUPPLY CHAIN: THE PEOPLE AND THE ORGANIZATION TO ACHIEVE IT

Ad hoc Logistics operation in Lubricants/Specialties/Asphalt business: transport and distribution

**Design changes in organization and people to address the digital transformation**

**SAMUEL TORRES ORTEGA**, Head of Logistics Operations, **Repsol**

17:00 CLOSING REMARKS FROM THE CHAIRMAN

END OF DAY I

## DAY II

08:30 *Registration & Welcome Coffee*

09:00 *Opening Remarks From the Chairman*

**CHRIS TURNER**, Co Founder, **StrataBridge**

### SESSION V: OPTIMIZING GLOBAL S&OP - FROM PLAN TO EXECUTION

09:10 – 10:00

» **I-S&OP (INTEGRATED SALES AND OPERATIONS PLANNING) LAUNCH JOURNEY IN PEPSICO**

**ÖZNUR US**, Supply Chain Finance Manager, **PepsiCo**

» **Human Excellence in S&OP**

**DIRK DIJKSTRA**, Director & Managing Consultant, **Onive Consulting**

### SESSION VI: TRANSFORMING S&OP TO INTEGRATED BUSINESS PLANNING (IBP)

10:00 – 12:00

» **ORDER IN CHAOS: SCENARIO FOR AN EFFECTIVE S&OP MEETING STEP BY STEP**

**MACIEJ ORLIKOWSKI**, S&OP and Planning Manager, **Stora Enso**

10:30 - 11:00 | Morning Networking Break

» **IS ENTERPRISE BUSINESS PLANNING (EBP) THE NEXT LOGICAL STEP?**

**CHRISTIAN CARLSSON**, Operations Manager Converting, **Essity**

#### PANEL DISCUSSION:

**S&OP EXECUTION: TOP - DOWN OR BOTTOM - UP AND WHY ARE COMPANIES STILL STRUGGLING?**

**JAN ROODENBURG**, Expert Innovative global Industrial & Supply Chain Executive, **Former Hewlett Packard Enterprise**

12:00 - 13:00 | Lunch Break

## SESSION VII: INNOVATIVE APPROACHES TO SUPPLY CHAIN RISK MANAGEMENT

13:00 – 14:00

- » SUPPLY CHAIN RISK MANAGEMENT IN A DIGITAL WORLD "INNOVATIONS TO DELIVERING TOTAL VISIBILITY, INTEGRITY AND SECURITY IN A DIGITIZED SUPPLY CHAIN"

**KIERAN O'CONNOR**, Supply Chain Risk and Security Manager, Sony Play Station

- » RISK MANAGEMENT FOR CHANGING TIMES – WHAT ARE THE MAIN RISKS IN THE SUPPLY CHAIN?

**MARTIN CURTZ**, Product Manager, UPS Capital

## SESSION VIII: WHAT DOES THE FUTURE HOLD FOR S&OP AND IBP?

14:00 – 16:00

- » IBM BLOCKCHAIN PROJECT: TRUST YOUR SUPPLIER (TYS) - HOW BLOCKCHAIN WILL TRANSFORM THE SUPPLY CHAIN AND LOGISTICS INDUSTRY?

**FRANS KEMPEN**, Blockchain Lead for Logistics & Supply Chain Industry, IBM

14:40 - 15:00 | Afternoon Networking Break

- » HOW WILL AI CHANGE S&OP IN THE YEARS TO COME?
- » LEVERAGE ROBOTIC PROCESS AUTOMATION AND MACHINE LEARNING TO IMPROVE CUSTOMER EXPERIENCE

16:00 CLOSING REMARKS FROM THE CHAIRMAN

END OF CONFERENCE

# TESTIMONIALS



*"Fully satisfied, perfect choice of speakers to cover the S&OP from different points of view."*



*"Very well organized interactive sessions."*



*"Good networking, interesting new input, in line with expectations."*



*"The conference totally met my expectations, great content, good discussions."*



*"Very satisfied, it gives a different perspective and provided good ideas."*



*"The conference was very useful due to the fact that I am working on implementing S&OP at our company."*

# digitalsoft

Digitalsoft is creating smart platforms to connect & empower business and people.

Digitalsoft SIOP optimizes supply chain processes for Sales Inventory and Operation Planning, enabling the creation of a capacity constrained production plan. The Platform manages demand forecast & arbitration, production planning, inventory projection, RCCP (rough cut capacity planning), load balancing of manufacturing plants, constraint checks, simulation and what if scenario, sales & finance reconciliation, and advanced reports like monthly & weekly status dashboard, MAPE & Bias analysis, Revenues etc...

Digitalsoft SmartFactory drives operational excellence by simplifying & enhances operational backbone for speed, quality, flexibility and efficiency. Platform enables detailed scheduling with integrated clear to build, production orders management thru mobile app, smart & predictive maintenance, material handling activities, automatic shopfloor replenishment, quality and process control, traceability, shipment, visual boards and real time KPI & metrics.



Arintel provides data management platform and big data analytics solutions to help enterprises make right decisions.

We offer the next generation analytics platform to turn complex data into valuable insights no matter what business you are in.

We help you unlock significant value by making information transparent and usable at much higher frequency, you can collect more accurate and detailed information to improve the development of the next generation of products and services.

Our Integrated Planning and Sales Operations Management solution enables the right move for your targets.



Onive Consulting helps companies to boost their supply chain. We are specialist in making supply chain a contributor to the business results. We contribute to the success by optimising S&OP and IBP processes, demand planning process and inventory management.

We love that moment when an entire organization starts moving in the same beat and starts generating extraordinary results.



## Business Chief

Business Chief Europe is an innovative digital publication offering business executives insight into the operations, innovations, financial strategies and other business practices of industry leaders throughout Europe. With a physical presence in many of the world's largest economies, Business Chief Europe is abreast of news and developments occurring around the clock.

Our digital platform includes an interactive website and magazine experience that will bring you inside the world of European business, including comprehensive insight and analysis about the territory.

As experts on the European economy, we strive to bring business leaders a breakdown of the most important news updates from one of the largest and most influential economies regionally as well as globally.

[europe.businesschief.com](http://europe.businesschief.com)



Supply Chain Digital is an innovative, forward thinking 'Digital Community' aimed at providing Procurement & Supply Chain professionals with industry leading news, analysis, features and reports about the world's biggest supply chains.

Supply Chain Digital showcases the very latest supply chain and procurement trends by featuring insights from 'Thought Leaders' across the globe who are implementing 'transformations' inside large scale organizations.

As the fastest growing global community of Procurement & Supply Chain professionals - Supply Chain Digital showcases the latest Industry Best Practices, the latest in Procurement & Supply Chain Technology as well as all the leading Events, Associations and Award winning companies globally.

[www.supplychaindigital.com](http://www.supplychaindigital.com)



STAY CONNECTED



# EUROEVENTS

Email: [operations@euro-events.co](mailto:operations@euro-events.co)

T: +420.234.261.963

M: +420.734.655.262

[www.euro-events.co](http://www.euro-events.co)

Trusted by:



L'ORÉAL



**BASF**  
We create chemistry



**Carlsberg**  
Group



Schwarze  
Ferragamo



**Allergan**



JAPAN FOREIGN ENTERPRISE ASSOCIATION

**MOLESKINE**