

## *FINAL CORE EVENT: THE SUPPLY CHAIN UNCHAINED !*

*11 APRIL 2018, 13.00 - 18.00, STANHOPE HOTEL, BRUSSELS*

13.00      **Registration and lunch**

14.00      **WELCOME**

*Nik Delmeire, Secretary General, European Shippers' Council; Nicolette van der Jagt, Director General, CLECAT*

14.10      **KEYNOTE ADDRESS**

*Carlos Mestre Zamarreño, Head of Unit Security, DG MOVE*

14.30      Introduction of CORE project - the movie

14.45      **P&G: REAL-TIME MANAGEMENT OF COMPLEX SUPPLY CHAINS**

*Sergio Barbarino, Research Fellow, P&G*

P&G is a leading global FMCG manufacturer. Almost all P&G products are non-perishable and supply chains are designed to be fairly short. Still the company is not exempt from the complexities of the global economy. In Core we analyzed 2 such cases: 1) *Distribution to Gross Distributors Markets* in countries where the company has no local presence and depends on local distributors to reach the markets. A lack of visibility is paid with excessive stocks or lost sales and extremely long payments terms. 2) *Long global supply lines of business continuity critical materials with no obvious substitutes*: Here the risk is the necessity to stop complex manufacturing plants, serving vast markets with very high fixed costs. In this case we also analyzed how the design of the manufacturing operations and the daily planning processes to better synchronize to market demand can help in overcome these criticalities.

15:05      **FLORA HOLLAND: DATA PIPELINES: DRIVING A GLOBAL SUPPLY CHAIN REVOLUTION**

*Roel Huiden, Senior Supply Chain Consultant, Royal Flora Holland*

Kenya is the leading producer of roses for the European market, with the Netherlands as the most important entry point into the EU. Yearly 120.000 tonnes of fresh cut flowers are exported out of Kenya, of which 75% to the Netherlands. The purpose of the presentation is to show how better access to shipment information and documentation improves supply chain reliability and efficiency, and at the same time allows for better risk analysis. The public-private collaboration moreover led to redesign of import procedures, growing towards the creation of green lanes and a shift towards horizontal supervision.

15:25      **SEACON LOGISTICS BLUEPRINT FOR A TRUSTED TRADE LANE**

*Joris Tenhagen, Project Manager Innovations, Seacon Logistics*

Seacon Logistics will present a trusted trade lane blueprint that has potential for global application. They realised a data pipeline for seamless flows of integer information between

all supply chain stakeholders from origin overseas to the real buyer in the European hinterland. Seacon is a freight forwarder which realised that there are always be some parts in a trade lane upon which they have limited control. They therefore created a multiple-step decision system to ensure that the parts which are out of their direct control can nevertheless be trusted. Seacon will talk about their plans to roll-out their solution to more trade lanes globally.

15:45 Coffee

16:05 **IBM-MAERSK: GLOBAL TRADE DIGITIZATION: THE FUTURE OF TRADE DATA EXCHANGE**

*Prof.dr. Yao-Hua Tan, Professor of Information and Communication Technology, Delft University of Technology*

*Global Trade Digitization* is a world-wide global IT platform developed by MAERSK and IBM that consists of two interrelated components; *Shipping Information Pipeline* for exchanging logistic container events (e.g. ETA, container stuffing, unloading, terminal gate in/out et.) and *Paperless Trade* for exchanging documents (bill of lading, invoice, packing list, origin/phyto certificates etc). GTD has been tested with data of more than hundred thousand containers. GTD is blockchain enabled so that confidentiality and data privacy of all data exchanges via GTD is fully secured for all supply chain parties. Together the two components enable shippers, authorities and other stakeholders to exchange confidential information between all supply chain parties on supply chain events and documents between distributed heterogeneous systems, independently of standards and formats.

16:25 **DUTCH CUSTOMS: DATA PIPELINES: DRIVING A GLOBAL SUPPLY CHAIN REVOLUTION**

*Frank Heijmann, Head of Trade Relations, Customs Administration of The Netherlands*

The purpose of the presentation is to show what better access to data and an increased level of detail in the information available has meant for better risk analysis, better risk management and therefore for improved efficiency in the deployment of resources, which can even lead to the creation of green lanes and a move towards system-based supervision.

16.45 **Feedback and discussion**

17:15 **Summary and Policy Recommendations**

*David Hesketh, Consultant, BMT*

17:30 **Drinks reception**