

Hi-Tech & Electronics Supply Chain Summit

May 25-26, 2016 • Novotel Amsterdam Schiphol Airport

**COMPLIMENTARY
PASSES
AVAILABLE**

If you are a Senior Supply Chain or Logistics Decision-Maker and working at a Manufacturer, Retailer or Other Shipper.

REGISTER BY 22ND APRIL,
TO APPLY

Implementing the 3-D Value Chain: Respond to Customer Demand; Unleash the Power of your Data; Devise your Digital Execution Strategy



Volker Schmitz
Vice President - Head of
EMEA Supply Chain
HP



Carlo Baus
Global Strategic
Procurement Manager
Bose



Danny Tucker
Global Supply Chain
Sales Operations
Epson



Edwin de Boer
Director Supply Chain Operation
Cisco



Frederick Hartung
VC SC Solutions and
Global Logistics
Jabil



Pascal Fernandez
Vice President EMEA
Business Development
Avnet



Anita Arts
Managing Director Global
Supply Chain
Liberty Global



Peter Back
Operations Director
Zebra Technologies

SNAP SHOT OF KEY AGENDA POINTS:

- » **DEEPEN CUSTOMER INSIGHT:** Re-engineer your understanding of the customer experience, move from a multi-channel to multi journey hi-tech supply chain
- » **DATA: THE POWER HOUSE OF YOUR HI-TECH SUPPLY CHAIN:** Unleashing the power of data analytics and predictive analytics
- » **LEVERAGING DATA INSIGHTS:** Improve collaboration with partners and suppliers by providing visibility across the entire value chain
- » **STREAMLINE OPERATIONS:** How far can you go in digitising your hi-tech supply chain to streamline operations and yield a higher ROI?

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AGENDA AND SPEAKER LIST

Welcome to the 10th Hi-Tech & Electronics Supply Chain Summit

Organised by: 

The Hi-Tech & Electronics Supply Chain Summit is returning to Amsterdam for its 10th year! This year we're going to tackle why it's important to develop a customer centric end-to-end hi-tech supply chain as the digital revolution continues to disrupt and evolve the hi-tech industry.

Radical and rapid shifts in customer behaviour, the pressure for personalised products, instant product and service availability, and the advent of new technologies and distribution channels are forcing companies to rethink their strategies. If they don't, they risk losing market share and their leading position.

Now is the time for hi-tech companies to start considering how to best transform their supply chain to meet these demands and work together with partners along the entire value chain to deploy a new business critical digital strategy.

It's time to inject innovation, harness the power of data and create a digital blue print to keep pace with the modern customer. Four of our era's most disruptive technologies—social media, mobile communications, analytics and cloud computing—set the stage for the continued explosion of data. The smart use of data through data analytics, predictive data and prescriptive data takes industry centre stage: how can you harness the data power house in your supply chain to govern a more agile, responsive and smart hi-tech supply chain?

The 10th Hi-Tech & Electronics Supply Chain Summit brings together thought leaders and industry shapers within the world's leading tech companies for an event acclaimed for its interactive sessions and high-level speakers. With 200+ attendees from a cross section of the industry, the summit will provide a comprehensive road map to help you can create a 3-D value chain in your hi-tech organisation.

Learn how to make your hi-tech supply chain:

- **Demand Orientated:** Learn how to calibrate your business to the external pace of the market and customer rather than the internal cadence of product development.
- **Data Driven:** Manage data captured for analysis as it's produced; making management more accurate, agile and productive.
- **Digital Execution:** Discover how a more instrumented and connected enterprise yields a higher ROI and meets customers satisfaction.

Do you have what it takes to create a culture of innovation by fostering out-of-the-box thinking and embracing emerging technologies?

Find out by joining us on May 25- 26, 2016, reserve your place today at www.events.eft.com/hitech/

I look forward to meeting you in Amsterdam.



Danielle Horsnell
Event Director,
Hi-Tech Summit



'DON'T JUST TAKE OUR WORD FOR IT'

'Great opportunity to build a network with senior professionals in the supply chain and reverse logistics world. Made some valuable new contacts.'

Daan van der Mijden, *Director Customer Service,*
Samsung Electronics Benelux

'Great opportunity to meet with peers in Hi-Tech industries to openly discuss and review shared opportunities and challenges in developing Supply Chain capabilities.'

Padraig Healy, *Vice President Global Supply Chain Management,*
Nokia

'Concise, informative and effective, the event is well run and a good forum for learning and Networking'

Danny Tucker, *Head - EMEA Customer operations,*
Epson

'Thought the IOT item was the most informative element of the two days as it highlighted where the industry can & is expected to move on the future. Great to see innovation high on the agenda at EFT'

Noel Hickey, *SC IOT EMEA,*
Intel Corp

'Professional industry platform to meet and maintain valuable customer relations where supply chain trends and experiences among peers are exchanged.'

Alexander Hemler, *SCM Director - Country Operations,*
Canon



Chairman:
Hugh WILLIAMS,
Managing Director,
Hughenden Consulting

Theme: Achieving Customer Centricity in Your End-To-End Hi-Tech Supply Chain Strategy

Accelerating changes from traditional product-centric portfolios to customer-centric digital solutions are compelling hi-tech CSCOs to rethink how their supply chains contribute to value creation and value capture.

Implementing a Customer-Centric Digital Strategy

- ▶ **Embracing Digital for Bigger Gains:** Discover the key business benefits of implementing an integrated channel strategy. How will it help you to better engage directly with the customer at every touch point in the customer relationship life cycle?
- ▶ **Putting Your Customer First:** Explore the creation of a customer-centric, demand-driven supply chain by leveraging your partner relationships.
- ▶ **The Importance of Customer Intelligence in your Digital Strategy:** Find out how to build your external customer data channels to provide your analytics team with the information necessary to increase predictive accuracy.

Tools to Enable a Unified Customer-Centric Strategy

- ▶ **Apps and SMAC (Social, Mobile, Analytics and Cloud):** Learn how technology can help to create a unified customer experience that can respond to rapidly evolving consumer preferences such as tracking customer satisfaction.
- ▶ **Customer Personalisation:** Discover the best routes and channels to gather customer information across your hi-tech enterprise to offer tailored products and services for increased loyalty and retention.
- ▶ **The Power of Gamification:** Explore how driving user engagement through gamification of sales, returns and delivery can increase your visibility over customer demand while increasing customer retention and satisfaction.



Theme: The Customer Journey – Creating a Single View

Re-engineer the Customer Journey: Move from a Multi-Channel to Multi-Journey Hi-Tech Supply Chain

With the consumer driving the industry forward, it's imperative that hi-tech companies develop real-time, channel-agnostic visibility of inventory across the supply chain by creating a single view of the customer's journey.

- ▶ **Are You Listening to Your Customers?** Hear how to enhance the customer experience and increase satisfaction through automated contact analytics to provide insights which can help guide customer service, retention and operational efficiencies.
- ▶ **Keep Pace with the Changing Omnichannel Landscape;** by designing a unified view of the path to purchase and embedding omnichannel into your corporate strategy prioritising agility and responsiveness in the supply chain.
- ▶ **Rethink Inventory in the Omnichannel World:** Discover how to best position your distribution network to support omnichannel requirements.

Theme: The Digital Blue Print in Your Hi-Tech Supply Chain

Survive or Thrive: How Far Should You Go in Digitising Your Hi-Tech Supply Chain

Hi-tech businesses cannot unlock the full potential of digital without reinventing their supply chain strategy. Hi-tech CSCOs need to embrace an end-to-end holistic digital mind-set to identify the sweet spots for intelligent products and networks in these extended value chains.

- ▶ **Opportunities in the Digitised Supply Chain:** Leverage data from digitised products to accelerate the entire data cycle from insight to action, enhancing your hi-tech enterprises ability to deal with data velocity and volume.
- ▶ **Creating an Effective Digital Manufacturing Supply Chain:** Find out how predictive maintenance, energy management & automation and defect control will drive lower costs.
- ▶ **Reduce Innovation Cycles and Maximise Market Impact:** Re-design your hi-tech supply chain by embedding a digital DNA to reduce costs, reduce product lead times and keep inventory in motion.
- ▶ **The Invisible Supply Chain:** Learn why it's critical to transition from product-centric to service-oriented revenue models as valued added software services become increasingly important for new revenue channels.

Theme: Data: The Power House of Your Hi-Tech Supply Chain

Unleashing the Power of Data Analytics and Predictive Analytics

To succeed organisations need to make fast, informed decisions by extracting large amounts of raw data from their systems and turn it into information that is meaningful and actionable.

Visualisation, Realisation and Application

- ▶ **Your Roadmap** to creating organisational data cohesion through both technology roll-out and process evaluations.
- ▶ **Data Analytics vs. ROI:** Hear how hi-tech companies are getting higher ROI from implementing data analytics into their supply chain.
- ▶ **Mitigate Risk with Predictive Analytics** by generating a comprehensive picture of future risks within your hi-tech supply chain allowing your operations to react ahead of time and lowering capital expenditure on insurance.

Techniques for Conquering the Data Whirlpool

- ▶ **Data Analytics Revolutionising Supply Chain:** Take advantage of embedding data analytics in your supply chain to govern shortened order-to-delivery cycle time, improvement in demand-driven operations and faster more effective reaction time to supply chain issues.
- ▶ **Predictive Analytics: The Game-Changer for Managing Stock:** Find out how accurate mapping of distribution, demand and lifecycle will significantly reduce costly over-orders.
- ▶ **The Customer of Today, Tomorrow and Beyond:** Discover how to use data analytics to predict customer's future requirements by using product relationship correlation and trends monitoring applications.

Providing Seamless Data visibility and Actionable Insight

The first step toward agility is visibility. It's impossible to adjust operations when there isn't a complete picture of what's happening within your hi-tech supply chain.

- ▶ **Collaboration, Collaboration, Collaboration!** Explore what supply chain digitisation means for collaboration and how to develop a strong enterprise wide supply chain collaboration programme.
- ▶ **From Data Overload to Data Management:** Streamline data between your partners by ensuring data governance, tech alignment and data interchange strategies allow for seamless communication between all your hi-tech partners.
- ▶ **Making the Right Strategic Data Decisions:** Find out why it's important to constantly solicit client feedback and analyse the ongoing operations of you hi-tech supply chain to help increase visibility.
- ▶ **Whether You're Apple or a Medium-Sized Tech Company:** Embrace proactive visibility to ensure quality and ethical trade principles can be integrated into your sourcing strategy by leveraging data insights within your multi-tiered supply chain.

Explore the True Power of IoT as it Unlocks the True Value in Connected Supply Chains

- ▶ **Capitalising on IoT and Creating Value from Data:** Hear how IoT allows systems to fully digitise your hi-tech supply chain by prescribing actions in anticipation of upcoming needs such as automatically replenishing low stock.
- ▶ **Drive Performance, Growth, and Profitability:** Find out how to implement IoT into your supply chain to monitor equipment performance, activate the repair process and even prevent problems before they occur, keeping your supply chain running at optimal efficiency.
- ▶ **Creating 'Smart Hi-Tech Factories':** Discover how IoT will help create a dynamic operation by optimising processes and allowing the supply chain to react to sudden order changes, demand shifts and stock unavailability.
- ▶ **Harness the Power of IoT** to collect valuable information from embedded sensors to provide a strong informed hi-tech supply network that is able to monitor and apply smart energy consumption usage.

Theme: The End-to-End Strategy: Aftermarket Services Meets Increased Customer Demands

Building the Competitive After-Market Supply Chain of the Future

Customers today demand the same level of responsiveness and product availability on post-sales service as they do on new products.

- ▶ **Establishing Multichannel Communication** with your customers' pre and post sales and discover the benefits of proactive chat versus click-to-talk, or using SMS to keep your customer informed during the repair process.
- ▶ **Playing the Social Media Data Card:** Find out how to make social customer service a legitimate aftersales channel for your customers by leveraging SMAC (Social, Mobile, Analytics and Cloud) to enable your own customer-base to assist their peers by way of video forums, gamification of P2P aftersales engagement.
- ▶ **Reduce Maintenance Costs:** Explore how leveraging remote monitoring cuts costs by identifying potential equipment failures prior to significant deterioration and suggest likely fixes.
- ▶ **Bridging the Gap:** Use effective data strategies which connect designs and return rate to prevent product failure and mitigate customer returns effectively managing the product life cycle.
- ▶ **Smart Reverse Logistics:** Minimise return complications by improving every touch point along the returns cycle and efficiently streamline your operations by ensuring your aligning your reverse logistics with your forward logistics.

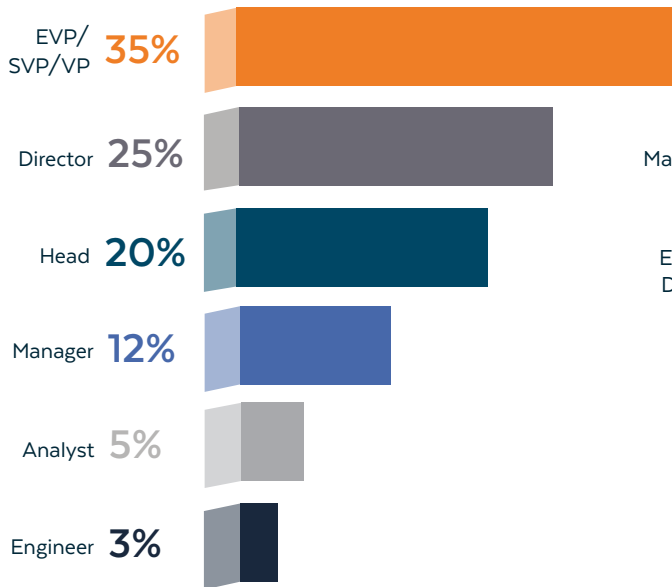


There is no question that eft's Hi-Tech & Electronics Supply Chain Summit is the only summit of its kind which connects you with the top supply chain decision makers within the hi-tech ecosystem. You will be meeting senior level executives from major hi-tech corporations and innovative small to medium size companies.

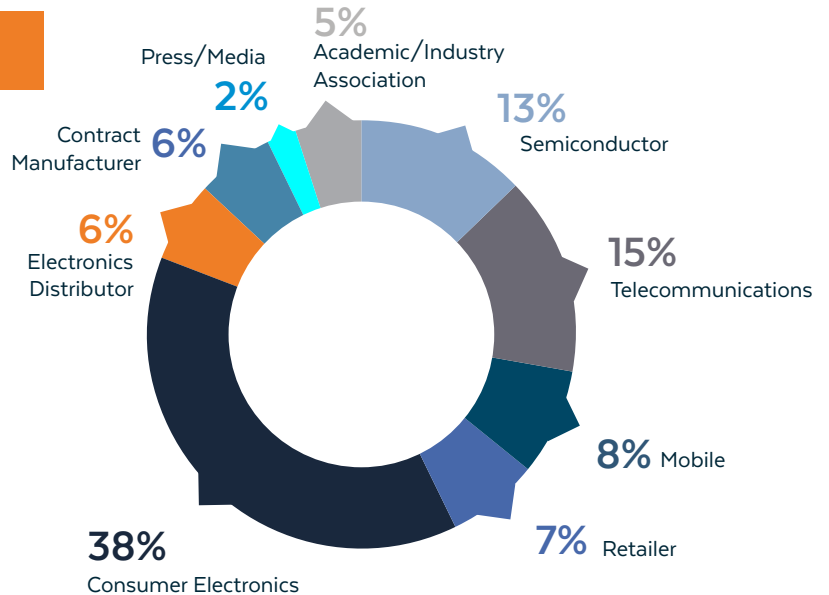
Hear from the most reputed speakers from the hi-tech space

across a variety of topics and technologies, get excited by panel discussions and involved in interactive debates.

Breakdown of Attendees by Job Title



Breakdown of Attendees by Company Type



Register Today: Pass Options:

Bring your team! Don't forget you can bring your colleagues to join in too!

PASS OPTIONS	HOW TO REGISTER	PRICE
Complimentary VIP Pass Access to all conference sessions (May 25-26) Gourmet Lunches & Luxury Coffee Breaks Post-Event Slides Access to Evening Networking Reception Access to Focussed Exhibition	If you are a Senior Supply Chain Executive at a leading Hi-tech Manufacturer, Retailer or other Shipper register online or call Danielle directly before 22nd April 2016 See below for contact details	FREE
Solution Providers to the Industry Click here for options	Register online or call Danielle directly See below for contact details	Various Options Available

HOW TO REGISTER

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 EMAIL: dhorsnell@eft.com
 ONLINE: <http://events.eft.com/hitech/register.php>

REGISTER ONLINE OR CALL DANIELLE DIRECTLY DEADLINE: APRIL 22ND, 2016

TERMS & CONDITIONS Places are transferable without any charge. Cancellations received on or before May 20th 2016 are refundable. If you cancel your registration after May 20th 2016 you will receive 100% credit to be used at another eyefortransport conference. If you do not cancel and do not attend the conference you are still responsible for payment. The organisers reserve the right to make changes to the programme without notice. NB: FULL PAYMENT MUST BE RECEIVED BEFORE THE EVENT. For a full list of our Terms & Conditions please visit our website <http://events.eft.com/hitech/register.php>. Designed by The Creative Tree Ltd.: www.TheCreativeTree.co.uk

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TOP 5 REASONS TO ATTEND:

1. SENIOR LEVEL DECISION MAKERS IN ATTENDANCE.

Meet and do business with 200+ leading hi-tech supply chain executives at Europe's biggest and only Hi-tech & Electronics Supply Chain Summit

2. UNRIVALLED NETWORKING.

Claim your place amongst the hi-tech supply chain elite and ensure you leave Amsterdam with your briefcase full of valuable contacts

3. EXPERT SPEAKERS.

20+ thought leaders and pioneers from across the supply chain space have been carefully hand-picked to share their vision and insight at the Hi-tech & Electronics Supply Chain Summit 2016. Profit from this knowledge and create powerful new strategies to overcome your supply chain challenges

4. GET THE LATEST INTELLIGENCE AND ANALYSIS AT YOUR FINGERTIPS.

With access to focussed conference tracks and exclusive interactive sessions, you'll gain more Knowledge in just 2 days than from weeks of market research. Your business will SAVE money and see immediate results from participating in the summit where the future of supply chain is shaped

5. SOLUTION SHOWCASING BY TOP-LEVEL EXHIBITORS.

Take the time to see the latest logistics and supply chain solutions for your company

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2016 SPEAKERS



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Global Strategic Procurement Manager
Bose



Frederick Hartung
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Leo Hassett
GM/CCO
Exertis Supply Chain Services



Chaim Huijsman,
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Gebrüder Weiss



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