



Next Generation Supply Chain Summit 2007

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POST EVENT REPORT

Next Generation Supply Chain Summit, 2007

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IDC OPINION

In a continuously changing world, the interest for Supply Chain Management and its impact on Italian organizations become more and more important. The Conference held on October 23rd, 2007 has highlighted a shift from a traditional, hierarchically-organized supply chain to a "collaborative value network". So, we are facing challenges that call for more innovation and fewer cost-cutting strategies. Becoming AGILE is a must; in the same way, it is necessary to allocate the IT budget to the elements that are most critical to achieve increasingly efficient and effective supply chains.

Italian firms have set themselves the goal of bridging the competitive gap existing between them and the most efficient international organizations. Considering the globalized economic context in which Italy and its firms operate, this organizational change cannot be put off any longer. The results of the surveys recently conducted in Europe by IDC Manufacturing Insights clearly identify the business initiatives considered as most important by Italian companies; among them, the "Business Initiative" voted by the majority - 46.75% - of the selected sample of firms is the achievement of "Supply chain efficiency/improvement".

Goals of the Conference

Through the analysis of case studies and through panel discussions, the conference aimed at sharing the experiences - in terms of Supply Chain management and IT solutions adopted in this area - made by some companies which have managed to become leaders in their industries also thanks to their approach to supply chain management issues. The themes that were discussed during the conference can be summarized as follows:

Surviving in an increasingly global context, striking a balance between longer supply chains and the need for agility expressed by the market

Ensuring world-class service to customers, while at the same time managing risks within the supply chain and optimizing stock levels

Choosing the most suitable outsourcing strategy: off-shoring or near-shoring?

Understanding what the best strategy is for the launch of new products, improving market demand visibility and identifying peaks

Turning compliance into an opportunity to improve product quality and environment-friendly policies

Collaborating effectively with business partners

Retaining customers by leveraging the after-sales services and parts supply chain

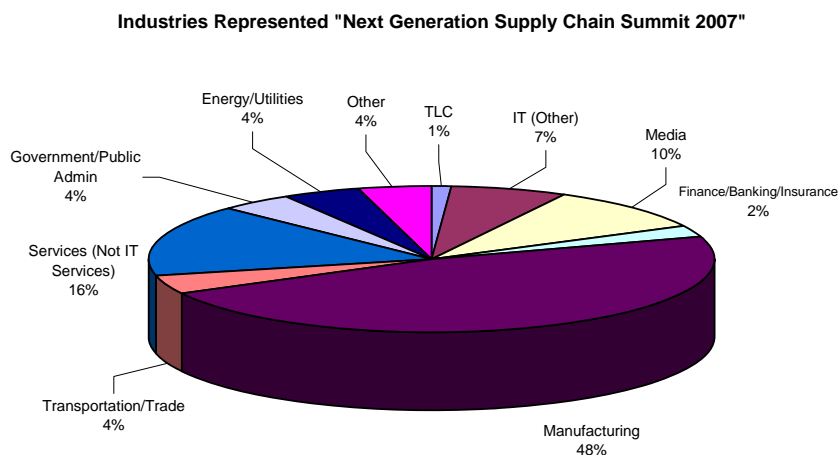
Minimizing the impact of oil price increases on transport costs.

Participants

Total number of registered participants: 165 (excluding IDC's staff and Sponsors).

FIGURE 1

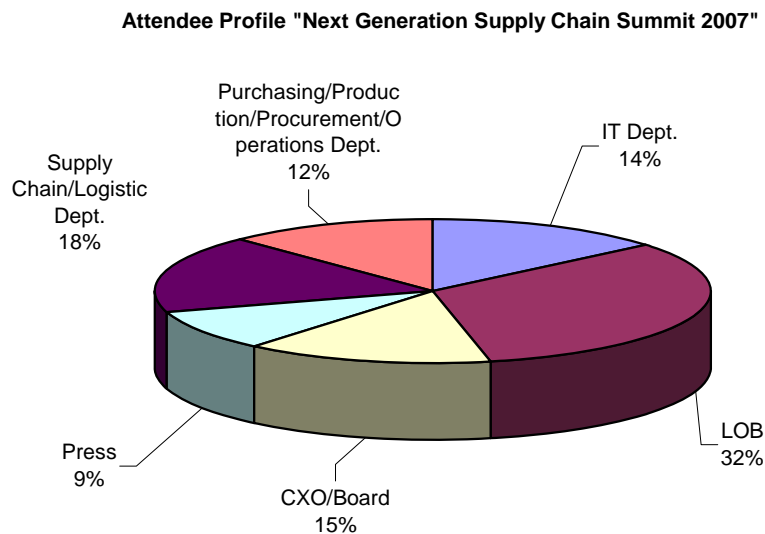
Industries represented



Source: IDC, 2007

FIGURE 2

Attendee profile



Source: IDC, 2007

The success of the Conference has been further confirmed by the results of the general evaluation forms filled out by the participants during the event: the average score reported has been 4.2 on a scale from 1 to 5. The quotations reported below are an example of the comments made by participants with reference to the event:

- ☒ "An extremely interesting and stimulating event, especially because of the expertise and the professionalism of the speakers" – Purchasing Dept., Breda Energia Spa
- ☒ "IDC's "Next generation Supply Chain Summit 2007" has been a very interesting and useful opportunity to exchange and compare views. In particular, we have greatly appreciated the event format (speeches and round tables), the variety of topics discussed, the heterogeneous mix of speakers and the possibility of making comparisons with what is happening internationally. The Italian industrial context needs high-profile players and events which, like this one, cover areas of highly strategic importance. We trust that this initiative can continue to develop and grow over the next few years" - Marketing Manager, TXT e-solutions".
- ☒ "Definitely interesting" – Head of Electronics Dept., Tecnotessile
- ☒ "An extremely interesting event" – Production Manager, Fiscagomma
- ☒ "An excellent conference" - Supply Chain Leader, IBM
- ☒ "Very good, focused on a variety of hot topics" - Logistics Manager, Sasol Italy Spa
- ☒ "A very well organized event, with extremely interesting contents and strong, clear messages" – Plant manager, Camozzi

- ☒ "The event has been extremely well organized; more time should be allotted to the speakers for a deeper analysis of the topics discussed. The first part was particularly good" - Plant Manager, Campress, Camozzi Group
- ☒ "This is definitely a high-level conference; an introduction to some of the concepts discussed should be foreseen for the sake of non-specialists" – Technical & Manufacturing processes Manager, FL Selenia Spa

The following list contains a sample of the companies which took part in our event:

Logistics Manager - Arc Automotive Italia

Purchasing Manager - Artemide

Marketing Manager - Atelierdigitale

Operational Control Manager - Banca delle Marche

Logistics Manager - Biasi

Management Control - Biasi

SUPPLY & LOGISTICS MANAGER - Bobst Group Italia

Purchasing Department - Bobst Group Italia

INDUSTRIAL PLANNING - Bobst Group Italia

LOGISTICS SUPPORT MANAGER - Bobst Group Italia

President, Managing Director - Bolis

Purchasing Dept. employee - Breda Energia

Purchasing Dept. employee - Breda Energia

Purchasing Dept. employee - Breda Energia

ASSISTANT LOGISTICS MANAGER - Bticino

IS Manager - Bticino

Logistics & Transport Manager - BURGO GROUP

Inbound Logistics Responsible - BURGO GROUP

IT Manager - C. & C. Trasporti

Technical Manager - Camozzi

Plant Manager - Camozzi

Operations Manager - Camozzi

Sole Manager - Cassiopea Consulting

Consultant - Centro Competenze Professionali

MARKETING MANAGER - Cobra Containers

SALES MANAGER - Cobra Containers

Head of IPD (Distributed Personal IT) Assets Management Dept. - Municipality of Milan

eProcurement Project Manager - Consip

COMMERCIAL ATTACHÉ - CONSULATE GENERAL OF GREECE

Deputy Executive - Corte dei Conti

Quality & Assurance - Honegger Cotton Mills

Purchasing Dept. - Demag Cranes & Components

Production Manager - Demag Cranes & Components

CEO - Douglas Italia

Outbound Logistics Manager - Ducati Motor Holding

Editor – BFB Publishing

External Relations Manager - EGV Publishing

Project Manager - Empirica Communications and Technology Research

Purchasing, Networks & Market Manager - ENEL

Knowledge Management Services - ENI

Enterprise Architecture Specialist - ENI

Manager - ERRE CONSULTING

Supply Chain Manager - Faital Spa Fabbrica Italiana Altoparlanti

Strategic Marketing Manager - Fercam

Division Manager - Fercam

Organization Manager - FINAF

Plant Manager - FiscaGomma

Corporate General Manager - FiscaGomma

Technical Manager - Fischer Italia

Technical & Manufacturing Processes and RSPP (Prevention and Safety) Division Manager - FL Selenia

Supply Chain Manager - Fresenius Kabi Italia Srl

Distribution Manager - Fresenius Kabi Italia Srl

SUPPLY CHAIN MANAGER - Gasparini

CIO - GE Oil & Gas

Logistics Manager - GEORGIA PACIFIC ITALIA

CIO - Geven

ICT Manager - Glem Gas

IS Management - Goglio Cofibox

Press Office - Grandangolo

Press Office - Grandangolo

GROUP CONTROLLER & ITC MANAGER - H4T, Sergio Tacchini

SUPPLY CHAIN DIRECTOR - Haworth

Operations Manager - Idra Srl

SPECIAL PROJECTS MANAGER - Imax

IS Manager - Imax

Grant Recipient – Industrial Technologies and Automation Institute

Planning Supervisor - JAL GROUP

Logistics Manager - KUE

Group ICT Manager - Lamberti

Journalist - L'Ammonitore - Logistic Solutions

Supply Chain Manager - Limoni spa

MIDDLE MANAGER - Lubiam

Business Unit Manager - Mariella Burani Fashion Group

Free-lance collaborator - Mark Up

Free-lance journalist - Milano Finanza

Logistics Manager - Monetti

ISP Supply Chain & Manufacturing Process Leader - Nacco Materials Handling

SAP Project leader - Nacco Materials Handling

Supply Chain Manager Nacco Materials Handling

Student – POLYTECHNICS OF MILAN

Business Intelligence Specialist - S.i.t. LA PRECISA

IS Manager - Saint Gobain Glass Italia

General Manager - Salmoiraghi

Logistics & Customer Service Manager - Sasol Italy

LOGISTICS MANAGER - Siac Srl

Consultant - SODALITAS

Logistics Manager - Supermercati Alimentari Sma spa

President - TECNOFIN

Process Control Manager - Tecnotessile

Vertical Market Manager - TNT GLOBAL EXPRESS

Free-lance collaborator – University of Milan

Management Control Manager - USI Italia

IT Manager – USI Italia

SC & Logistics Division Manager - Valeo Cablaggi e Commutazione Srl

e-Supply Chain Director - Alitalia

Internal Auditor - CCPL Consorzio Coop Produzione e Lavoro

COO - Cobra Automotive Technologies

Journalist - Delta Informatica

Logistics and Planning Manager - Gesco Consorzio

Production Engineering - Gesco consorzio - Gruppo Amadori

MD - Global Trade Consultant

Sole Manager - IMTEL

ICT Manager - Interdocks Logistics

PURCHASING MANAGER - IVM

Logistics & Services Marketing Manager - MACCHINGRAF

CIO - Marzotto

Logistics Services Manager - Master spa

Senior Vice President, Operations - PIRELLI BROADBAND SOLUTIONS

Engineer - Politecnico Innovazione

LOGISTICS MANAGER - Radici Partecipazioni

Group ICT Manager - Radici Partecipazioni

IS Security Officer - Rhodia Geronazzo spa

Planning Manager - ST Microelectronics

Vice President - Adaci

Senior Vice President Global Markets, Manufacturing and Retail - Atos Origin International

Procurement Manager - Avanex

Sales & Marketing Manager - Crisma

European Commission - DG Enterprise and Industry

Partner and CEO - Ducati Consulting

Manager - efeso

Logistics Director - Elica

OPERATIONAL SERVICES MANAGEMENT - H4T, Sergio Tacchini

IT Manager - Honda Italia Industriale

Marketing Manager - Intesa

CIO – IRCCS Foundation, Istituto Nazionale Tumori

Journalist - Logistica Management

General Manager - LOMBARDIA INFORMATICA

Editor - Computerworld Italia - NUOV@ PERIODICI Italia

Vice Director – State Police – Lombardy TLC Area

Journalist - Reportec

Saint Gobain Glass Italia

Competence Centers Director - Saint-Gobain securit

Journalist - Sistemi di TLC

Head of Auto ID Services - SITA

Industry Marketing Manager Manufacturing - Sterling Commerce B.V.

Supply Chain Director - STMicroelectronics

Chief Analyst and European Director - Supply Chain Council

Analyst - Unicredit

PhD-Associate Professor – Department of Industrial Engineering – University of Bergamo

Senior Lecturer in Business Studies & Research Associate - Institute for International Integration Studies - University of Dublin

Some of the most significant case studies presented during the Conference:

- ☒ STMicroelectronics' experience in developing a Global Supply Chain - Edoardo Ferrara, Supply Chain Director, STMicroelectronics Italy
- ☒ Ducati's Lean Management as winning Supply Chain model - Giovanni Contino, Partner and CEO, Ducati Consulting
- ☒ How Honda Italia has revolutionized its production process through an innovative technology - Nicola Marrone, IT Manager, Honda Italia Industriale
- ☒ Elica: growing is necessary, innovating is a must - Maurizio Serafini, Logistics Director, Elica S.p.A.
- ☒ Saint-Gobain Sekurit's Supply Chain experience in unifying manufacturing and logistics across 44 of its sites - Pascal Ober, Competence Centers Director, Saint-Gobain Sekurit
- ☒ RFID in Healthcare - Elena Sini, CIO Fondazione IRCCS Istituto Nazionale dei Tumori

The case studies presented during the conference as well as the profiles of the speakers who took part in the event are available on the following Internet site:
http://www.idc.com/italy/events/supplychain_07/supplychain_07_agenda.jsp

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