

PRESS RELEASE

SIL REINFORCES ITS INTERNATIONALITY BY JOINING FORCES WITH CSCMP

- The International Logistics and Material Handling Exhibition will collaborate on the organization of the 7th CSCMP Europe Conference which will be held coinciding with SIL.
- Barcelona will host this prestigious event organized by the Council of Supply Chain Management Professionals that will attract many high level international visitors.

Barcelona, 24th February 2011. The **International Logistics and Material Handling Exhibition (SIL)**, which will celebrate its 13th edition from 7th to 10th June, will collaborate with the 7th Europe Conference organized by the **Council of Supply Chain Management Professionals (CSCMP)**. The **CSCMP Europe 2011 Conference** will be held from 8th to 10th June at Hotel Fira Congress in Barcelona, placed beside **SIL 2011** venue. Thus, speakers and attendees to this prestigious congress will have every chance for discovering firsthand the innovations of **SIL2011** exhibitors.

‘Mastering Financial Strategies to Drive Supply Chain Value’ is the main issue of the 7th edition of the **CSCMP Europe Conference**. **Kathleen Hedland**, Director of Education and Research at CSCMP, justifies the election of this issue by affirming that ‘in today’s competitive global marketplace, supply chain leaders need to understand how financial strategies and decisions can significantly impact their supply chains’ performance, potentially determining the success or failure of their organizations’. Kathleen Hedland adds that ‘learning how to develop a sound financial strategy and apply it to the entire supply chain operation will be vitally important if companies are planning to compete in the global arena’.

Peter R. Williams, Vice President of Product Supply for Central and Eastern Europe, the Middle East and Africa (CEEMEA) at **Procter & Gamble**, will be the keynote speaker of the 7th **CSCMP Europe Conference**. His presentation entitled ‘How to Win in Emerging Markets through Effective Supply Chain Management’ will focus on how to design and execute supply chains in the developed world.

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The scope of his discussion will include managing inbound flows, building local supply networks, and working in partnership with distributors and/or wholesalers.

Conference sessions will include presentations by executives of several companies. Attendees will also learn new strategies for entering emerging markets, the role that business culture plays in forging collaborative relationships with suppliers and customers, and how information technology drives supply chain efficiency.

CSCMP will hold its annual European Research Seminar on 8th June where members of the academic and research communities will present current research for consideration. Within the program of the **7th CSCMP Europe Conference**, on 9th June, all attendees will visit the **International Logistics and Material Handling Exhibition (SIL)** in order to know the logistics innovations as well as to do networking and to exchange experiences.

BRIEF NOTE FOR THE EDITOR

The **International Logistics and Material Handling Exhibition (SIL)**, which will be held from **7th to 10th June** 2011 in Gran Via Exhibition Center at Fira de Barcelona, is the meeting place for all logistics activity in Southern Europe, the heart of the Mediterranean, especially the countries of the Maghreb, Latin America and Southeast Asia.

After twelve years, **SIL** has become the major logistics and transport trade show in Spain and the Mediterranean Arc and the second in Europe.

SIL 2010 resisted the difficult economic times with 45% participation from international companies and a turnover estimated at **2,000 million euro**. At its last edition, logistics executives were able to enjoy a great versatile Exhibition: the quality of the events, the exhibitors, the Mediterranean Logistics and Transport Forum and the technical conferences consolidated SIL on the international trade show calendar as the top Logistics Trade Show in Southern Europe and the Mediterranean Arc.

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