

# SIL2011

BARCELONA



## SIL LOGISTICS DIRECTORS SYMPOSIUM SIL E-COMMERCE

**“Main ideas and future challenges in logistics  
E-commerce”**

Thursday, 9<sup>th</sup> June 2011

SIL 2011, Room 2 (Correos Room), Hall 2  
Fira de Barcelona Gran Via Venue

9.00 – 09.30 h: Registration of participants

### FIRST SESSION: ROUND TABLE DISCUSSION

09.30 h – 11.00 h: **“The distribution, transportation, delivery at the point of convenience and price as a key factor in e-commerce.”**

Moderator:

- **Fernando Huertas**, Director Business School, ESERP, The School of Business & Social Science

Invited speakers:

- **Miguel Menéndez**, Parcel Sales Manager, Correos
- **Francisco González**, Commercial Director, MRW - Logística Avanzada
- **Nicolas Mouze**, Managing Director Marketing & Sales Express Iberia, DHL Express
- **Eduardo Herrera**, Managing Director, ASM e-commerce

11.00 - 11.30 h: **Coffee Break** sponsored by CORREOS

### SECOND SESSION: SUCCESS STORIES AND ROUND TABLE

11.30 h – 13.30 h: **“Different models of logistics in e-commerce: own integrated logistics, partial outsourcing of logistics activities or integrated outsourced logistics.”**

- **Germán López**, Director General and CEO in 2020 and 2020 Mobile Logistics Spain and Portugal & IE Associate Professor Executive Education

*Success Story: “Correos / Chronoexpres”*

- **Iván Romera**, Supply Chain, Privalia

*Success Story “Privalia: the logistics of an evolving business model.”*

- **Ángel Hernanz**, Supply Chain Manager, Pixmania Group

*Success Story: “Pixmania. Own Integrated logistics as a model of logistics in e-commerce.”*

- **Luis Perdiguero**, Operations Director, BuyVip

*Success Story: BuyVIP. Transport optimization in e-commerce success factor”*

- **Joan Alemany**, Director of Logistics, Venca-Venta a Distancia

*Success Story: “Venca – Distance Selling. The distance counter, service commitments, deadlines, payments, returns.”*

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