



SIL LOGISTICS DIRECTORS SYMPOSIUM 2nd SIL FOOD

"The keys to efficient logistics in the Mass Market"

Tuesday, 7th June 2011

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

15.15 – 15.30 h: Reception of participants

15.30 h: Beginning of the Conference

SUCCESS STORIES

15.30 – 17.30 h: Cases relating to "The keys to efficient logistics in the Mass Market"

Moderates and chairs:

- **Salvador Vicioso**, Logistics Project Manager, UNILEVER ESPAÑA

Success Story: "Efficiency, logistics and sustainability in Unilever"

Ponentes invitados:

- **Belén Fábregas**, Europe Supply Chain Manager, PEPSICO

Success Story: "Pepsico Europe-UK. Sustainable efficiencies in the supply chain"

- **Carlos Montalvo**, Commercial Manager, CHEP España

Success story: "Grupo Ferrero Case: 1 / 4 of the pallet, a sales tool"

- **Lluís Plans**, Logistics Director, BON PREU & **Jose Luis Rodríguez**, Manager of Supply Nexus

Success Story: "Key factors in the European multi-channel distribution model in the areas of fashion retail and technology supported by Manhattan Associates"

- **Andreu Reverter**, IT Analyst for Logistics and Corporate Services, CAPRABO

Success Story: "Transport optimization by implementing a TMS software."

- **Isaac Rojas**, Logistics Manager, AGUAS FONTVELLA Y LANJARÓN, SA

Success Story: "Cross-functional teams in a more efficient supply chain"

- **José Manuel Rojo Rocha**, Principal Sales Consultant, ORACLE IBÉRICA

Success story: Oracle Supply Chain Applications: "Logistics is designed for sustainable growth and continued cost reduction."

ROUND TABLE DISCUSSION

17.30 – 18.15 h: "Good practices for reducing logistics costs and improve logistics management in times of crisis"

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