

## 2<sup>nd</sup> Supply Chain Leaders Forum 2013

### THEME: COMPETITIVENESS THROUGH GLOBALIZATION

Post finance crisis the 'new normal' is a permanently tougher environment with more volatile demand and raw material prices, increased requirements from customers on products, services and commercial terms, and in particular fierce competition from competitors resulting in significant margin reductions if not reacted proper upon. Beyond innovation in products and services, leveraging globalization have for the more successful companies been a corner stone in preparing for this 'new normal'. This year SCL Forum will provide academia and business inspiration on how a company may approach the globalization opportunity and gain a sustainable competitive edge.

**Date and time:** Thursday the 29th of August 2013 from 14.00 – 19.45.

**Venue:** Copenhagen Business School, Porcelænshaven 20, Ovnhallesne, 2000 Frederiksberg in Copenhagen, Denmark.

At present the planned program is the following. Please note that this is a program in progress, meaning that at present not all speakers are confirmed and changes might therefore occur.

### CONFERENCE AGENDA

#### 14.00 – 15.00 Registration, networking and exhibitors visits

#### 15.00 – 15.15 Opening of the conference and virtual voting

by Kim Sundtoft Hald, Associate Professor, Ph.D., Program Director HD-SCM at CBS and Henrik Knak, conference chairman and Director, Supply Chain Centre of Excellence at TCS.

#### 15.15-15.30 Presentation of the competitiveness platform at CBS

by Christer Karlsson, Professor and Torben Pedersen, Professor.

#### 15.30 – 16.15 Effects of outsourcing and supplier driven innovations

The lecture will discuss to main questions of relevance for the competitiveness of Danish firms. First, Professor Schiele will share with us the results of a study conducted in the German automotive industry on the real effects of cost oriented sourcing from China. The second part of the presentation will deal with the issue on how a firm can leverage the innovation capabilities of its smart global suppliers.

by Professor Holger Schiele, University of Twente School of Management and Governance, NL.

#### 16.15 – 16.30 Backsourcing vs. Outsourcing in Danmark – What is the five year outlook?

The results of a recent survey conducted among managers in Danish industry will be presented. What is the five-year forecast in regards to backsourcing/outsourcing in Danish industry?

by Kim Sundtoft Hald, Associate Professor, Ph.D., Program Director HD-SCM at CBS.

#### 16.30 - 17.00 Break and networking

#### 17.00 - 17.20 Awards: Best HD-SCM Thesis and Best HD-SCM Business Project 2013

#### 17.20 – 18.00 Global Supply Chains – How to optimize through key partnerships

- Global Supply Chains -- Some Eye Opening Facts and Trends
- The Myths of Global Supply Chains "Debunked"!
- What Supply Chain Performance do Your Customers Expect in the Near Future (i.e. tomorrow)
- How can a 3<sup>rd</sup> Party Supply Chain Partner Optimize Your Global Supply Chain
- What is Required to Make it Happen?

by Jeffrey D Tew, Ph.D. and Chief Scientist at Cincinnati Innovation Center, Tata Consultancy Services, USA.

#### 18.00 – 18.30 Break - Drinks, sandwich and networking

#### 18.30 - 19.00 Award: Best Supply Chain Leader 2013

#### 19.00 - 19.15 Virtual voting and closing remarks

by Kim Sundtoft Hald, Associate Professor, Ph.D., Program Director HD-SCM at CBS and Henrik Knak, conference chairman and Director, Supply Chain Centre of Excellence at TCS.

#### 19.15 - 19.45 Drinks and networking

### ABOUT SCL FORUM - WHERE SUPPLY CHAIN PROFESSIONALS MEET

Danish supply chain leaders primary post-graduate education, HD-SCM at CBS (HD = Graduate Diploma in Business Administration) represented by Kim Sundtoft Hald together with Tata Consulting Services (TCS) represented by Henrik Knak, have in 2012 initiated the first Supply Chain Leaders Forum. The purpose of the forum is trifold:

1. Honor the best HD-SCM Thesis and best HD-SCM Business Project of the year.
2. Honor the best Supply Chain Leader in Denmark of the year.
3. Create a network environment for supply chain leaders to meet and receive both academic and business inspiration from the best academics, leaders and companies