

7th SCLForum2019 “Transforming Future Supply Chains” - CSCMP SPAIN ROUNDTABLE

Press Release

Barcelona, June 25th, 2019

Last June 13th, the **7th Supply Chain Leadership Forum** took place; organized by the **CSCMP Spain Roundtable** (Council of Supply Chain Management Professionals), which main focus was **“Transforming Future Supply Chains”**

This edition was held at HCC Montblanc Hotel and gathered over 70 supply chain professionals, from more than 50 leading companies. The meeting was attended by professionals from different countries, including Spain, Austria, Belgium, France, the United Kingdom, Germany, Peru, México, Paraguay, Argentina and Colombia.

The event was supported by **Sponsors** like **Port de Barcelona, EAE Business School, Miebach Consulting, BOARD Iberica**, and as collaborators **IoTWC2019, SIL Barcelona, LWK Walter** and **Supply Chain Brain**.

Guillermina Rodríguez, CSCMP Spain Roundtable President, welcomed everyone by introducing her Board Team and shared the value that CSCMP brings as education, global network and research for Supply Chain professionals and students who are part of the CSCMP from all over the world as well as to obtain the CSCMP SCPro™ Certification from Level 1 up to Level 3.



The first session was presented by **Céline Laukemann** from **Transport Exchange Group Limited**, with the title **“Navigating Africa’s Supply Chain Challenges”**. Céline explained the evolution



that the African continent has lived in the past years, and the rising of Africa’s young generation, pointing out that Africa’s market size has almost double in a space of five years. She especially pointed out that Africa cannot push western methods to develop, but must see what actually works inside the continent. In order to do this, an initiative called “International Employment and Development Initiative” (E4D) is being developed to, among other objectives, increase private investments, funding sustainability, support industrial and business parks and improve export opportunities. In addition, she pointed out that

Africa has become a net food importer and has free trade/duties agreements, emphasizing

“We cannot push western methods in Africa. We have to see what actually works”

Celine Laukemann

“You will never understand the complexity of your organization without looking outside”. **Dr. John Gattorna**

“Although the end of 2020 will be here soon, future supply chains will continue to

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in two of the most important ones: **TFTA** (Tripartite Free Trade Area) and **AFCFTA** (Africa Continental Free Trade Agreement). Regarding Supply Chain structure, Celine explained how Africa's countries are connected by the North-South corridors and how supply chain strategies are focus mainly on developing local force and partnerships, localization and innovation and finally post-sales and maintenance. With high English speaking population, there are opportunities to invest on Food Processing, Pharma, Automotive, Construction Industry, Textile, Electronics & Appliance.

The second presentation was about **"How to Network Professionally: Key learning from excelling as a SC Executive"** by Miquel Serracanta. He emphasized the importance of keeping ourselves updated regarding new technologies and innovation in Supply Chain and highlighted what he considered the TOP skills needed for being a successful Supply Chain professional: Efficient communication, strong relationship management abilities and, Global E2E capabilities and Learnability. Furthermore, he suggested to apply Communication, Coordination and Collaboration as verbs to excel our network development and pointed out that “connecting all the dots is a critical action to do by any Supply Chain Professional”.



The third conference of the day was given by **David Castilla Jiménez**, Supply Chain Project Manager at **SEAT**, speaking about one of the most trending topics **"Supply Chain Digital Transformation – People and Smart Technology 4.0 approach"**. David explained why SEAT required a new Supply Chain Strategy and how the implementation of a “Customer Focused” strategy enabled them to reduce lead time and gain on customer visibility. He pointed out that time reduction was achieved by the development of what

he called “Fast Lane”, a service focused on fast delivery orders highlighting as key factors: service Level, Demand & Variability, Lead time, Product Standardization and Logistics. On the same hand, he explained the concept of Supply Chain Control Tower, a new Supply Chain approach using digitalization as a trigger to transform the organization to ensure speed cars deliveries through complete supply chain control. Finally, he stated that Digital Transformation must take into consideration both People & Organization Transformation and Technology to succeed, considering new roles, new competencies, new structures, data analysis and suppliers collaboration for processes improvement aligned with SEAT standards.

Next was time for the event's Thought Leadership Speaker, **Dr. John Gattorna**, CSCMP 2018 Distinguished **Service Award**, sponsored by El Port de Barcelona, who talked about **"Thought Leadership: Transforming Corporate Supply Chains, from outside-in"**. Dr. Gattorna emphasized that technology's rate of change is faster than human adaptability and this fact force people to learn faster and govern smarter in order to sustained performance in current volatile environments. On the same hand, he suggested that professionals must speed up organizational decision making to reflect the speed of change in operating environments, especially considering the fact that marketplaces evolve faster than organizations. From this point of view, Dr. Gattorna stated that “you never understand the complexity of your

organization without looking outside-in” introducing the concept of Dynamic Alignment business model at Enterprise level that focus on marketplaces and understanding of the customers fundamentals needs and buying behaviors that ultimately drive sales, revenues and profits. To help simplify this marketplace understanding, Dr. Gattorna presented the five most common customer behavioral segments (5 out of 14) and the adequate supply chain responses to them, highlighting the value proposition of “agile” and “lean” responses by comparing both of them. Finally, to conclude his exposure, Dr. Gattorna suggested that Supply Chains should evolve from current to Future Enterprise Core Supply Chain by applying two intermediate transformation: firstly an Incremental Transformation, improving current and



adjacent products into current and adjacent markets and secondly, a Radical Transformation creating new categories, markets and new business models.

The afternoon sessions started with a case study

presented by **Natalia Fernández**, Senior Sales Account Manager from **BOARD Ibérica**. Natalia presented “**Integrated Corporate Planning at Coca-Cola European Partners: How to enable digital driver-based planning from production to delivery**”, explaining how Coca Cola managed to create an “Automation-Consolidation” button that enabled the company to consolidate the data of 48 manufacturing plants and 85 warehouse. Natalia explained that the main challenges that Coca Cola had to face at the beginning of the project were Optimization, Digitalization, Automation and Efficiency of current process and pointed out three enablers that contributed to the project completion: **Planning methodology**, adopting a Driver-based planning; **Digitalization & Tools**, implementing new age business process tools and systems; **Organization**, changing mindset and culture of the company and focusing on communication.



The afternoon continued with **Albert Prior**, SC Operations Manager from **HP**, presenting “**Future Supply Chain Trends: The Journey Towards a Digital SC**”. Albert explained the evolution of the conventional Supply Chain of HP to a Digital Value Chain that allows adapting to the new needs of the business as well as the evolution of consumers and changes in their behaviors from the point of view of people, processes and systems. This new Digital Value Chain demands big changes and investments in Supply Chain systems to

align, standardize and integrate processes at the same time of managing the change for the correct people engage and involvement. This change implied driving a “Supply Chain Control Tower” to manage the automation of administrative task and communications, the Chat boots implementation (customer service robotized chats), and the understanding of the Role Evolution to better adapt this transformation (Data Management in the past, Information Management in the present, and Knowledge Management in the coming Future).

Last business case of the event was “**Supply Chain Management 2020 in Consumer Goods: Facing & Leveraging opportunities in Digitization, IoT, Robotics and Big Data**”, was in charge of **Xavier Farrés**, from **Miebach Consulting**. He explained a global trend study to evaluate



the most relevant challenges for today's supply chain organizations within the consumer goods industries. Regarding the need to implement a new logistics and SC solutions, Xavier commented that 59% of companies have reported a significant gap between current and 2020 targets and that the most important external driver for shaping the logistics and supply chain world of 2020 is the need to respond to mega-trends including, mega cities, consumer behavior, sustainability, the increasing use of multichannel warehouses and automation.

Furthermore, considering the development of new technologies, Xavier stated that neither traditional supply chain automation nor innovation solutions such as BlockChain or IoT (Internet of Things) are enough to success developing new logistics and supply chain solutions, but the combination of both approaches is necessary. Regarding performance expectations, Xavier commented that current high customer expectation result in aggressive improvement goals and that service level still has room for improvement. On the same hand, he added that there are still significant differences in supply chain performances and that, although the end of 2020 will be here soon, future supply chains will continue to develop and look different by then compared to now due to the fast changing landscape of technologies and the increase availability of new Supply Chain solutions.

Guillermina Rodríguez closed the event highlighting the good response & participation from attendees, knowledge shared and the opportunity to bring together many highly qualified professional executives for a professional networking and learn about Supply Chain global trends inviting attendees to follow up insights and events on the different CSCMP Spain Social Media Channels to keep networking and learning from a Global Supply Chain association.



About CSCMP

The Council of Supply Chain Management Professionals (CSCMP) is the world's leading association for supply chain professionals. Based in the U.S. with presence in all continents (71 countries) and Roundtables distributed among the world (8 in Europe), and it's dedicated to the promotion and dissemination of research and knowledge about Supply Chain

The CSCMP Roundtable of Spain was re-established in May 2010 and dedicates its activities and programs to provide the best possible experience to professionals in supply chain management and offers, throughout the year, educational programs and structured networking opportunities to facilitate interconnection between the sectors representing the supply chain. This, in turn, encourages collaboration and, ultimately, forms an unbreakable connection between the participants, the organization and the industry.

More Information

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