



**Press release**

**Tuesday 1 September 2020**

**Sector: Supply Chain**

**Section: trade show**

**Focus: Kick-off interview for Supply Chain Event – 17 & 18 November 2020**

**“Digitalisation for a resilient and sustainable supply chain”**

## **Supply Chain Event 2020 Boosting digital solutions for the supply chain**

Supply Chain Event, created in 2012, is a human-scale show with over a hundred exhibitors every year presenting digital technologies for supply chain industries. It is held in a 4,000 m<sup>2</sup> space at the Porte de Versailles exhibition centre on the edge of Paris. The event has a strong ongoing reputation and focuses on promoting select, targeted business meetings. Visitors are mostly decision-makers, often supply chain directors and managers from large corporations and SMEs. The aim is always to meet the needs of industry professionals, which is why Supply Chain Event also features 40 conference sessions and workshops. This year’s theme is **“Digitalisation for a resilient and sustainable supply chain”**.

**The event will be held on 17 and 18 November 2020 in Paris, Porte de Versailles, Pavilion 5.1.** SCE will cover 5 fields of expertise: Information Systems & Tracking – Management & Planning Solutions – Transport & Logistics Solutions – Automation & Robotics Solutions – Consulting & Services. There will also be a specific focus on the agri-food sector and related activities. We’re expecting 4,000 participants.

**Interview with Thomas Desplanques, Director of the Transport & Logistics Division at Reed Expositions and Organiser of Supply Chain Event.**

**“Adapting to meet new challenges, new sources of hope and energy”**

**This year, supply chain managers have faced massive challenges, and will be hit with many**

**more over the coming months. How can Supply Chain Event support them in all these changes that have affected their industry, jobs, customers and suppliers?**

**ThD:** Every year, Supply Chain Event aims to develop a programme that is tailored to the big issues facing the sector. This 9<sup>th</sup> edition is going to be no different. The overarching theme for 2020 is digitalisation for a resilient supply chain, in order to meet the many strategic and operational challenges that supply chain managers are facing this year, and probably next year as well. We make a number of commitments to our exhibitors and visitors. Firstly, we can help raise their profile, which has been difficult for them to do in 2020, with so many trade shows cancelled due to the ongoing coronavirus pandemic. By creating a perfect setting for meetings and discussion, SCE is a place to boost business. The conference programme we have in store will also offer content that will get them thinking, share best practice and present the latest innovations through real applications used by large transport companies. They will be coming to share their experience, which is a very important to us.

**In France, some economic sectors have been under more intense pressure than others. Will you afford a special place at the event to some of them?**

**ThD:** For two years now, we have focused on the challenges of a specific sector. Last year, we highlighted the pharmaceutical and cosmetics industry. This year, the agri-food sector will be in the spotlight, along with related activities such as the temperature-controlled supply chain. This year has seen significant pressures on food production, with the need to meet soaring demand from consumer stockpiling prior to and during lockdown, and the ongoing need to ensure safe working conditions and comply with social distancing measures during the pandemic. The stories from people in this industry and the businesses they work with are sure to be interesting. This choice of topic will help attract a new type of visitors and buyers, with a specific new format, without which they probably wouldn't have attended SCE.

**Some say that trade shows are slowly dying out, but that the pandemic has accelerated this trend. Why is Supply Chain Event doing better than others?**

**ThD:** SCE is designed with and for supply chain managers. It is a relatively small, human-scale show, with stands that are rarely bigger than 30 m<sup>2</sup>. It is easy to meet people, have fruitful conversations and discover all the innovations, presented by around a hundred exhibitors in a 4,000 m<sup>2</sup> space . The business meetings, conference programme and brands attending the event, make it a key place for developing business. The booking levels and visitor loyalty are high, which shows that both exhibitors and visitors find what they are looking for each year. Given the current climate, we are ensuring that all necessary safety measures are put in place for 2020, working with our exhibitors, visitors and all staff to give everyone peace of mind about the social distancing and protective precautions that will be implemented.

**What will the highlights of the event be?**

**ThD:** Supply Chain Event is taking place on 17 and 18 November in Paris, Porte de Versailles. But it is also happening before and after these dates, on different media, with regular events and enhanced communication to build the community. On 22 September, we are organising a webinar, a panel discussion with a number of leading names from the sector, as a taster of the

physical event that will be coming in November. Visitors will also be able connect using their Match & Connect account, in order to plan their business meetings at the show and see which conference sessions they plan to attend, giving them a preview of the of high-quality speakers they can expect to see at SCE, and an opportunity to start using the tools available to them.

At the actual event, drawing on our experience from this June's Digital SITL, we have decided to livestream a dozen of the plenary talks on our website during the two days of SCE. This way, we will widen our potential audience by offering some of the trade show content to people who are unable to physically attend the 40 talks included in our conference programme.

**Alongside the Digital Supply Chain Award and the Start-up Digital Supply Chain Award, there is talk of awarding the 20<sup>th</sup> SITL Innovation Award 2020 the day before SCE. Can you confirm this?**

**ThD:** Yes! That's absolutely right. The 20<sup>th</sup> SITL Innovation Award and the Start-up Contest Prize 2020 will be awarded on the evening of Monday 16 November at the premiere party ahead of SCE. The prizewinners and selection panel will be attending. The final of the Digital Supply Chain Award and Start-up Digital Supply Chain Award (first ever edition) will be held the next day, on 17 November. The two panels of judges, comprised entirely of users, will ask the teams to present their innovation via a 2-minute pitch and a 3-minute Q&A session. The competition will be held in several rounds leading up to the award ceremony, with quarter-finals and semi-finals before the winner is announced. Prizewinners, judges and exhibitors will then be able to mingle and get to know one another in a relaxed setting at the traditional networking party.

#### **REGISTER FOR SCE 2020**

Use the code **COS2**, for a free visitors' badge for your readers. Simply click the link below and enter the code when registering:

<https://badge.supplychain-event.com/visiteur.htm> .

The badge is valid for the 2 days of the event. It includes access to the exhibition, 40 conference sessions and workshops on digitalisation for a resilient supply chain, to the pitch sessions for the Digital Supply Chain Award and Start-up Digital Supply Chain Award and the networking party.