



Press release
4 October 2019
Sector: Supply Chain
Section: Event for professionals

**“Keys to a successful digital transformation”
Supply Chain Event - 3 and 4 December 2019
Hall 5.2 - Parc des Expositions - Porte de Versailles - Paris**

**SUPPLY CHAIN EVENT 2019
An 8th edition focusing on successful digital transformation**

Double-digit growth in the number of exhibitors and professional visitors every year underscores the success and reputation of Supply Chain Event.

The 2019 edition of this go-to event for the supply chain will be more dynamic than ever! It will bring together leaders from various fields of expertise, around the theme of “keys to a successful digital transformation” with customised business meetings, case studies and thematic conference sessions.

These are just some of the opportunities awaiting the 4,000 professionals expected at the next Supply Chain Event on 3 and 4 December in Hall 5.2 of the Parc des Expositions, Porte de Versailles, Paris.



100 exhibitors across 5 fields of expertise

The Supply Chain Event exhibition will support this dynamic with around one hundred exhibitors from five fields of expertise: Information Systems & Traceability, Management & Planning, Transport & Logistics, Automation & Robotics, Consulting & Services. The main industry players will be represented, including Oracle, SAP, IBM, KPMG, Agilea, TK'Blue, Chronotruck, Hub One, Shiptify, Connectwave, Boa Concept, Scallog and Silverprod.

3 sectors at the heart of the conference programme

Information will be shared through presentations of case studies and real applications, and via networking with leading supply chain providers. Three sectors will be discussed over the two days: Industry and Fast-Moving Consumer Goods / E-commerce and Retail / Transport and Urban Logistics.

Focus on the pharmaceutical and cosmetics sector

New to the 8th edition is a full day of conference sessions and workshops dedicated to the Pharmaceuticals and Cosmetics sector, featuring all the leading industry players.

Since February, European Directive 2011/62 has overhauled the pharmaceuticals supply chain. **“These new serialization rules aim to prevent the introduction of falsified medicines or legitimate medicines with quality defects into legal supply chains, in order to provide better protection for patients,”** explains Thomas Desplanques, Director of the Transport & Logistics Division at Reed Exhibitions.

Compliance with this directive has required industry players to adopt new safety, forecasting, risk prediction and tracking tools to ensure the integrity and authenticity of the medicines distributed. **“This way of working requires players to be up-to-date with the latest generation of supply chain management solutions.”**

Opening up the realm of possibilities

The Supply Chain Event exhibition and conference programme have been designed to help supply chain managers and logistics, purchasing and transport directors better understand how to manage a transformation project and roll out digital technologies in their supply chains.

“The scope covered opens up new possibilities for businesses. In an increasingly multi-channel environment with significant deadline constraints, we will discuss potential growth areas and productivity gains thanks to innovations from Big Data, artificial intelligence and its predictive approaches.”

Various solutions focus on fighting counterfeiting, supply chain safety and security, optimising service quality and improving working conditions.

“Many exhibitors and workshops will use Supply Chain Event to showcase their new solutions for real-time traceability using technologies such as the Internet of Things and Blockchain. Visitors will also be able to discover the latest innovations in automation, robotics and collaborative platforms for flow management and service provider selection and management.”

Customised business meetings

To optimise visits to the trade show, Supply Chain Event is using some of these new technologies on an innovative new website that hosts a new networking platform. The Supply Chain Event website is available now for booking your entry badge and offers improved performance and customer experience thanks to its user-friendly design and new applications for matching the needs expressed by visitors with the solutions proposed by exhibitors.

“Supply Chain Event is a trade show for professionals designed to optimise visitors’ and exhibitors’ time. The networking platform identifies needs in order to make it easier to set up customised meetings, which are then confirmed by telephone.”

Digital Supply Chain Award

The Digital Supply Chain Award is one of the highlights of the two-day trade show and will be presented in a new format in 2019. This year, it will be held on 4 December between 10 and 11:30 am in the central “The Cube” area, where around twenty entrants will be split into four groups.

Their innovations and solutions will be reviewed by a panel of judges comprising supply chain professionals. In each phase, entrants will pitch to the panel of judges, who will make their selection. The panel of judges will then select two finalists who will have to give a two-minute live presentation of their innovations, followed by a three-minute question and answer session. **“The winner of the Digital Supply Chain Award 2019 will be announced at 12 noon,”** explains Thomas Desplanques. He believes Supply Chain Event is uniquely positioned to deal with the digital challenges facing supply chains.