



Press release

Wednesday 10 July 2019

Sector: Supply Chain

Section: Trade show

SUPPLY CHAIN EVENT 2019

“Keys to a successful digital transformation”

Supply Chain Event 2019 was created for and with supply chain managers, around the main theme of “Keys to a successful digital transformation”. The 8th edition will be held on 3 and 4 December in Hall 5.2 of the Parc des Expositions, Porte de Versailles, Paris, and will feature all the latest digital innovations applied to the supply chain. The Pharmaceuticals - Cosmetics industry will be the main theme over the two-day event, with three sectors showcased in 2019: Industry and Fast-Moving Consumer Goods / E-commerce and Retail / Transport and Urban Logistics.



Thomas Desplanques, Director of the Transport & Logistics Division at Reed Exhibitions, explains the programme and highlights of this year’s event. Every year, Supply Chain Event is considered the go-to event for the innovative supply chain. How do you explain this recognition?

ThD: As we say in the logistics sector, it's all about "the right product at the right time and in the right place". Supply Chain Event is designed with supply chain managers in mind, with a special focus on the digital, energy and environmental transitions they are facing. This "3-in1" trade show features an exhibition with around a hundred exhibitors, business meetings, and a forum with around forty conference sessions and workshops. Supply Chain Event has kept its promise to visitors since its creation in 2012 - they are certain to get information on new technological trends, broaden their network of contacts and discover innovative and professional solutions through testimonials and feedback from real experience. Supply Chain Event is the trade show to help supply chain managers optimise and prepare transformation plans, manage and run their supply chains.

All surveys with supply chain managers show that forward planning, visibility and cost optimisation through simplified access to data and analytics is one of their biggest concerns. What are the main technologies that will be showcased at the trade show?

ThD: Strategic, tactical and operational data management is essential for informed decisionmaking. The solutions presented at the trade show are driven and developed by supply chain experts to help supply chain managers better ascertain how to manage transformation projects, especially by implementing digital technologies. Supply Chain Event covers the three levels of data management through a broad range of applications, including in the fields of Big Data, Artificial Intelligence, predictive approaches, real-time tracking, collaborative flow management platforms and omnichannel solutions. Other techniques are associated with the Internet of Things (IoT), automation, robotics, the blockchain and anticounterfeiting.



Every year, the forum of conference sessions and workshops focuses on a few select sectors. Which ones will be in the spotlight in 2019?

ThD: This year, we decided to focus our conference sessions and workshops on three major sectors and one main theme. The sectors are industry and fast-moving consumer goods, ecommerce and retail, and transport and urban logistics. The main theme, Pharmaceuticals and Cosmetics, will be addressed in lectures and workshops throughout the two-day event. This sector is at the cutting edge of technology when it comes to tracking and flow security, with solutions like pharmaceutical serialisation. These topics will be covered through feedback from exclusive studies, together with stories from top managers and discussions between experts from fields such as consulting and higher education.

Supply Chain Event is highly reputed for its business meetings. What new tools are available to visitors and exhibitors in order to optimise networking?

ThD: In 2019, Supply Chain Event is launching a new more user-friendly web portal that hosts a new networking platform. Using precise search filters, it facilitates contact and exhibitor selection in line with expectations and can be used to send personalised “one-to-one” messages and meeting requests. This platform goes further by generating suggested contacts and recommended exhibitors based on the needs expressed by users.

One of the highlights of the trade show is the Digital Supply Chain Awards Ceremony. How will the contest be organised in 2019?

ThD: The Digital Supply Chain Award is free of charge and exclusively reserved for exhibitors. The 4th edition will recognise an innovative solution whose deployment is considered accessible for any size of company. The winner will be chosen by a panel of supply chain and logistics directors from industry and retail. Each entrant will have three minutes to present their product and/or solution to the panel of judges, before participating in a five-minute question and answer session. After these meetings, an awards ceremony will be organised at the trade show on Wednesday 4 December at midday, followed by a cocktail reception. Entrants have until 7 November to register online at the new Supply Chain Event website.