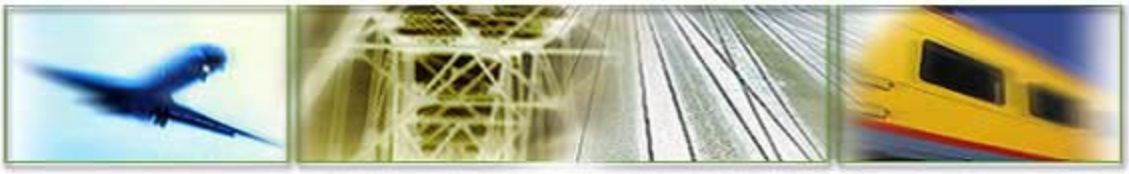
ZARAGOZA International Logistics Summit

March 24-26, 2004
Zaragoza, Spain

www.mit.edu/zlc/summit2004.htm



Supply Chain Management – The Future

The Zaragoza International Logistics Summit gathers the thought leaders from around the world in the field of logistics and supply chain management to share their strategic insights. In addition to the keynotes, offered in English, researchers, practitioners, and policy makers will interact with the thought leaders in seminar sessions. The 2004 theme is: "**Supply Chain Management – The Future**"

Sponsors:

Massachusetts Institute of Technology

ZARAGOZA LOGISTICS CENTER

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Summit participants will be able to attend these two other events occurring in parallel.

PILOT
Programa de Innovación Logística

The PILOT International Forum annually assembles logistics professionals from Aragón and beyond and presents Logistics Excellence awards for innovative companies in the region. The program offers lectures, panels, and workshops in Spanish and English.
For more info, please visit:
www.logispilot.com.

LOGIS EXPO
LOGIS TRAILER LOGIS STOCK LOGIS MODAL

LOGIS Expo brings together in the same place, three separate tradeshows devoted to specialised sectors in the logistics field:

- LOGIS STOCK - Material Handling & Storage
- LOGIS TRAILER - Industrial Transportation
- LOGIS MODAL - Technology & Services

For more info, please visit:
www.feriazaragoza.com.

Schedule

Wednesday, March 24
16:00 Opening
16:30 **Dr. Hau Lee** *Information-Based Supply Chain Innovations*
BREAK
18:30 **Dr. Hermann Krog** *Directions and Trends in the Global Automotive Industry*
19:30 Reception
Thursday, March 25
9:30 **Dr. Morris Cohen** *After-Sales Service Supply Chains Strategy*
10:30 **Dr. Gabrial Bitran** *Supply Networks*
BREAK
12:00 **Dr. Don Ratliff** *The Supply Chain Complexity Gap*
13:00 Seminars
LUNCH
15:00 Seminars
16:00 **Dr. Marshall Fisher** *Rocket Science Retailing*
BREAK
17:30 **PILOT Awards Ceremony**
18:30 **PILOT Plenary: Giorgio Merli** Italy Country Leader, IBM Business Consulting Services
19:30 Reception
Friday, March 26
9:30 **Dr. Yossi Sheffi & Jim Rice** *RFID in the Supply Chain*
10:30 **Dr. Martin Christopher** *Creating the Agile Supply Chain*
BREAK
12:00 **Dr. Yossi Sheffi & International Panel** *Conference Summary and Future Directions*
14:00 Adjourn

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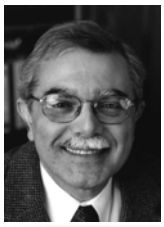
Speakers



Dr. Gabriel Bitran, Chair Professor at **MIT** Sloan School of Management, has served as Deputy Dean of Sloan and Head of the Management Science area. He was previously Editor-in-Chief of *Management Science* and is president-elect of the Production & Operations Management Society (POMS). Dr Bitran sits on the board and advisory board of several organizations.

Dr. Martin Christopher, Professor of Marketing & Logistics at **Cranfield** School of Management, has published widely including the books *Logistics and Supply Chain Management* and *Marketing Logistics*. In 1988 he was awarded the Sir Robert Lawrence Gold Medal for his contribution to logistics education and in 1997 was given the Council of Logistics Management's Foundation Award.

Dr. Morris Cohen is Matsushita Professor of Manufacturing and Logistics at the **Wharton School** of the University of Pennsylvania and co-director of the Fishman-Davidson Center for Service and Operations Management. He is chair of MCA Solutions, Inc. and is a member of the board of Vlasic Foods International. Dr. Cohen is author of numerous publications and the book *Manufacturing Automation*.

Dr. Marshall Fisher is the Stephen J. Heyman Professor of Operations and Information Management at the **Wharton School** of the University of Pennsylvania and co-director of the Fishman-Davidson Center for Service and Operations Management. He is a member of the National Academy of Engineering and recipient of the Edelman Prize from the Institute of Management Science, the E. Grosvenor Plowman Award from the Council of Logistics Management, and the Wharton School MBA Core Curriculum Cluster Award for teaching excellence.

Dr. Hermann Krog is Executive Director for Logistics at **Audi** and is on the Managing Board for Volkswagen. He progressed through materials management, logistics planning and material procurement roles before becoming executive director of logistics for VW and then Audi. He is also a member of the Executive Board for Bundesvereinigung Logistik (BVL), Germany's largest logistics organisation.

Dr. Hau Lee is the Thoma Professor of Operations, Information and Technology at the Graduate School of Business at **Stanford University**. He is the founder and current Director of the Stanford Global Supply Chain Management Forum, an industry-academic consortium. He has served on the editorial boards of many international journals and is the current editor in chief of *Management Science*. He sits on the board and advisory board of several technology-based supply chain companies.

Dr. H. Donald Ratliff, UPS and Regents' Professor of Industrial and Systems Engineering at **Georgia Tech**, is a member of the National Academy of Engineering. He was co-founder and served as President of CAPS Logistics until its acquisition by the Baan Company and served for more than ten years as Executive Director of the Logistics Institute at Georgia Tech. Dr. Ratliff has published more than fifty refereed journal articles and given more than one hundred invited presentations.

Dr. Yossi Sheffi is Professor of Civil and Environmental Engineering and Engineering Systems at **MIT** and is Director of the MIT Center for Transportation & Logistics. He is the author of over fifty publications in leading scientific journals and of the book *Urban Transportation Networks*. He is co-founder of several companies in third-party logistics, online exchanges, and transportation software. In 1997, Dr. Sheffi received the CLM Distinguished Service Award.

For speaker's abstracts, please visit the website:
www.mit.edu/zlc/summit2004-keynotes.htm

Conference Location

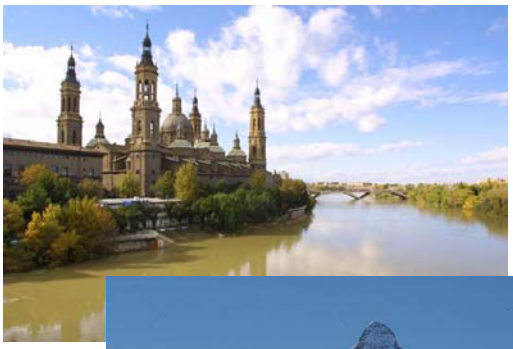
Zaragoza, Spain, is near to major metropolitan areas of Madrid and Barcelona and in the shadow of the Pyrenees. The **Zaragoza Exhibition Centre (Feria de Zaragoza)** is the location for all events: Logistics Summit, PILOT Forum, and LOGIS Expo. The LOGIS Expo will be open during all hours of the conference and also on March 23. The conference site offers capability for simultaneous language translation. During the conference there will be a free coach shuttle service between the conference site and the conference hotels. Companion programs offering tours throughout the region are available.

Virtual image of the PLAZA logistics park and the Zaragoza Exhibition Centre.

Adjacent to the conference site is a huge, state-of-the-art logistics park. To spur in the economic growth of Aragón, the government and industry have invested millions of Euros to create **PLAZA (Plataforma Logística de Zaragoza)**, an 11-million square-meter development with infrastructure for distribution centers, intermodal transportation, customs clearance, and special areas for handling hazardous materials, bulk shipments, automobiles, and agro-foodstuff. Areas designated for commercial, educational, and sports & leisure facilities blend naturally with the industrial areas and the green space. The logistics park is located in the nexus of transport and commerce connections, with its boundaries defined by a major freeway exchange, the high-speed railway connecting to Madrid and Barcelona, and the 24/7 airport, which can accommodate the world's largest cargo planes. Formal tours of the logistics park, currently in Phase I of development, will be available prior to the conference or by special arrangement.

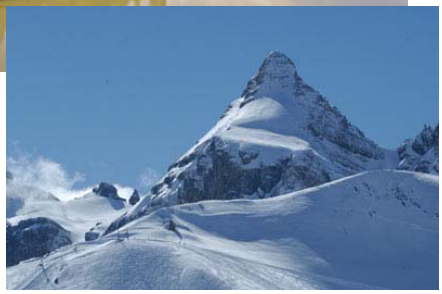
Lodging

Zaragoza offers a wide range of high quality hotel facilities and professional services, thanks to the city's long tradition of welcoming tourists, businessmen, and important guests. Reservations are the responsibility of each participant. A block of rooms across several hotels has been secured for this event. To reserve one of these rooms, please reserve online: **www.eventszone.net/summit2004**. For information, please email: **lodging@zaragozalogistics.com**.



Travel

Auto: Zaragoza has direct freeway access to Madrid, Barcelona, Bilbao, and Valencia with drive times ranging from 2-4 hours.
Train: The AVE high-speed train connects Zaragoza Delicias, the city's new train station, with Madrid and Barcelona. The trip takes 1-2 hours. You may book a reservation online at **www.renfe.es**.
Air: The city of Zaragoza has a recently enlarged airport offering direct flights and connections via Madrid to all parts of Europe and other parts of the world.



Conference Registration Form

ZARAGOZA International Logistics Summit

Online:
www.zaragozalogistics.com

Fax:
+34 (976) 20 14 04

Mail:
Zaragoza International Logistics Summit
Viajes Mapfre Congresos
C/ Veronica, 16
50001 Zaragoza, SPAIN

Type/print the information requested to register for the conference. Use a separate copy of this form for each registrant. Travel and lodging arrangements are made separately.

Conference Registrant Information

First Name/Given Name *Middle Initial* *Last Name/Surname* *Nickname*

Title/Position held

Company/Organization

Street Address/P.O. Box

City *State/Province* *Zip/Postal Code*

Country *Phone* *Fax*

Email

❑ Check here if you have a disability and require special accommodations at the conference site.

Method of Payment

❑ MasterCard ❑ Visa ❑ American Express

Card # *Expiration Date*

Name as it appears on card

Signature

Credit Card Billing Address

City/State/Province/Country *Zip/Postal Code*

❑ Bank Transfer into International Bank Account. For account number and bank identification code, please email lodging@zaragozalogistics.com and mention "Zaragoza International Logistics Summit".

Registration Fee: €150

The Government of Aragón is sponsoring the first annual Zaragoza International Logistics Summit to grant participants access for this very reduced fee.

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Further Information

- Webpage: **www.mit.edu/zlc/summit2004.htm**
- Lodging: **www.eventszone.net/summit2004**
- For general information, please email:
  summit@zaragozalogistics.com
- For information about registration, lodging, or companion programs, please contact:
  Mariola Murcia at Viajes Mapfre Congresos
  Phone: +34 (976) 20 03 68
  Email: lodging@zaragozalogistics.com
  or
  Nancy Martin at MIT
  Phone: +1 (617) 253-1547
  Email: nlmartin@mit.edu