



Press Release

EXCHAIiNGE 2019: Elements of Innovation for Robust and Sustainable Supply Chains

Munich, August 8, 2019—Technology, innovation, collaboration, mobility, sustainability, culture, mindsets: These are key elements of success in an integrated supply chain. Supply chain management and operations experts can learn how to successfully establish such qualities in their networks and ecosystems at EXCHAIiNGE, the 7th international supply chain summit on November 26 and 27, 2019. This year's theme: "Management 4.0—New Work & Digital Business."

EXCHAIiNGE is an established networking platform that brings together experts in interactive formats and links trends to strategic core functions of the supply chain. "In many areas, we're preoccupied with putting out fires. EXCHAIiNGE provides clear answers and shines a light on real-world solutions," notes Dr. Petra Seebauer, Managing Director of EUROEXPO Messe- und Kongress-GmbH and an initiator of EXCHAIiNGE. The event in Frankfurt is anchored by four sessions focusing on innovation, sustainability, digital disruption, and the culture of digital transformation.

About the sessions:

- Ecosystems & Networks in the Supply Chainers Community (November 26):
What makes collaborations stable and successful?

Germany is largely seen as following rather than leading when it comes to implementing technology and organizational strategies along the supply chain. Studies confirm that although businesses are aware of the necessity of digital processes in the supply chain, few have yet to begin implementing such strategies. We now have a range of interesting hubs, accelerators, incubators, and spin-offs that can serve as a benchmark. EXCHAIiNGE identifies what is driving and what is blocking the deployment of digital technologies and uncovers how partnership and collaborative models are formed. Controlled acceleration is the name of the game. Paralysis in the face of change is not an option. Taking a wait-and-see approach puts your business in a reactionary posture and can threaten its very existence.

Moderator: Dr. Volker Hillebrand (De Causmaecker GmbH, partner & supply chain expert)

Speakers: Johannes Berg (Digital Hub Logistics GmbH, Managing Director), Dr. Alexander Hüttenbrink (Kinexon GmbH, Co-Founder and Managing Director), Thomas Holzner (Siemens AG, Digital Program Manager & Member of SCM MTM & Founder of DigiNetwork), Dr. Harald Kolbe (Lufthansa Technik Logistik Services GmbH, Head of Digital Innovation)

- Technology & Innovation in the Supply Chain (November 27):
Blockchain vs. genuine solutions: clearing a path through the buzzword jungle

A business environment where mistrust is growing, power is held by the elite who control data, and decisions are made with very little leeway can quickly become a veritable powder keg. The factors driving success include diverse network partners, data that can be shared, the development of common standards and data structures, transparency, technical solutions, positive feedback loops. But those who embrace “disruptive” business models need to inspire profound confidence—and maintain it over the long term. Blockchains have an important role to play here. They give authorized persons real-time transparency of goods and information flows and ensure that monetary payments are automatically initiated. At the same time, they push us toward a fundamental strategic examination of future issues. Project teams need to be proactive in grappling with fundamental, deeply ingrained challenges that arise through the interaction of various players along a sometimes fragmented process and supply chain. This EXCHAIiNGE session dives deep into the first successful use cases and looks at what’s required.

Moderator: Dr. Kerstin Höfle (Körber Logistics Systems GmbH, Head of Technology Management)

Speakers: Heiko Hackel (Sartorius Stedim Biotech S.A, Head of Strategic Sourcing), Dr. Michael Henke (Fraunhofer Institute for Material Flow and Logistics: Institute Director, Enterprise Logistics Division), Thomas Müller (evan GmbH, CEO; evan.network organization, Spokesperson of Coordination Council), Dr. Jan C. Rode (Logistik-Initiative Hamburg Management GmbH, Project Manager for Startups & Networks)

Other sessions

- Sustainable Supply Chain Management (November 27):
Shifting responsibility for a new first and last mile?
- New Work—Culture & Mindsets (November 27):
What today’s modern executives can achieve

Also on the agenda at EXCHAIiNGE

- Interactive supply chain roundtables (November 26/27/28 at Hypermotion):
Sustainable business practices and customer expectations; Good risk management in a volatile world; Optimized logistics footprint and customer satisfaction
Participants make various tactical and strategic supply chain decisions on behalf of “The Fresh Connection,” a virtual fruit juice company.
- Supply Chain Best Practices of Award Finalists (November 26):
Movers and shakers offer a behind-the-scenes look
- EXCHAIiNGE Award Night (November 27):
Presentation of Supply Chain Awards 2019

The supply chain summit takes place as part of the Hypermotion trade show with some 5,000 attendees (organizer: Messe Frankfurt). Those attending EXCHAIiNGE also have the opportunity to visit the Hypermotion exhibit space with its multiformat focus on the digital transformation of transport and mobility: November 26–28, 2019.

Save the date:**7th international EXCHAIiNGE supply chain summit**

with sessions, interactive supply chain roundtables, final round of awards competition, and Award Night ceremony

November 26–27, 2019 | at Hypermotion in Frankfurt am Main

Learn more: www.exchange.de

About EXCHAIiNGE

EXCHAIiNGE is an annual international supply chain summit that brings together decision makers and thought leaders from the worlds of SCM, finance, logistics, and purchasing. Innovation officers, business developers, and supply chain operations managers from businesses of all sizes come to discuss the strategic issues facing managers today, including new approaches and business models and the challenges of integration amid digital transformation.

EXCHAIiNGE provides a roadmap for navigating such key issues of digital transformation as sustainability, culture and mindsets, innovation, collaboration, mobility, technology, blockchain, big data, and artificial intelligence. Finalists competing for the Supply Chain Awards offer profound insights into pre-eminent examples of best practice.

Visitors get valuable tips on repositioning their businesses to become drivers of innovation with the goal of generating a critical competitive advantage. EXCHAIiNGE stands as an established networking platform where attendees can share in the personal experience of industry leaders, experience illuminating roundtables on forward-looking strategies, be actively engaged, and reflect on new ideas and trends in the supply chain. The supply chain summit is organized by EUROEXPO Messe- und Kongress-GmbH in Munich.

About HYPERMOTION

Hypermotion—Pioneering Mobility & Logistics | November 26–28, 2019 | Frankfurt am Main

Hypermotion offers a platform for forward-looking issues with a focus on smart systems and solutions for mobility, transport, logistics, and digital infrastructure and features an innovative program mix for the mobility and logistics industries. Taking place for the third time this year, the event brings together the users and providers who are defining new standards for the mobility of tomorrow. The overarching objective is to provide a networking platform that transcends various modes of transport and systems and finds interfaces between mobility and logistics. Hypermotion zeroes in on the following core questions: How will digitization and decarbonization transform transportation systems? How can we find unique, intermodal solutions for logistics and mobility chains in smart and digital regions?

The agenda blends seven interrelated topics: smart & digital regions, data analytics & security, digital & urban logistics, hypermodality (intermodal, multinational, digital), sustainability, monitoring & transparency, and connectivity. The event includes businesses of all sizes—from startups to large enterprises—together with researchers, policymakers, and representatives of professional associations. Hypermotion's program mix of expo, conferences, pitches, workshops, and talks offers numerous opportunities to engage and network with seasoned experts from established enterprises and future innovators from the startup scene. The EXCHAIiNGE conference is once again offered both as a part of Hypermotion 2019 and as a standalone event.

Learn more about [Hypermotion](#).

About EUROEXPO Messe- und Kongress-GmbH

EUROEXPO Messe- und Kongress-GmbH, founded in 1996 and headquartered in Munich, organizes LogiMAT (“the International Trade Show for Intralogistics Solutions and Process Management”) and TradeWorld (“the Professional Platform for Trade Processes”), held each year in Stuttgart, Germany. EUROEXPO has also partnered with Landesmesse Stuttgart since 2014 to present the annual LogiMAT China, first in Nanjing and since 2019 in Shanghai.

EUROEXPO also organizes “EXCHAIiNGE—the Supply Chainers Community.” The supply chain summit, now in its seventh year, targets leaders from the areas of SCM, finance, logistics, and purchasing at companies ranging in size from startups to global enterprises. EUROEXPO is also a service provider offering B2C and B2B event management services, such as the organization and implementation of the LOGISTIK HEUTE series.

For more information, please visit www.euroexpo.de.

Click [here](#) for images.

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