

# 4<sup>th</sup> CEE Procurement & Supply Forum

SEIZING NEW OPPORTUNITIES IN CENTRAL & EASTERN EUROPE



**26<sup>TH</sup> OCTOBER 2017 – GRANDIOR HOTEL PRAGUE, CZECH REPUBLIC**

- Strategies to access East European markets
- Sourcing in Central and Eastern Europe – best practices
- Successful supplier selection and development
- Ensuring profitable growth through tactical partnerships

**SPECIAL: B2B-Matchmaking**

In cooperation with:



Deutsch-Tschechische  
Industrie- und Handelskammer  
Česko-německá  
obchodní a průmyslová komora

## ABOUT THE EVENT

For a longer period sourcing in Central-Eastern Europe (CEE) has been state of the art for international companies. Although, within the last years its significance has changed: It focuses on **finding optimal suppliers** in times of international crises, strategic changes and investing in long term supplier relationships. This includes intelligent purchasing concepts and innovative collaboration. More than ever, suppliers have to go beyond simple product delivery – they are **innovation** and **value-creation** partners. Taking benefit from geographical proximity, as well as from its high number of potential suppliers, CEE provides numerous options for European companies. New models of cooperation and systematic collaboration with suppliers from CEE can generate **significant advantages** for both parties. With the **4<sup>th</sup> CEE Procurement & Supply Forum** the German Association for Supply Chain Management, Procurement and Logistics (BME), the German-Czech Chamber of Commerce (DTIHK) and its partners provide a unique platform to enable discussions between procurement professionals and suppliers at the highest level – we want to **build bridges** and want to **create a living network** between procurement professionals, as well as between buyers and best-in-class suppliers. We are looking forward to welcoming you at our 4<sup>th</sup> CEE Procurement & Supply Forum in Prague.

### Benefit as a supplier:

- Meet procurement professionals at the highest level
- Find new business partners and potential customers (B2B-Meetings)
- Benefit from a know-how exchange

### Benefit as a buyer:

- Create and enlarge your business network in the CEE region (with colleagues and B2B-partners)
- Meet efficient suppliers in one-to-one Meetings (B2B-Matchmaking and Meet + Greet Table)

### As a buyer & supplier:

- Presentations and panel discussion about the current market developments
- Sharing of best practices in CEE
- Workshops and networking



## Quotes from previous participants:

>> The event provides valuable market know-how and support. At the B2B meetings we found fitting suppliers that we would not have discovered on our own. <<

**Arne Zühlke, Supplier Development & Internal Consulting,**  
**KROENERT GmbH & Co. KG**

>> On the bases of this event I was able to gain insight on the participating countries in Eastern Europe in a short period, which as it turns out, to be a very goal-orientated market. The contacts obtained via the event resulted in effective supplier relationships. It is an exciting event and also an important date on my calendar. <<

**Tom Trinkaus, Senior Buyer,**  
**GEA Refrigeration Germany GmbH**

>> Even if the supplier lists is an indispensable prerequisite for the success of the event, the personal discussions provide a platform for further activities and the opportunity to build a network that establishes sustainable and long term success. <<

**Werner Schuster, Director Purchasing,**  
**Baumüller Nürnberg GmbH**



The **Association for Supply Chain Management, Procurement and Logistics (BME)** has established itself as a **professional association for buyers and supply chain managers** in Germany. Founded in 1954, we see ourselves as a service for our members who join us from all industrial and service sectors, including distributive trade, banking, insurance and public institutions. Our aspiration includes the know-how transfer in the fields of materials management, purchasing and logistics. It is achieved through a continuous exchange of experience, education and training services as well as the scientific work on new methods, procedures and techniques. In addition, the BME supports its members in the development of new markets and also configures economic processes and developments.



**Extensive One-Stop Service – The Portfolio of the German-Czech Chamber of Industry and Commerce** The German-Czech Chamber of Industry and Commerce (DTIHK) actively promotes the bilateral economic relations between the Czech Republic and Germany. As part of the international network of German Binational Chambers, the DTIHK is backed by a strong group of chambers in 90

countries worldwide and has access to a large international knowledge-base. With its excellent services and extensive contacts within the Czech economic and political sector, the DTIHK is able to assist its members not only with planned investments in the Czech Republic, but also in making the best use out of their position on the Czech market. The DTIHK was established in Prague in 1993 as the successor of the German-Czech Liaison Office for Economic Affairs. With more than 650 members, the chamber is the largest bilateral Chamber of Commerce Abroad in the Czech Republic. Apart from the most important German investors, a great number of well-known Czech companies are members of the DTIHK.

## ▶ EVENING EVENT, WEDNESDAY, 25<sup>TH</sup> OCTOBER 2017 | 19.00 – 22.00

Our evening reception takes you to the centre of Prague. Enjoy the night sky from the stunning dome of the German-Czech Chamber of Industry and Commerce. Meet speakers and network with participants in an informal setting over food and drinks.

**Dress code:** business casual

**Address:**

German-Czech Chamber of Industry and Commerce  
Václavské náměstí 40 (Wenceslas Square)  
110 00 Prague 1, Czech Republic



## ▶ CONFERENCE AGENDA, THURSDAY, 26<sup>TH</sup> OCTOBER 2017 | GRANDIOR HOTEL PRAGUE

### 09.00 Check-in and reception with coffee and tea

#### Opening Plenary

**Chairman: Olaf Holzgrebe**, Head of International & Affairs, BME, Germany

### 09.30 Opening Address CEE Procurement & Supply Forum 2017

### 09.45 Panel discussion 1: "Digital Value Chain" - How digital can help to create successful connections between CEE suppliers and German customers

- Digital transformation of supply chains
- Sharing data for supply chain innovation
- Impacts and benefits of digitalization

**Keynote: Dr. Norbert F. Fischer**, Partner, EMEA Supply Management, PricewaterhouseCoopers AG, Germany

*Further speakers are requested*

**Moderator: Dr. Ulrich Piepel**, CPO, innogy SE, Germany

### 10.45 Effectiveness of a supplier relationship management

- Purchasing and sourcing strategy CEE
- Supplier selection and onboarding
- Supplier controlling and joint innovations

**Jana Hahnl**, Head of Procurement East Europe, innogy SE, Germany

### 11.15 Networking break with coffee and tea

### 12.00 E-Procurement: Added value in a CEE supply chain?

- Sell-/Buy-Side: Advantages and disadvantages
- Set up the preconditions at your supplier in CEE
- Legal risks: Contract negotiation, use of templates, closing, documentation

**Martin Neupert**, Senior Partner, bnt attorneys-at-law, Poland/Germany

### 12.30 Panel discussion 2: Supplier qualification and development

- Identifying key suppliers
- Strategic risk-management
- Innovation and growth with suppliers

**Andreas Mohr**, Director, Head of Supply Chain, GEA Refrigeration Germany GmbH

**Piotr Wierzchowski**, Manager Marketing & Sales, Addit Sp z o.o., Poland

**Arne Zühlke**, Supplier Development & Internal Consulting, KROENERT GmbH & Co. KG, Germany

**Moderator: Christian Satzek**, Head of Strategic Procurement, Stabilus GmbH, Germany

### 13.15 Lunch break

## CONFERENCE AGENDA, THURSDAY, 26<sup>TH</sup> OCTOBER 2017 | GRANDIOR HOTEL PRAGUE

### Workshops, B2B-Matchmaking and Meet & Greet Tables:

#### 14.15- B2B-Matchmaking and Meet & Greet Tables

**17.45** Discuss with potential business partners that fit your individual needs. For the B2B-Matchmakings you will receive a meeting plan in advance and know exactly which company you are going to talk to. The Meet & Greet tables will give you the opportunity to select the most interesting business partners at the event. You will receive a list of companies that participate in Meet & Greet tables in advance.

### Workshops

#### 14.15 Workshop 1

##### Sourcing in Central-Eastern Europe – Best practices

- Sourcing potential in CEE region, country focus
- Handling sourcing process effectively: best practices, opportunities and threats

**Bartłomiej Bączik**, Partner, OptiBuy Sp. z o.o., Poland

**Jiri Kubos**, Sourcing Manager, OptiBuy Sp. z o.o., Czech Republic

#### 15.45 Networking break with coffee and tea

#### 16.15 Workshop 2

##### How to succeed in foreign markets

- Successful market entry
- Efficient business partner search
- Local support abroad

**Adam Jareš**, Director CzechTrade Germany

**René Harun**, Managing Director of AHK Services, the German-Czech Chamber of Industry and Commerce (DTIHK), Czech Republic

#### 17.45 End of 4<sup>th</sup> CEE Procurement & Supply Forum

Conference Language 

## EVENT FORMATS

### B2B-Match-Making



Buyers and suppliers meet for 20 minute conversations

### Plenary



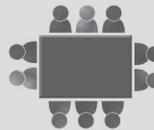
Best practice reports on strategic and operational business

### Interactive Discussion



Exchange ideas and experiences with selected specialists

### Workshops



Developing concrete solutions for operational issues

### Meet & Greet Table



Meet appropriate business partners in an informal setting

## CONTACTS

### B2B-MATCHMAKING

**Anke Imelmann**

Phone: +49 69 30838-161

Email: anke.imelmann@bme.de

### REGISTRATION

**Jacqueline Berger**

Phone: +49 69 30838-201

Email: jacqueline.berger@bme.de

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## MEET POTENTIAL BUSINESS PARTNERS

During the B2B-Matchmaking you will only meet business partners that fit your individual needs. Suppliers can hand in their profile to BME and will be informed about potential business meetings. Participating buyers will receive a list of all interested suppliers and can then decide if they want to meet them at a Meet & Greet Table or in scheduled B2B-meetings.

### OPTIONS FOR BUYERS

After having registered for the conference you will automatically and without any obligation receive a list of potential suppliers and can then decide for one of the options:

#### Pre-scheduled B2B-Matchmaking

At the B2B-Matchmaking you will have the possibility to meet suppliers from the automotive, machinery and plant engineering sector as well as the electronics and further supply sectors in pre-scheduled meetings. You select from the list of suppliers those business partners that could potentially fit your individual needs. We will schedule meetings with all your selected suppliers that registered for the conference in 20 minute slots. You will only meet suppliers you selected.



#### Meet & Greet Table

If you don't want to miss the chance to talk to a potentially interesting supplier, let them approach you at your Meet & Greet table. All suppliers will be informed about your individual needs and can then directly present their offer to you without any time limitation or schedule.

### HOW TO PARTICIPATE AS A SUPPLIER

Please contact the organisers to receive a template to hand in your company profile. You will also receive a list of all the buyers that are interested in participating in the forum. After being selected by the buyers for an individual meeting in the B2B-Matchmaking you can then register for the 4<sup>th</sup> CEE Procurement & Supply Forum and will receive a meeting plan in advance.

#### For more information please contact

Anke Imelmann | Junior Project Manager: anke.imelmann@bme.de, +49 69 30838-161

## GOLD SPONSORS



## MEDIA PARTNER



## EXHIBITORS/SPONSORS



Roland Knoor

Director Sales

Phone: +49 69 30838-112

Fax: +49 69 30838-199

Email: roland.knoor@bme.de

Take this opportunity to showcase your business, foster contacts and forge new business relationships with key decision makers!

We will be happy to advise you on how best to present your solutions and services as a partner and exhibitor at the 4<sup>th</sup> CEE Procurement & Supply Forum!

## WITH SUPPORT FROM



Knowledge in network



+49 69 30838-200

+49 69 30838-299



BME e.V. · Bolongarostrasse 82 · 65929 Frankfurt · Germany

## Conference Day, Thursday, 26<sup>th</sup> October 2017

Yes, I would like to register

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| Conference (fee per person)   |         |
|---|---------|
| <input type="checkbox"/> Procurement and SCM Experts (includes supplier list) | 495,- € |
| Additional Services for Procurement and SCM Experts* (fee per company)        |         |
| <input type="checkbox"/> Meet & Greet table (no schedule)                     | 245,- € |
| <input type="checkbox"/> B2B-Matchmaking (scheduled meetings)                 | 495,- € |
| <input type="checkbox"/> Suppliers (fee includes B2B-Matchmaking)             | 295,- € |
| <input type="checkbox"/> Service providers, providers & consultants           | 995,- € |

\* Please note that the participation, in the meets & greets and in the supplier-buyer-matchmaking is reserved for procurement and SCM experts.

**Registration for the workshops is necessary as soon as possible as the number of participants is limited.**

| Time  | Workshops  |
|-------|--|
| 14.15 | <input type="checkbox"/> WS 1: Sourcing in Central-Eastern Europe – Best practices |
| 16.15 | <input type="checkbox"/> WS 2: How to succeed in foreign markets                   |

## Evening Reception, Wednesday, 25<sup>th</sup> October 2017

Yes, I would like to register

### Exhibitors/Sponsors

Yes, I am a service/solution provider. Please contact me to discuss my possibilities to participate.

### Delegate 1:

Last name  First name   
 Position  Division   
 Phone  Fax   
 Email

### Delegate 2:

Last name  First name   
 Position  Division   
 Phone  Fax   
 Email   
 Company   
 Street/P.O. Box   
 ZIP Code/City  Country   
 Date/Signature

### Billing address:

Division   
 Street/P.O. Box   
 ZIP Code/City  Country

## FACTS

### Venue

#### Evening Event: 25<sup>th</sup> October 2017

German-Czech Chamber of Industry and Commerce

Václavské náměstí 40 (Wenceslas Square)  
110 00 Prague 1, Czech Republic

#### Summit: 26<sup>th</sup> October 2017

Grandior Hotel Prague

Na Poříčí 42

110 00 Prague 1, Czech Republic

Tel: +420 226 295 111

150,- € per night for a single room with breakfast

We have pre-reserved a contingent of rooms until 25<sup>th</sup> September 2017. Please take care of the reservation yourself and inform the hotel in good time in the event of cancellation or any changes to your reservation.

### The registration fee includes:

- Conference documents (download)
- High-level networking
- Lunch and refreshments
- Pre-event reception

### Programme

BME reserves the right to make changes to the programme.

### Cancellations

Please note that a processing fee of 50 € will be charged for cancellations before 2<sup>nd</sup> October 2017. In the event of cancellations after this date or failure to turn up at the event, the full registration fee will be charged. If you are unable to attend the forum, a substitute participant may attend in your place. Cancellations must be submitted in writing.

### Host

BME

The Association for Supply Chain Management, Procurement and Logistics  
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65929 Frankfurt, Germany

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[www.bme.de](http://www.bme.de)

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