

MEDIA RELEASE:

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SUPPLY CHAIN LEADERS TACKLE ECONOMIC AND ENVIRONMENTAL CHALLENGES AT SMART 2009

From the future of transportation fuels to the outlook for offshoring, Smart 2009 Conference will tackle the major issues facing supply chains in a time of increasing economic and environmental uncertainty.

More than 70 leading local and international speakers are preparing to take part in Australia's largest logistics and supply chain event at Sydney Convention & Exhibition Centre, 10-11 June.

Themed *Bridging the Gap with Innovation and New Business Strategy*, Smart 2009 will feature industry heavyweight John Pattullo, CEO, CEVA Logistics. Delivering the keynote address at the first plenary session, Pattullo will explain how supply chain innovation drives customer value and share CEVA's approach to innovation.

Another highlight of day one will be Kjell Aleklett, Professor of Physics at Uppsala University, Sweden and President of ASPO, The Association for the Study of Peak Oil & Gas, presenting *Future transportation fuels: 'Business as Usual' isn't an option*. Professor Aleklett is set to explore the problems confronting global transport as oil production reaches its peak.

Smart 2009's keynote breakfast on day two will feature Richard Wilding, Professor of Supply Chain Risk Management, Cranfield School of Management, United Kingdom. Professor Wilding, who also works with international companies on logistics and supply chain projects, will discuss how companies can gain competitive advantage through innovation and collaboration in the supply chain process.

Professor Wilding said the current economic turmoil had only increased the need for innovation in the supply chain industry.

"Financing the supply chain is tougher and credit is less available. This requires people to think out of the box and to even consider what was seen as unthinkable just a few years ago," he said.

Smart delegates will also hear from Chris Richardson, Director of Access Economics and one of Australia's best known economists. Richardson will look at two big long term trends that should guide business strategy through the tough times and also discuss other areas impacting business

strategy, including oil and fuel prices, the potential carbon trading schemes and carbon taxes, investments in infrastructure, the skills shortage and trends in employment.

Soaring oil prices, a falling Australian dollar and higher wages in developed economies are challenging existing reasons to move supply chains offshore, according to John Lydon, Principal, McKinsey & Company, Australia. In his presentation entitled *Time to rethink offshoring*, Lydon is set to explore the risks and benefits of moving the production of goods and services offshore in today's economic climate.

"Offshoring is not a default position, but rather one of a number of choices that companies can make under particular circumstances. Australia's recent currency movements will make offshoring more expensive. At the same time, while the world economy contracts, there may be advantages through the removal of global capacity constraints or a reduction in freight rates," said Lydon.

Another day two presentation sure to draw delegates' interest will be Karen Butner's examination of the emerging role of the chief supply chain officer. Global Supply Chain Management Leader, IBM Institute of Business Value, Butner will speak about the challenges and successes of the integrated supply chain from the perspective of chief supply chain officers around the world.

"Supply chain professionals are looking for innovative ways to sustain and grow their business as economic, environmental and social pressures intensify. With this in mind, we've ensured that this year's conference program features a diverse mix of local and overseas presenters, each with their own innovative ideas, strategies and experience," said Warwick Hughes, Chairman, Smart Conference Organising Committee.

To register for Smart 2009 Conference or for further information visit www.smartconference.com.au

ABOUT SMART CONFERENCE

Smart 2009 Conference is organised by a committee of independent advisors and representatives from leading industry associations: Logistics Association of Australia (LAA), apics (Australasian Production and Inventory Control Society), Chartered Institute of Purchasing and Supply Australia (CIPSA) and The Chartered Institute of Logistics and Transport in Australia (CILTA).

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