

## **MEDIA RELEASE**

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### **SMART 2009 CONFERENCE WILL ADDRESS INNOVATION AND SUSTAINABILITY**

With customer demands growing, economies in a state of flux and environmental and social pressures increasing, it is time for businesses to get innovative. Smart 2009 Conference – Australia's leading logistics and supply chain event – will tackle these issues head-on.

Themed *Bridging The Gap with Innovation and New Business Strategy*, Smart 2009 will demonstrate how supply chain providers can achieve sustainability, pursue environmentally sound strategies and become an employer of choice through a focus on clever thinking and innovation.

Taking place Wednesday 10 – Thursday 11 June 2009 at Sydney Convention & Exhibition Centre, Smart 2009's conference program will include multiple streams, each focusing on a specific area of the supply chain and strategically designed to help address current and future supply chain challenges.

"Smart 2009 will provide timely advice for those keen to find new and innovative ways to sustain and grow their business while addressing these challenges in an uncertain global and domestic climate," said Warwick Hughes, Chairman, Smart 2009 Organising Committee.

"Delegates will hear how high performing organisations around the world are applying innovation to their business models and corporate structure to improve their effectiveness and efficiency."

Hughes said speakers are currently being sought who can address key areas including:

- Energy Security & Sustainability – including the growing gap between demand and supply of transport fuels, and the repercussions of targeted greenhouse gas emission levels
- Infrastructure – such as the gaps between actual and required investment levels, and the need for new infrastructure to support new energy paradigms
- the Human Factor – the current and growing skills crisis, and injury levels versus 'zero targets' in workplace safety
- Connected Supply Chains – specifically, the opportunities offered by connecting geographically dispersed global supply chains, and business strategies, technologies and systems needed to achieve and support future supply chain potential

Those interested in speaking at Smart 2009 may lodge their application to present a paper at [www.smartconference.com.au](http://www.smartconference.com.au) or contact the Smart 2009 Secretariat on (02) 9223 9366; [admin@smartconference.com.au](mailto:admin@smartconference.com.au). There is also a Call For Papers brochure inserted in this edition of MHD.

#### **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), The Chartered Institute of Logistics and Transport in Australia (CILTA), and The Supply Chain and Logistics Association of Australia (SCLAA)

Further information: [www.smartconference.com.au](http://www.smartconference.com.au)

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