

MEDIA RELEASE

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GLOBAL IBM EXPERT REVEALS SUPPLY CHAIN'S ROLE IN REDUCING CARBON AND DRIVING GROWTH

Organisers of Smart 2009 are providing members of the supply chain and logistics industries with a new opportunity to engage in key industry topics, through a series of Breakfast Seminars jointly hosted by Smart 2009's platinum sponsors.

The series will kick-off with breakfast events co-hosted by IBM Global Business Services, taking place at the Hilton in Sydney on 14 October and the Park Hyatt in Melbourne on 15 October.

Jeffrey Hittner, Global Corporate Social Responsibility Leader, IBM Global Business Services, will provide insight at these Breakfast Seminars on *Corporate Social Responsibility & the Supply Chain: supply chain's role in reducing carbon and contributing to growth*, an especially timely topic in today's carbon-aware society.

Hittner works with a range of clients in industries including energy and utilities, banking, chemicals/petroleum, consumer products, retail, automotive and electronics, to address the emerging role of corporate social responsibility in core business strategies.

He writes and speaks publicly on the topic of CSR and has been published in a variety of media, including recent articles in Forbes and CRO magazines. Hittner is co-author of Institute of Business Value whitepapers: *Mastering Carbon Mgmt: Balancing trade-offs to optimise supply chain efficiency* and *Attaining Sustainable Growth through Corporate Social Responsibility*.

In his presentation, Hittner will show that whilst much of the opportunity to address CO2 emissions rests on the supply chain, its role doesn't stop there. He will address the growing body of evidence that supports corporations can do well by doing good. Whether through overall supply chain strategy or by reducing their emissions footprint, supply chain executives can assist to strengthen brand image and develop competitive advantage.

As the leading event for the supply chain industry in Australia, Smart 2009 provides the sector with the most up-to-date information available, and its organisers are constantly looking for new ways to add value and share knowledge.

"With so many issues and topics to cover, the Smart organisers decided to offer practitioners an additional opportunity to consider the areas of key importance to their business," said Warwick Hughes, Chairman, Smart 2009 Organising Committee.

"These breakfast seminars will offer visitors insight into some of the themes which will be explored at Smart 2009."

Tickets for the events are \$66 inc GST, spaces are limited so book now to avoid disappointment. Register online at the Smart 2009 website: 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), 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

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