

## **NEWS RELEASE**

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### **GEN – The Global Executive Network creates a new Executive Dinner to discuss the increase of efficiency in the fresh supply chain**

[Wilmington, USA, June 18 2012] GEN – The Global Executive Network, an International provider of high-quality Executive Dinners, has introduced a new event for senior business professionals regarding fresh supply chain: “Increasing efficiency in the fresh supply chain by end to end online collaboration”. At these dinners, attending executives can hear from business experts how leading companies deal with the current market challenges and engage in high-level networking. The moderated events provide an exclusive platform and intimate atmosphere in which to share ideas, experiences and best practices with peers. Hosted in first-class locations, the events will start on June 20<sup>th</sup> in Dusseldorf, followed by major cities throughout Europe.

### **Increasing efficiency in the fresh supply chain by end to end online collaboration**

The fresh supply chain is one of the most challenging disciplines in grocery retail whilst representing the main instrument for grocers to differentiate in a competitive market. The complexity in the fresh supply chain originates in the complex and unpredictable events such as timing of harvests and production yields. This increases the need to respond quickly in order to serve consumer demands. Additional core issues of the fresh food supply chain are the lack of product standardization, variety of products and the multitude of suppliers from big multi-national companies and cooperatives to individual farms and producers.

There is growing awareness on the consumer side for freshness, quality and social responsibility, which increases the demand for traceability and sustainability across the supply chain. In addition consumers are also increasing demanding local or regional products, which adds to the complexity of the process.

Due to these challenges the management of the fresh supply chain today is still a very manual and time consuming process with lots of disconnects and bottle necks. Existing systems are often focused on the internal operations and are not designed to collaborate with the multitude of other involved parties. This leads to numerous problems such as data accuracy and an overall lack of transparency.

This new GEN Executive Dinner is intended for people who are responsible for growing, packing, processing, buying, selling, transporting or distributing of fresh food. In short all members of the fresh supply chain.

Fresh represents the following categories:

- Fruits & Vegetables
- Flowers & Plants
- Meat & Fish
- Bakery
- Dairy
- Deli

**Topics discussed at these dinners:**

- Sustainability, growing quality awareness by the consumer and a trend towards more regional products drive the need for collaborative solutions!
- How can we leverage collaboration based on emerging Internet platforms to reduce complexities and increase transparency in the fresh supply chain?
- How can we achieve clean, synchronized and rich data throughout the fresh supply chain to get full traceability?
- How can we motivate every party in the fresh supply chain from small and regional suppliers to big cooperatives or multi-national companies to participate in the collaborative digital supply chain?
- How can we reduce costs in the fresh supply chain and minimize write-offs, markdowns or waste?
- How can we be more proactive in managing the complexities of the fresh supply chain to speed up transactions, increase shelf availability and reduce claims or discrepancies?
- How to increase overall fresh supply chain efficiency and generate savings up to 12% as well as a revenue lift of 5% by end to end online collaboration?

This Executive Dinner is of particular interest to CEOs, CFOs, COOs, CIOs, Managing Directors involved in the fresh supply chain, as well as Head of Supply Chain or Logistics, Head of Food Buying, Head of Food Merchandising, Head of Food Procurement, Head of Food Sustainability or Quality Assurance and same on Director or Senior Management level. Further information including details of venues and dates, is available:

[http://www.theglobalexecutivenetwork.com/index\\_uk.php?nav=dinner&con=fsc](http://www.theglobalexecutivenetwork.com/index_uk.php?nav=dinner&con=fsc)

“In today’s highly competitive marketplace, effective supply chain management can provide major competitive advantage, as it’s the main artery of all businesses in the fresh supply industry. The main objective is to connect the marketplace, the distribution network and the suppliers, through a

collaborative digital supply chain in such a way that customers are serviced at higher level and yet at a lower cost”, says Mark Day, member of the Professional Council of GEN – The Global Executive Network.

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### **About GEN – The Global Executive Network**

**GEN – The Global Executive Network** is an international provider of high-quality Executive Dinners for business professionals, covering current trends for industry-focused and management-related topics. The company is headquartered in Wilmington, DE, in the US and has achieved an excellent reputation as one of the leading global event providers. Each year, more than 10,000 senior management guests from large corporations and medium-sized companies participate in GEN events. More than 1,000 events covering over 50 different subjects are offered every year.

Events are delivered in the US, Canada, South America, Australia, the United Kingdom, France, Germany, Spain, Portugal, Switzerland, Austria, Belgium, Holland, Luxembourg, Sweden, Denmark, Norway, Finland, the Czech Republic, Hungary, Poland, Latvia, Lithuania, Estonia, Russia, Bulgaria, China, Hong Kong, Taiwan, Singapore, Malaysia, Thailand, the Philippines, India, and Indonesia as well as South Africa, Egypt, Turkey, the United Arab Emirates, Sudan, Algeria, Morocco, Iran, Iraq, Saudi Arabia, Yemen, Syria, Israel, Jordan, Lebanon, the Palestinian Territories, Kuwait, Oman, Qatar and Bahrain.

### **Further information**

GEN – The Global Executive Network: <http://www.theglobalexecutivenetwork.com>

The Professional Council:

[http://www.theglobalexecutivenetwork.com/index\\_de.php?nav=main&con=prof/council](http://www.theglobalexecutivenetwork.com/index_de.php?nav=main&con=prof/council)