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17, 18 and 19 September 2024, Hyatt Regency Barcelona

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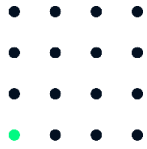
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CPO Boardroom Speakers:

- **Maria Oehler**, Group Chief Procurement Officer, **Domino's Pizza**
- **Francisco De Quinto Arredonda**, Chief Procurement Officer Spain, **Allianz**
- **Frank Arendt**, Chief Procurement Officer, **Migros**
- **Dr. Arnd Hirschberg**, Chief Procurement Officer, **Siemens Energy**
- **Cyril Wasem**, Chief Procurement Officer, **Archroma**
- **Elena Van Bockel**, Group Chief Procurement Officer, **Atos**
- **Caner Sonugelen**, Chief Procurement Officer, **Yilport**

Confirmed speakers:

- **Snehal Satya**, Head of Technology Sourcing EMEA, **Netflix**
- **Marco Longeri**, Head of Direct Materials, **Ferrari**
- **Sherif Abdelmageed**, Sourcing Lead HCB – Direct Materials IMEA, **Henkel**
- **Michael Hassmann**, Head of Strategic Indirect Sourcing and Professional Services, **Nokia**

- **Claribelle Rohde**, Head of Procurement and Outsourcing, **Banking Circle**
- **Tom Wells**, Strategic Sourcing Director, **Bristol Myers Squibb**
- **Guillaume De Subercasaux**, Head Global Indirect Procurement, **Schindler**
- **Daniel Johansson**, Global Head Procurement Strategy and Excellence, **CSL**
- **Dimas Surribas**, Global Procurement Digital and Data Lead, **Sanofi**
- **Manuel Alomar**, Director of Innovation & Technology Sourcing, **Liberty Global**
- **Emma Twomey**, Director of Group Product Sourcing, **Sky**
- **Elvan Akalin**, Global Head of Indirect Procurement, **UCB**
- **Emilio Orsenigo**, Project Procurement Lead, **Sulzer**
- **Fabio Zhonta**, Head of Procurement, **Raxio Group**
- **Gerardo Aguilar**, Global Head of Indirect Procurement, **Syngenta**
- **James Austin**, Chief Procurement Officer, **Smart DCC**

- **Manlio Tognoni**, Group Head Indirect Procurement, **Lindt & Sprüngli**
- **Alessandro Marras**, Indirect Procurement Director, **Whirlpool**
- **Marc Vathauer**, VP Procurement Crop Science, **Bayer**
- **Maria Granero**, Head of Defence & Space Engineering Services Procurement, **Airbus**
- **Maria Madrid**, VP, Global Procurement, **Radisson Hotels**
- **Anne-Sophie Jabouina Duhard**, Senior Procurement Manager EMEA, **Hilton**
- **Frederik Schleier**, Global Head of Procurement, **Roche**
- **Petteri Lehtinen**, Director, Airport & Ground Procurement, **Finnair**
- **Andrew Turner**, Global Head of Indirect Procurement, **JLL**
- **Carla Barros Little**, Category Head Data, Information, Tech, **Pets at Home**
- **Dunja Zivanovic**, Senior Global Category Manager, Global Procurement, **Delivery Hero**
- **Radhavanraman Jha**, Vice President Supply Chain, **Flaconi**
- **Remco van den Berg**, Director Category Procurement - Indirect Procurement Professional Services, **FrieslandCampina**
- **Daniel Grgic**, Head of Tactical Purchasing, Order Management and Supplier Quality, **Erste Group Bank**
- **Isnel Ducos**, Head of Procurement PGM Services Division & Group Capex, **Johnson Matthey**
- **Edwige Boone Zaneguy**, Head of Regional Category Procurement, **Bayer**
- **Kerpal Virdee**, Senior Procurement & Digital STA Manager, **Jaguar Landrover**
- **Yesim Ucuncuoglu**, Head of Indirect Procurement Turkey, **Danone**
- **Esther Sanchez**, Head of Sourcing & Procurement Spain, **Zurich Insurance plc**
- **Mieneke Koster**, Global Sustainability Director - Sustainable Value Chains, **Arcadis**
- **Karolina Hagberg Chinell**, Chief Procurement Officer, **Ahlsell**
- **Federico Castiglione**, Management Control Leader - Supply Chain, **Pan American Energy**
- **Mariano Gastón Vázquez**, Manager - Procurement & Supply Chain Planning, Suppliers and Process Improvement – MBA, **Pan American Energy**
- **Baissire Diawara**, Head of Global Procurement Tools, Systems & Processes, **Sika**
- **Natalia Mora**, Global Process Owner - Source to Pay, **Sika**
- **Tobias Wentzlau**, Director Indirect Procurement, **Qualcomm**
- **Valeria Venturelli**, Global Procurement Manager, **Diversey**
- **Benan Orhon**, Strategic Sourcing Manager, **ITW**
- **Aleksandra Petrovic**, Procurement Business Partner, **MPC Properties**
- **Bhaskar Parthasarathi**, Regional Head of Category Management, Europe and Asia, **CRH**
- **Danielly Cortes**, Global Head of Resins & Compounds - Sustainable Raw Materials, **Stellantis**
- **Philippos Katranis**, Head of Public Procurement Directorate, **Treasury of the Cyprus Republic**
- **Irina Poliakov**, Head of Global Procurement and Corporate Travel, **AppsFlyer**
- **Rita Navarro**, Head of Strategy Implementation, Operations, **Clariant**
- **Christian Tchounda**, Chief Procurement Officer, **Oryx Energies**
- **Tatiana Pavlova**, Senior Manager Strategic Learning and Development – Procurement, **Yara International**
- **Critsina Sagiorgi**, Senior Manager Learning Hub & Development - Procurement, Italy, **Sky**
- **Ana Barbosa**, Head of Procurement, **Highgate**
- **Ana Pertot**, Head of Purchasing, **Zeekr**
- **Philip Alken**, Senior Procurement Manager, **Banking Circle**

Moderators:

- **Richard Beaumont**, Founder, **Eruditic**
- **Graham Crawshaw**, Procurement Content Director, **CASME**
- **Susan Walsh**, Founder, **The Classification Guru**

Day 1: 17 September 2024

Driving Procurement Into the Future

8:15	Registration
9:00	Welcome Address: Georgia Sklinidjis, Content Director, ProcureCon
9:05	Chairperson Welcome: Richard Beaumont, Founder, Eruditic
9:15	<p>Opening Keynote: <u>Igniting boardroom investment conversations:</u> How to craft compelling narratives for making procurement a business enabling partner</p> <ul style="list-style-type: none"> • Discover how to re-define your role to become a genuine partner for stakeholders and ultimately drive value for the organisation. • Explore how to break-up silos and build mutual trust. • Discuss how to entangle a cooperation-based approach with standardized processes, approval workflows etc. <p>Snehal Satya, Head of Technology Sourcing EMEA, Netflix</p>
9:40	<p>Panel: <u>Designing your 2030 roadmap:</u> How can you apply lessons learned and capitalise on new trends to future-proof your procurement strategy?</p> <ul style="list-style-type: none"> • Discuss how the growing acceptance of information transparency, particularly through social media, is reshaping the landscape for procurement organisations. • Explore how the adoption of real-time social technologies is crucial in sustaining corporate brands amid this heightened transparency. • Evaluate the anticipated shift as procurement officers are expected to be as adept in engaging with consumers, regulators, and the press as they are with suppliers by 2025. <p>Andrew Turner, Global Head of Indirect Procurement, JLL Caroline Bréchet Hénault, Global Procurement Services Manager, Bacardi Remco van den Berg, Director Category Procurement - Indirect Procurement Professional Services, FrieslandCampina Jose Maldonado, Head of Indirect Procurement, Europe, Givaudan Moderator: Nick Heinzmann, Head of Research, ZIP</p> <p><i>Interactive Slido polling will be used throughout the session</i></p>
10:10	<p>Keynote: <u>Adapting to a new era:</u> How to navigate innovation, sustainability, and digitalisation to shape the future of procurement</p> <ul style="list-style-type: none"> • Explore how leveraging cutting-edge technologies can streamline procurement processes and enhance efficiency. • Understand the importance of integrating eco-friendly practices to meet regulatory requirements and corporate social responsibility goals. • Discuss the benefits of utilizing data analytics and digital tools to optimize procurement strategies and drive informed decision-making. <p>Sandra Bour Schaeffer, SVP Procurement, Airbus</p>
10:30	Coffee Break
The Rise of Intelligent Procurement	
11:00	Fireside chat: <u>Category management tech:</u> How can you steer the future of category management with strategic business alignment to achieve competitive differentiation?

	<p>In today's fast-paced and complex business world, supply chains face numerous challenges, including regulatory compliance, risk management and ensuring transparency. Artificial intelligence (AI) has proven to be a powerful tool that can help organisations overcome these challenges and future-proof their supply chains. We look forward to exploring the role of AI in regulatory compliance, risk management and transparency, as well as sharing best practices and real-world examples.</p> <p>Jonas Artmeier, VP Advisory, Prewave</p>	
<p>11:20</p>	<p>Fireside chat: <u>Mastering AI</u>: How can you seamlessly integrate AI into your procurement processes, aligning it strategically for optimal impact?</p> <ul style="list-style-type: none"> • Discover strategies to identify and navigate the inherent flaws in AI for effective and error-free implementation. • Discuss the broader implications of AI implementation on your business strategy and how to navigate potential challenges for strategic success. <p>Irina Poliakov, Head of Global Procurement and Corporate Travel, AppsFlyer Radharaman Jha, Vice President Supply Chain, Flaconi Reserved for sponsorship</p> <p><i>Interactive Slido polling will be used throughout the session</i></p>	
<p>11:50</p>	<p>Presentation: <u>Unleashing the Power of AI</u>: How to build a future of intelligent procurement</p> <ul style="list-style-type: none"> • Explore how leading organizations are successfully investing in AI to revolutionize procurement operations, separating fact from fiction. • Gain insights into how AI can redefine teams, nurture innovation, and build a future of intelligent procurement, from enabling success to mitigating potential failures. • Hear from a Coupa customer about the tangible value of AI in procurement, including unlocking untapped potential, multiplying margins, and driving sustainable growth. <p>Coupa</p>	
<p>12:10</p>	<p>Oxford-style Debate: Digitalisation and AI in procurement is an “overhyped hype” – FOR & AGAINST</p> <ul style="list-style-type: none"> • Engage in a spirited debate on the role of digitalization and AI in procurement processes. • Explore potential benefits such as efficiency gains and strategic insights, countered by concerns about implementation challenges and ethical considerations. • Gain expert insights and audience perspectives on navigating the complexities of integrating these technologies into procurement strategies. <p>For: Susan Walsh, Founder, The Classification Guru Against: Radharaman Jha, Vice President Supply Chain, Flaconi Moderator: Richard Beaumont, Founder, Eruditic</p>	
<p>12:30</p>	<p>Lunch</p>	<p>Workshop: Is AI the revolution, or is how to approach AI implementation the real revolution?</p> <ul style="list-style-type: none"> • Rethinking Data Generation: Are you seeking tech providers that generate data for you or use AI to enhance and enrich your existing data? • Leveraging AI for Data Enhancement: Explore how AI technologies can transform and improve your procurement data, enabling better decision-making and strategic insights. • Implementing AI to maximize ROI and adoption: Discover the benefits of partnering with tech providers to prioritize and improve your data, applying technology to well-identified use cases, and unlocking the full potential for procurement success.

		Adriano Garibotto, Chief Sales & Marketing Officer, Creatives		
	Track A: Tech and Digital Innovations	Track B: Risk Mitigation	Track C: HR and Talent	Track D: Workshops
13:30	<p>Presentation Interactive: How to align procurement and IT teams in AI implementation to ensure effective digitalisation.</p> <ul style="list-style-type: none"> Establish a clear roadmap for integrating AI into procurement processes. Define roles and responsibilities to ensure a seamless collaboration between procurement and IT. Implement strategies to foster effective communication and understanding between procurement and IT teams. <p>Elena Van Bockel, Group Chief Procurement Officer, Atos</p>	<p>Presentation Interactive: How can you safeguard your procurement budget and master financial risk management strategies to navigate economic volatility and ensure financial stability?</p> <ul style="list-style-type: none"> Explore how financial risks can impact procurement budgets and operations. Discuss risk mitigation strategies, financial forecasting techniques, and tools for effective budget management in procurement. Delve into proven financial forecasting techniques and essential tools to navigate uncertainties and foster financial stability in procurement. <p>Frank Arendt, Chief Procurement Officer, Migros</p>	<p>Presentation Interactive: How to implement initiatives for skill development in the era of digitalisation to cultivate continuous learning.</p> <ul style="list-style-type: none"> Explore tailored initiatives for skill development in the digital era, delving into effective learning methodologies and continuous improvement strategies. Discuss case studies and success stories illustrating the implementation of digitalization-focused skill development programs in procurement teams. Provide actionable insights on designing and executing initiatives that foster a culture of continuous learning in the ever-evolving landscape of procurement and digital transformation. <p>Dunja Zivanovic, Senior Global Category Manager, Global Procurement, Delivery Hero</p>	<p>Workshop: How does procurement performance really contribute to the organisation strategic agenda?</p> <ul style="list-style-type: none"> How do you align procurement performance with business performance? How do you make it happen: People, tool and processes How do you measure it, make it tangible and visible. <p>Manuel Roger, EMEA Managing Director, SpendHQ Gerardo Aguilar, Head of Indirect Procurement, Syngenta Group</p>

13:50	Presentation: Renaud Loizzo, VP Product Management, Amex GBT	Presentation interactive continued: <i>Following the presentation you will then break out into a small group roundtables</i>	Presentation interactive continued: <i>Following the presentation you will then break out into a small group roundtables</i>	
14:10	Presentation: How to utilise digitalisation to enable and initiate organisational change centrally in a decentralised structure. <ul style="list-style-type: none"> • Explore the benefits of centralised digital procurement platforms in streamlining processes, enabling real-time data analysis, and fostering collaboration among global and local teams. • Discuss the significance of developing standardised protocols and procedures for procurement activities while allowing flexibility for local adaptations. Caner Sonugelen, Chief Procurement Officer, Yilport	Presentation: How to embed flexibility into your procurement strategies to fortify your supply chain for resilience against disruptions <ul style="list-style-type: none"> • Examine the concept of supply chain resilience and its importance in mitigating disruptions. • Discuss practical approaches to building flexibility and adaptability into procurement strategies to enhance resilience. • Uncover the principles and methodologies behind embedding flexibility into procurement strategies, exploring real-world applications and strategies for fortifying supply chains against disruptions. 	Presentation: How to understand and navigate the impact of an increasingly digitalised role on employee mental health to prioritise a healthy work-life balance <ul style="list-style-type: none"> • Gain insights into the evolving digital landscape and its influence on the mental health of employees. • Understand key factors contributing to mental health challenges in a digitalized work environment. • Learn practical strategies to prioritize a healthy work-life balance and foster employee well-being amid digital transformations. Esther Sanchez, Head of Sourcing & Procurement Spain, Zurich Insurance plc	Workshop: <u>From Silos to Synthesis</u>: How to navigate the convergence of data foundation, data fabric, and propel procurement through digital transformation. Fabian Heinrich, CEO & Co-Founder, Mercanis
14:30	Coffee Break		Workshop: Why is the traditional category management no longer sufficient? <ul style="list-style-type: none"> • How to replace the demand-supply power game by strategic scenario modelling • Why automation fails and AI augmentation drives value beyond savings in category management 	

			<ul style="list-style-type: none"> How collaboration creates swarm intelligence <p>Michael Pleuger, Co-Founder & CEO, Akirolabs</p>	
	<p align="center">Track A: Tech and Digital Innovations</p>	<p align="center">Track B: Risk Mitigation</p>	<p align="center">Track C: HR and Talent</p>	<p align="center">Track D: Workshops</p>
15:00	<p>Presentation: How to leverage generative AI to measure effectiveness for a more efficient procurement operation</p> <ul style="list-style-type: none"> Explore the application of generative AI to measure and enhance the effectiveness of procurement operations, unlocking new levels of efficiency. Delve into the specifics of using generative AI as a tool for measuring and optimizing the efficiency of procurement processes. Discuss how the integration of generative AI can pave the way for innovative strategies in procurement, ultimately leading to a more streamlined and effective operation. <p>Tobias Wentzlau, Director Indirect Procurement, Qualcomm</p>	<p>Presentation interactive: How to implement well-defined processes and stay ahead in supply chain complexity to minimize the occurrence and impact of unprecedented obstacles.</p> <ul style="list-style-type: none"> Develop a robust framework for well-defined procurement and supply chain processes. Stay informed about emerging challenges and proactively address potential obstacles. Enhance agility and flexibility to minimize the impact of unexpected disruptions in the supply chain. <p>Emilio Orsenigo, Senior Project Procurement Manager, Sulzer</p>	<p>Presentation: How to develop talent in a hybrid working environment whilst still being cost effective to optimise productivity and efficiency</p> <ul style="list-style-type: none"> Explore strategies for developing talent in a hybrid working environment to drive productivity and efficiency within procurement teams. Discuss cost-effective communication techniques tailored to enhance collaboration and productivity in remote and hybrid work environments. Delve into optimizing teamwork and performance to achieve procurement excellence amidst the challenges of a distributed work landscape. <p>Tatiana Pavlova, Senior Manager Strategic Learning and Development, Yara International</p>	<p>CPO Boardroom Drinks</p> <p>Attendees: Maria Oehler, Group Chief Procurement Officer, Domino's Pizza Dr. Arnd Hirschberg, Chief Procurement Officer, Transformation of Industry, Siemens Energy Francisco De Quinto Arredonda, Chief Procurement Officer, Allianz España Frank Arendt, Chief Procurement Officer, Migros Industrie Elena Van Bockel, Group Chief Procurement Officer, Atos Karolina Hagberg, Chief Procurement Officer, Ahlsell</p>


15:20	<p>Presentation:</p> <p>Olaf Komitsch, Chief Procurement Officer, EnBW Procure AI</p>	<p>Presentation Interactive continued</p> <p><i>Following the presentation you will then break out into a small group roundtables</i></p>	<p>Fireside chat: How to protect your company from regrets when selecting a frontline workforce agency</p> <ul style="list-style-type: none"> Assess the agency's track record, reliability, and alignment with company values through thorough screening processes. Ensure comprehensive contractual agreements outline expectations, responsibilities, and performance metrics to minimize regrets and legal issues Establish monitoring mechanisms for ongoing performance evaluation, enabling prompt issue resolution and continuous improvement. <p>Reserved for sponsorship</p>	
15:40	<p>Presentation: <u>Contract Lifecycle Management in Procurement</u>: How CLM can minimize disputes, enhance compliance and streamline efficiency</p> <ul style="list-style-type: none"> Explore the concept of contract intelligence and its impact on automating and securing 	<p>Fireside chat: How to manage duty of care and traveler wellbeing in a world of disruptions and extreme weather to mitigate disruptions</p> <ul style="list-style-type: none"> Explore effective strategies to anticipate and adapt to geopolitical risks, ensuring your procurement processes remain resilient in the 	<p>Presentation: How to invest in professionalism and future talent to elevate your public procurement function</p> <ul style="list-style-type: none"> Understanding the importance of professionalism in public procurement amidst evolving challenges and demands. Identifying the essential traits 	

	<p>procurement agreements.</p> <ul style="list-style-type: none"> • Discuss how CLM can reduce the risk of disputes, streamline contract management, and enhance overall procurement efficiency. • Explore the potential integration of CLM technology into diverse procurement scenarios, including its benefits in reducing administrative burdens and ensuring contract integrity. <p>Elvan Akalin, Global Head of Indirect Procurement, UCB Martin Mohr, VP of Alliances & Business Development, Icertis</p>	<p>face of dynamic global travel landscapes.</p> <ul style="list-style-type: none"> • Gain insights into navigating the complex web of international regulations and legal frameworks to mitigate potential risks and liabilities associated with travel procurement. <p>Reserved for sponsorship</p>	<p>and competencies of a professional procurer to ensure effective decision-making and successful outcomes.</p> <ul style="list-style-type: none"> • Exploring the benefits of investing in both current professionals and future talent to elevate the standards and efficiency of public procurement practices. <p>Philippos Katranis, Head of Public Procurement Directorate, Treasury of the Cyprus Republic</p>	
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(Session break: 10 minutes)

Cultivating our procurement talent

<p>16:20</p>	<p>Keynote Panel: <u>Women In Procurement</u>: How can you attract and retain top female talent to build a high-performing, diverse teams?</p> <ul style="list-style-type: none"> • Discuss strategies to foster an inclusive and supportive work environment for women in procurement. • Examine how to implement mentorship and sponsorship programs to facilitate career growth and retention of female talent. • Explore flexible work arrangements and initiatives promoting work-life balance to attract and retain top female professionals. <p>Anne-Sophie Jabouïna Duhard, Senior Procurement Manager EMEA, Hilton Claribelle Rohde, Head of Procurement and Outsourcing, Banking Circle Anne-Mari Paapio, Vice President, Procurement and Category Management, Valio Aimo Karolina Hagberg Chinell, Chief Procurement Officer, Ahlsell Moderator: Kristen Rellihan, Senior Director, ProcureAbility</p>
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16:50	<p>Closing Keynote Panel: <u>Navigating complexities:</u> How can you navigate politics, AI and scarcity to ensure your procurement strategy is future-proofed?</p> <ul style="list-style-type: none"> • Learn how to integrate environmentally conscious talent into your procurement strategies. • Gain insights into the intersection of politics, AI, and talent scarcity to adapt your procurement strategy for the future. • Discover how understanding labour market dynamics and policy outlooks can empower your sustainable procurement decisions. <p>Stephen Tonks, Chief Supply Chain Officer, Fujikura Remco van den Berg, Director Category Procurement - Indirect Procurement Professional Services, FrieslandCampina Moderator: Pontoon</p> <p><i>Interactive Slido polling will be used throughout the session</i></p>
Assessing Innovative Tech Start-Ups	
17:20	<p>Dragons' Den: <u>Hear from the latest and greatest start-ups:</u> Which one can best help you with your procurement priorities? – Cast your vote and the winner walks away with the Dragons' Den trophy!</p> <p>These exciting demos pre-selected technology start-ups who will pitch their innovative tech. The panel of experts will critique and assess their benefits to your business and their likelihood of future success. You will then have the opportunity to vote for the technology start-up you think is the most innovative and adds real value to your business. Will you find the next big thing?</p> <p>Michael Pleuger, Co-Founder & CEO, Akirolabs</p>
17:50	End of ProcureCon Europe Day 1
18:00	<p>Cava Cocktail Night: Join us for an elegant Cava Cocktail Night! Enjoy expertly crafted Cava cocktails, traditional tapas, and the vibrant rhythms of flamenco music in a celebratory setting. This exclusive event is not just about great drinks and delicious bites – it's a prime opportunity to network with industry leaders, reconnect with colleagues, and forge new connections. Whether you're a Cava enthusiast or new to it, this night promises delightful flavours and meaningful interactions. Raise your glass, expand your professional circle, and toast to an unforgettable evening of networking and celebration! Cheers!</p>
	<p>Women in Procurement Dinner hosted by ProcureAbility</p> 

Day 2: 18 September 2024

Innovate Your Leadership Strategy

8:15	Registration
8:50	Chairperson Welcome: Richard Beaumont , Founder, Eruditic
9:00	Keynote: <u>Innovate and elevate:</u> How to embrace innovative strategic leadership and enhance procurement's influence on the business

	<ul style="list-style-type: none"> • Explore innovative approaches to strategic leadership in procurement for driving transformative change. • Learn practical strategies to enhance operational efficiency within procurement processes. • Understand the intersection of strategic leadership and sustainability for long-term success in procurement. <p>Dr. Arnd Hirschberg, Chief Procurement Officer, Siemens Energy</p>
9:20	<p>Presentation: <u>Enhancing workforce management:</u> Driving value through external workforce management</p> <ul style="list-style-type: none"> • Strategic Value Beyond Savings: Explore how focusing on value creation, not just savings, can transform your organisation’s external workforce strategy. • Data-Driven Insights: Understand the importance of visibility and actionable insights derived from data to drive organisational efficiency and strategic decision-making. • 4 Pillars of an External Workforce Program: Learn about how visibility drives operational efficiencies , reduces costs , enhances compliance, and improves quality, and how these pillars contribute to a robust strategy. • External Workforce Management and Organisational Impact: Discuss the broader implications of effective external workforce management on organisational structure, where the ownership of effective external workforce management resides, and focus. <p>Jean-Claude Thompson, Head of Indirect Procurement, Kraft Heinz Gerardo Aguilar, Global Head of Indirect Procurement, Syngenta Maurice Benz, Vice President, Services Procurement, Magnit</p>
9:40	<p>Case Study: <u>A Ferrari Strategy:</u> How to craft a supplier ecosystem strategy based on a pyramid framework to align with company guidelines</p> <ul style="list-style-type: none"> • Explore the strategic intricacies of Ferrari's supplier ecosystem. • Discuss the intermediate level of this strategic journey, delving into a tailored category/commodities strategy featuring the Kralic Matrix. • Discover the long-term visions for Ferrari’s strategic procurement planning. <p>Marco Longeri, Head of Direct Materials, Ferrari</p>
10:00	<p>Presentation: How to use digitalisation to enable and initiate organisational change centrally in a decentralised structure</p> <ul style="list-style-type: none"> • Explore the benefits of centralised digital procurement platforms in streamlining processes, enabling real-time data analysis, and fostering collaboration among global and local teams. • Discuss the significance of developing standardised protocols and procedures for procurement activities while allowing flexibility for local adaptations. <p>Frederik Schleier, Global Head of Procurement, Roche Diabetes Care GEP</p>
10:20	<p>Keynote Panel: <u>Talent attraction:</u> How can we redefine procurement as an appealing career choice while proactively emphasizing talent attraction to effectively address future talent and labour shortages?</p> <ul style="list-style-type: none"> • Explore innovative approaches to showcase the appeal of procurement as a career path. • Discuss strategies for proactively emphasizing talent attraction in the procurement industry. • Gain insights into addressing future talent and labor shortages through proactive talent management practices. <p>Alessandro Marras, Indirect Procurement Director, Whirlpool</p>

	<p>Maria Madrid, VP, Global Procurement, Radisson Hotels Manlio Tognoni, Head Group Indirect Procurement, Lindt & Sprüngli</p>
10:50	Coffee Break
Building A Sustainable Future	
11:20	<p>Keynote: <u>A sustainable future</u>: How to navigate sustainability and ESG targets to transform procurement practices for a better future</p> <ul style="list-style-type: none"> • Explore the alignment of procurement practices with sustainability and ESG targets • Discuss strategies for measuring and tracking the impact of sustainability initiatives on procurement processes • Understand the importance of selecting suppliers committed to NetZero targets and fostering partnerships for long-term sustainability goals <p>Francisco De Quinto Arredonda, Chief Procurement Officer Spain, Allianz</p>
11:40	<p>Keynote Panel: <u>Mastering Regional Expertise</u>: How can you maximise your local/regional sourcing excellence and business contribution to achieve global success?</p> <ul style="list-style-type: none"> • How can you articulate a strategic vision and technology roadmap for sourcing services amid inflation and recession? • Evaluating the impact of evolving geopolitical dynamics, including trade tensions and global economic fluctuations, on procurement strategies and costs. • Addressing challenges arising from diverse regional regulations and their effects on procurement operations and risk management. <p>Maria Oehler, Group Chief Procurement Officer, Domino's Pizza Emma Twomey, Director of Group Product Sourcing, Sky Yesim Ucuncuoglu, Head of Indirect Procurement Turkey, Danone</p> <p><i>Interactive Slido polling will be used throughout the session</i></p>
12:10	<p>Panel: <u>Sustainable Procurement Synergy</u>: How can you move beyond managing cost to help your business drive the “circular economy” of use and reuse?</p> <ul style="list-style-type: none"> • Align sustainable procurement goals with overarching business objectives for strategic synergy. • Foster positive environmental impact through procurement practices that prioritise sustainability. • Enhance corporate responsibility by integrating sustainable practices into procurement strategies. • Discuss how to collaborate with suppliers to integrate sustainable practices throughout the supply chain. <p>Sherif Abdelmageed, Sourcing Lead HCB – Direct Materials IMEA, Henkel Bhaskar Parthasarathi, Regional Head of Category Management, Europe and Asia, CRH Manuel Alomar, Director of Innovation & Technology Sourcing, Liberty Global Moderator: Richard Beaumont, Founder, Eruditic</p> <p><i>Interactive Slido polling will be used throughout the session</i></p>
12:40	<p>Presentation: <u>POs to power moves</u>: How to master the road to client-centric evolution</p> <ul style="list-style-type: none"> • Learn how to transform routine purchase orders into strategic tools that enhance client relationships and drive business growth. • Discover innovative approaches to evolve your business processes by joining client-centric marketplace - widen your options and receive full market insights at any given time.

	<ul style="list-style-type: none"> Understand the steps to shift from transactional interactions to impactful engagements by using a fully functional specification set of all possible product attributes. <p>Ivaylo Penchev, CEO, Auxionize</p>			
13:00	<p>Presentation: <u>Exploiting Analytics</u>: How to use AI to unleash data insights and better manage your procurement life cycle</p> <ul style="list-style-type: none"> Learn how to align AI integration with your procurement processes strategically for a sustainable digital transformation. How to seamlessly integrate AI into procurement processes to achieve sustainable digital transformation. Explore best practices for seamlessly integrating AI tools into existing procurement workflows without disruption. Understand how AI integration can contribute to sustainable business practices and foster a transformative impact on your procurement operations. <p>Dimas Surribas, Global Procurement Digital and Data Lead, Sanofi</p>			
13:20	Lunch	<p>Workshop: AI Revolution: A New Dawn or a False Start?</p> <ul style="list-style-type: none"> Participate in an exclusive workshop to discover AI's real-world potential in intelligent procurement, with practical advice from peers on getting started. Learn how AI can automate data collection, enable real-time analysis, and deliver actionable insights, leading to improved decision-making, enhanced collaboration, and cost reduction. Discuss the potential pitfalls of AI, including ethical implications, and debate the right balance between AI and human oversight with industry professionals and thought leaders. <p>Coupa</p>		
	Track A: Exploiting Data	Track B: Practical ESG	Track C: Supply Chain and Supplier Relations Management	Track D: Workshops
14:20	<p>Presentation: How to cultivate data-driven behaviour for optimal efficiency and more agile decision-making.</p> <ul style="list-style-type: none"> Establish strategies to instil a data-driven culture within procurement teams. Implement agile decision-making frameworks leveraging data insights. Encourage continuous learning 	<p>Presentation: How can you implement sustainable strategies to navigate climate change and mitigate environmental risks for enhanced corporate social responsibility?</p> <ul style="list-style-type: none"> Examine the implications of climate change on procurement and associated risks. Explore sustainable procurement strategies to 	<p>Presentation: How to demonstrate the value of implementing an SRM process to both internal and external stakeholders</p> <ul style="list-style-type: none"> Explore the tangible benefits of an SRM process, including cost savings, improved supplier relationships, and risk mitigation. Discuss case studies or success stories demonstrating the positive outcomes 	<p>Workshop: How to harness data-driven insights for crafting compelling narratives and strengthening category management strategies.</p> <p>Reserved for sponsorship</p>

	<p>and adaptation based on real-time data for enhanced efficiency.</p> <p>Gerardo Aguilar, Global Head of Indirect Procurement, Syngenta</p>	<p>mitigate environmental risks and contribute to corporate social responsibility.</p> <ul style="list-style-type: none"> Discuss integrating eco-friendly practices into procurement processes. <p>Mieneke Koster, Global Sustainability Director - Sustainable Value Chains, Arcadis</p>	<p>of implementing an SRM process.</p> <ul style="list-style-type: none"> Understand how the SRM process enhances collaboration, efficiency, and overall performance both internally and externally through concrete examples. <p>Carla Barros Little, Senior Category Lead Data, Information, Tech, Pets at Home</p>	
<p>14:40</p>	<p>Innovation spotlight: How to leverage automated systems for standardised price list harmonization to enhance time-efficient ERP integration.</p> <ul style="list-style-type: none"> Implement automated systems for seamless and standardized harmonization of price lists. Enhance ERP integration by leveraging time-efficient processes for streamlined operations. Explore strategies to leverage automation in achieving accurate and consistent price data across systems. <p>Reserved for sponsorship</p>	<p>Innovation spotlight: How to engage suppliers in achieving NetZero targets to effectively balance ESG and cost efficiency for optimal results.</p> <ul style="list-style-type: none"> Explore interactive approaches to foster collaboration with suppliers on NetZero initiatives. Develop effective communication channels to align ESG goals with cost-efficient practices. Implement tangible action plans for achieving optimal results in sustainability and cost-effectiveness. <p>Reserved for sponsorship</p>	<p>Fireside chat: Geo-tagging in supply chains: How to incorporate geographical information for enhanced sustainability and compliance.</p> <ul style="list-style-type: none"> Integrate geographical information to bolster sustainability in supply chains. Explore compliance benefits through geo-tagging in procurement processes. Implement strategies for effective incorporation of geographical data in supply chain management. <p>Reserved for sponsorship</p>	
<p>15:00</p>	<p>Coffee Break</p>	<p>Workshop: Future-proof your contingent workforce</p> <ul style="list-style-type: none"> Explore emerging skills and how generative AI can help to predict future skills needed in your contingent workforce 		

		<ul style="list-style-type: none"> • Identify how job roles will shift and how to plan for this, ensuring your organisation has the skills they need for future success • Learn from procurement leaders who have adopted a future skills navigator approach • Predict how contingent workforce needs will evolve: Adapt your strategy for future projects. <p>Adelle Harrington, Vice President EMEA, KellyOCG</p>		
	<p align="center">Track A: Exploiting Data</p>	<p align="center">Track B: Practical ESG</p>	<p align="center">Track C: Supply Chain and Supplier Relations Management</p>	
<p>15:30</p>	<p>Presentation: How to transform data management to meet customer demands and overcome the challenges that come with digital transformation.</p> <ul style="list-style-type: none"> • Explore agile data management strategies to swiftly adapt to evolving customer demands and market dynamics. • Discuss the utilization of advanced analytics and AI-driven insights in transforming procurement processes to meet customer expectations effectively. • Understand the importance of establishing robust data governance frameworks to ensure data quality, security, and compliance amidst digital transformation challenges. <p>Kerpal Virdee, Senior Procurement & Digital STA Manager, Jaguar Landrover</p>	<p>Presentation: How to optimise cost, quality, and sustainability in procurement to transform responsible sourcing into profitable outcomes.</p> <ul style="list-style-type: none"> • Examine how procurement's access to suppliers can motivate sustainability efforts within the organisation. • Explore the ways of reconciling sustainability demands with cost-cutting expectations in a fiercely competitive, cost-pressured market. • Consider how geopolitical factors influence supply chains and how sustainability initiatives intersect with inflation-related challenges. <p>Fabio Zhonta, Head of Procurement, Raxio Group</p>	<p>Presentation: How to tailor systems and relationships to suppliers of all sizes to maintain efficient and trusting relationships.</p> <ul style="list-style-type: none"> • Investigate a range of suppliers, both large and small, to diversify options and understand their capabilities, specialties, and values. • Engage in open dialogue with suppliers to tailor relationships based on their size, preferences, and unique needs, fostering trust and efficiency. • Discuss how to implement adaptable systems and processes that accommodate the varying scales and requirements of suppliers, promoting efficient collaboration and long-term partnerships. <p>Daniel Grgic, Head of Tactical Purchasing, Order</p>	

			Management and Supplier Quality , Erste Group Bank
15:50	<p>Presentation interactive: How to use data and dashboards to effectively manage procurement operations across a large organisation</p> <ul style="list-style-type: none"> Discover effective strategies for managing procurement operations in a large organization, including handling thousands of contracts, material purchase orders, and warehouses amidst significant annual inflation. Learn from Pan American Energy's journey as a leading energy company, leveraging Business Intelligence to navigate procurement challenges across multiple countries. Gain insights into utilising dashboards and data-driven approaches to facilitate timely alerts, transparency, and proactive management of stock shortages, contract expirations, and overconsumption within the Procurement & Supply Chain domain. <p>Federico Castiglione, Management Control Leader - Supply Chain, Pan American Energy</p>	<p>Presentation interactive: How to implement sustainable transformation in procurement for a greener business future.</p> <ul style="list-style-type: none"> Explore strategies for implementing sustainable transformation in procurement, emphasizing eco-friendly sourcing and waste reduction. Discuss the integration of sustainability criteria into procurement processes, ensuring environmental considerations are prioritized. Understand the importance of fostering a culture of sustainability within the procurement team, promoting innovation and continuous improvement. <p>Aleksandra Petrovic, Procurement Business Partner, MPC Properties</p>	<p>Presentation interactive: How to implement success factors for an effective supplier relationship management tool</p> <ul style="list-style-type: none"> Explore clear objectives and KPIs for effective implementation. Discuss the selection process of a suitable SRM tool and stakeholder engagement. Establish standardized processes, provide training, and monitor performance metrics. <p>Baissire Diawara, Head of Global Procurement Tools, Systems & Processes, Sika Natalia Mora, Global Process Owner - Source to Pay, Sika</p>

	Mariano Gastón Vázquez, Manager - Procurement & Supply Chain Planning, Suppliers and Process Improvement – MBA, Pan American Energy			
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(Session break: 10 minutes)

Roundtables

16:20	<ol style="list-style-type: none"> SRM: How to implement the best practices and processes for efficient supplier relationship management. Petteri Lehtinen, Director, Airport & Ground Procurement, Finnair Circular Economy Practices: How to integrate a circular economy into procurement practices Ana Barbosa, Head of Procurement, Highgate Creative mindset: How do we unlock creative mindset in our critical thinking in procurement Edwige Boone Zaneguy, Head of Regional Category Procurement, Bayer Capex procurement: How to harness capex procurement as a catalyst for top-line growth Isnel Ducos, Head of Procurement PGM Services Division & Group Capex, Johnson Matthey Digitalisation: How to deal with the proliferation of technology solutions in a category hierarchy Consumption controls and usage visibility: Creating value through consumption controls and usage visibility Industry 4.0: How procurement can use our expertise to support the level of connectivity required to drive Industry 4.0 excellence Agile procurement: How can you implement an agile procurement delivery model to lead to a more responsive, efficient, and collaborative procurement process? Contract Lifecycle Management: Boosting sourcing thanks to contract data IT Procurement: How to maximise efficiency and innovation for a risk averse IT procurement function
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17:00 End of ProcureCon Europe Day 2

17:00 ProcureCon Europe's 25th Anniversary

Join us in celebrating a remarkable milestone – the 25th anniversary of ProcureCon Europe! For 25 years, we've led the way in procurement innovation, bringing together top industry minds to shape the future. This year, we're marking our journey with a grand celebration, featuring exclusive networking drinks. Reconnect with old friends, make new connections, and toast to our shared achievements over premium drinks and gourmet canapes. Be part of this historic occasion at ProcureCon Europe – let's toast to 25 years of excellence and the exciting journey ahead!

Day 3: 19 September 2024

Keeping our Seat at the Table

8:30	Registration
9:00	Chairperson Welcome: Richard Beaumont, Founder, Eruditic
9:10	<p>Opening Keynote: <u>Combatting uncertainty:</u> How to innovate your procurement processes to navigate rising costs, inflation and supply shortages</p> <ul style="list-style-type: none"> Re-define resilient supplier networks Revamping supplier contracts amidst economic uncertainty and inflation. Enable end-2-end collaboration across entire value chain <p>Marc Vathauer, VP Procurement Crop Science, Bayer</p>

11:20	<p>Presentation: <u>Sustainable investing:</u> How to navigate sustainable investing to avoid greenwashing and achieve genuine sustainable impact</p> <ul style="list-style-type: none"> • Identify genuine sustainable investment opportunities and avoid greenwashing. • Develop robust criteria for evaluating the environmental impact of investment choices. • Implement strategies to align financial goals with positive sustainability outcomes. <p>Guillaume De Subercasaux, Head Global Indirect Procurement, Schindler</p>
9:30	<p>Panel interactive: <u>Juggling conflicting priorities:</u> How can you best balance talent, tech and data initiatives to maximise your value-add to the business?</p> <ul style="list-style-type: none"> • Assessing the role of data analytics and technology in elevating procurement's influence to enable more informed business decisions. • Considering the leadership qualities and talent development initiatives required to transition procurement professionals into strategic business leaders. • Exploring the ways in which procurement can contribute directly to the company's growth and profitability. <p>James Austin, Chief Procurement Officer, Smart DCC Daniel Johansson, Global Head Procurement Strategy and Excellence, CSL Christian Tchounda, Chief Procurement Officer, Oryx Energies Ana Pertot, Head of Purchasing, Zeekr Moderator: Graham Crawshaw, Procurement Content Director, CASME</p>
10:00	<p>Panel interactive continued: <i>Following the panel you will then break out into a small group roundtables</i></p>
Driving Diversity and Inclusion	
10:30	<p>Presentation: <u>Driving supplier D&I:</u> How can you expand your supplier base to promote competition, drive down prices and embrace innovation?</p> <ul style="list-style-type: none"> • Develop strategies to expand and diversify your supplier base, fostering competition for better innovation and solutions. • Implement inclusive procurement practices to create opportunities for underrepresented suppliers and drive positive social impact. • Explore successful case studies and practical insights on driving supplier diversity for sustained business growth. <p>Tom Wells, Strategic Sourcing Director, Bristol Myers Squibb</p>
11:00	<p>Coffee break</p>
11:30	<p>Case study interactive: <u>Women in Procurement:</u> How to combat the adversity which women face in the workplace within different areas of procurement</p> <p>Valeria Venturelli, Senior Manager Global Procurement, Diversey Cristina Sangiorgi, Senior Manager Learning Hub & Development, Sky Italia Danielly Cortes, Global Head of Resins & Compounds - Sustainable Raw Materials, Stellantis Benan Orhon, Strategic Sourcing Manager, ITW</p>

12:00	Case study interactive continued: <i>Following the presentations you will then break out into a small group roundtables</i>
12:30	Lunch
Combatting Uncertainty	
13:30	Solutions clinic: <u>Unveiling Answers:</u> Tackling Your Procurement Challenges Head-On Based on answers to a poll, attendees will pick which category they are most focused on improving and will work together as a group to solve a problem specific to this category. <ol style="list-style-type: none"> 1. Talent - Sherif Abdelmageed, Sourcing Lead HCB – Direct Materials IMEA, Henkel 2. Data – Susan Walsh, Founder, The Classification Guru 3. ESG within the value chain - Ana Pertot, Head of Purchasing, Zeekr 4. Tech - 5. Costs/Economy - Graham Crawshaw, Procurement Content Director, CASME
14:30	Closing Keynote: <u>Indirect spend focus:</u> How can you optimise spend in areas such as technology and marketing to preserve earnings, margins and profitability? <ul style="list-style-type: none"> • Implement effective cost optimization strategies in technology investments. • Streamline marketing expenses to enhance profitability and maintain margins. • Explore efficient approaches for managing and optimizing real estate expenditures. <p>Michael Hassmann, Head of Strategic Indirect Sourcing and Professional Services, Nokia</p>
15:00	Chair's closing remarks – 2034 focus
15:10	End of ProcureCon Europe 2024 – See you next year!