

# 15th annual PROCURECON 2012

Europe's Leading Procurement Event

6 – 8, November 2012  
Le Plaza Hotel, Brussels

**STRIKE THE OPTIMAL BALANCE BETWEEN  
DELIVERING SHORT TERM FIXES AND LONG  
TERM STRATEGIC VALUE CREATION**

Join over 300 of Europe's procurement leaders for 3 days  
of networking, benchmarking and debate

[www.procurecon.com](http://www.procurecon.com)



## 4 KEY REASONS TO ATTEND:

- **Europe's largest procurement conference**, step back from the day-to-day and focus on the critical, strategic issues you need to address NOW
- **Over 300 senior procurement practitioners on site** from all industry verticals, all here to meet, discuss and find solutions to their procurement challenges
- **30+ hours of highly focused content and networking** - benchmark, strategise and identify new business partners through panel debates, roundtables, workshops, speed networking, breaks and social events
- **40+ speakers from global companies** covering practical insights and implementation case studies to improve purchasing and procurement efficiencies, reduce costs and promote innovation to create a point of differentiation and competitive advantage

## Latest progressive strategies to enhance the capabilities and efficiencies of your procurement organisation by:



Gerry Walsh,  
Procurement Director,  
**LOGO**



Ralf Garczor,  
Vice President, Global Consumer SC  
Procurement, **Johnson & Johnson**



Richard Spoor,  
SVP Head of Procurement,  
**Bayer**



Alexandra Mols,  
Associate Director, Purchases  
Capability & Strategy, **P&G**



Fredrick Spalcke,  
Executive Vice President and Chief  
Purchasing Officer, **Philips**



Nicola Delargy,  
Director SCM Operations AMEAP &  
Partner Markets, **Vodafone**



Jon Lowther,  
Head of Procurement Development,  
**Associated British Foods**



Salvador Serra de Paz,  
Senior VP Purchasing – CPO,  
**NH Hotels**

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Dear Colleagues,

Business environments remain fragile against a backdrop characterised by the Euro crisis and a challenging global macro economic picture. As a consequence, our continued focus firmly sits on improving the bottom line, to support in turn top line targets. Our CEOs and CFOs are increasingly looking towards us, the procurement professionals, to make decisions that have greater impact than ever before – especially in circumstances where tactical savings today have an immediate positive effect on share prices, whilst procurement transformation initiatives will yield value in the longer term.

**Without actively going out and benchmarking with your peers, where will you find the insight to inform your decisions and the solutions to successfully tackle your procurement challenges?**

We believe we have created a forum that offers the insight and solutions you seek. Now in its 15th year, ProcureCon is well-established as the most comprehensive, case study led procurement conference. A brand new speaker faculty, made up of **40+ procurement leaders** from across the most relevant industry verticals, who have not presented at other conferences in a similar capacity, will present **14 of the latest best practice case studies** and share candid insight on challenges faced and lessons learnt:

- Hear keynote case study presentations from the **London Organising Committee of the Olympic and Paralympic Games** on developing a procurement function to deliver the Olympics to a fixed deadline and to budget as well as from **Johnson & Johnson** on using supplier relationship management to drive innovation and impact the top-line
- Take part in active discussions on how you can balance delivering short term fixes with long term strategic value as well as how to **manage the pain of the Euro crisis** - what happens next and how to deal with the potential fall-out?
- Choose from 3 streamed sessions to attend workshops, 14 case study presentations, a C-Level Think Tank or 4 roundtable sessions to hear proven to work techniques as well as walking away with 6 key strategic and practical takeaways from each speaker
- Uncover strategies to **optimise supplier governance, contract compliance** and internal and external stakeholder **adherence to procurement processes** in a full content day including case studies and insight from **NH Hotels, PwC, BP, Bacardi-Martini** and **P&G**

Unlike at other events in the market, you will meet procurement leaders who have been hand-picked for the programme to 'really share' their out-of-the-box strategies. Right now, this isn't just important, it's necessary to hear from forward-thinking leaders. It won't be another event with violent agreement between panellists and speakers, there will be genuine debate and different industry perspectives, to really get to the crux of the issues. Don't be left behind. We look forward to meeting you in Brussels!

The ProcureCon 2012 Advisory Board

## PROCURECON 2012 ADVISORY BOARD



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Mikkel Larsen, *Global Category Lead*, **Rolls-Royce**

## AGENDA HIGHLIGHTS:

- **40+** industry thought leaders share with you their **latest top-line strategies**, with 'real' examples of procurement best practice, challenges faced and lessons learnt
- **14** case study presentations sharing candid insight into what really drives the procurement strategies of the world's leading corporations
- **6 KEY strategic and practical takeaways** to be provided by each speaker – giving you even more to **feed back and implement** today!

## 6TH NOVEMBER 2012:

# PROVEN-TO-WORK STRATEGIES TO OPTIMISE SUPPLIER GOVERNANCE, CONTRACT COMPLIANCE, AND INTERNAL AND EXTERNAL STAKEHOLDER ADHERENCE TO PROCUREMENT PROCESSES

08:30	<b>Registration and coffee</b>	13:20	<b>INTERACTIVE ROUNDTABLE DISCUSSION: Managing and using risk to your advantage in the procurement process – governance and compliance of risk programmes</b> Expertly facilitated by Alexandra Mols, <i>Associate Director Purchases Capability &amp; Strategy</i> , <b>P&amp;G</b>
09:15	<b>Chair's opening remarks</b>	14:00	<b>Which third party risk technology and services are cost effective for fast scenario planning?</b>
09:30	<b>CASE STUDY: Ensuring corporate compliance of procurement KPI's across a multinational, complex structure</b> Salvador Serra de Paz, <i>Senior VP Purchasing – CPO</i> , <b>NH Hotels</b>	14:30	<b>Afternoon tea and networking</b>
10:00	<b>How to gain the desired ROI from procurement technology – enforcing stakeholder compliance and ensuring successful change management</b>	15:00	<b>CASE STUDY LED MASTERCLASS: How to ensure governance of the supply base and best practice in contract compliance</b> This practical, focused masterclass will provide an opportunity to drill down into specific "how to" topics. Robert Donohue, <i>Executive Vice President, Commercial Division</i> , <b>Connolly</b> Dean Horton, <i>Process and Controls Lead</i> , <b>BP</b>
10:30	<b>Morning coffee and networking</b>	16:00	<b>Chair's closing remarks</b>
11:00	<b>INTERACTIVE ROUNDTABLE DISCUSSION: How to create consistent procurement policies and ensure stakeholder compliance to bridge the gap on savings within all categories</b> Expertly facilitated by Michael Hinrichs, <i>Director Global Procurement</i> , <b>Bacardi-Martini</b>	16:10	<b>VIP Drinks Reception hosted by Infosys BPO</b>
11:40	<b>CASE STUDY: Avoiding procurement blind spots - using supplier relationship management to get premium supplier access</b> Prof. Dr Remko Van Hoek, <i>Global Procurement Director</i> , <b>PwC</b>		
12:10	<b>Lunch and networking</b>		

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# STRIKE THE OPTIMAL BALANCE BETWEEN DELIVERING SHORT TERM FIXES AND LONG TERM STRATEGIC VALUE

## MAIN CONFERENCE DAY ONE: 7TH NOVEMBER 2012

- 08:30 **Registration and coffee**
- 09:15 **Chair's opening remarks**
- 09:25 **KEYNOTE CASE STUDY: The Olympics - developing a procurement function to deliver to a fixed deadline and to budget**
- Challenges of creating a function that is deeply embedded within the organisation, working side-by-side with other departments to provide day-by-day support and strategic value
  - Engagement between procurement and its stakeholders
  - How to manage a function which is set up specifically for (and dismantled after) the games?
  - How to manage the pressure and scrutiny that the procurement function is exposed to from the public and media as a result of the profile of the games
  - Advantages / disadvantages and procurement lessons from using the CompeteFor buying portal
  - Contract management and compliance for delivery on time and to budget
- Gerry Walsh, *Procurement Director, LOCOG* (London Organising Committee of the Olympic and Paralympic Games)
- 10:05 **CASE STUDY: Presentation reserved for Corbus**
- Jason Evans, *Senior Vice President, Corporate Development, Sales & Marketing, Corbus*
- 10:35 **Morning coffee and networking**
- 11:00 **Improving the long-term business efficiency of your payments spectrum**
- Dennis Bauer, *Managing Director, Barclaycard Global Commercial Payments*
- 11:40 **PANEL DISCUSSION: A challenging macro-economic environment is prompting CEOs to demand quick cost cutting measures that have an immediate positive impact on share prices - how can you balance delivering short term fixes with long term strategic value?**
- Where is the next wave of opportunity to make savings? Where to find the opportunity in the supply chain – both internally and externally?
  - How to find more creative ways to cut costs, having already faced four years of economic constraint?
  - Short term gain over long term strategic value – how to deal with these economic stresses as well as managing a procurement team in a stressed environment? How to balance the tactical versus strategic role of procurement?
  - Are you forced to revert to traditional methods of delivering savings or are you getting a chance to flex your muscles and think strategically? How to prevent procurement from slipping back into a tactical role
  - How can procurement help their companies grow in a market that is no longer growing?
- Richard Spoor, *SVP Head of Procurement, Bayer*  
 Edward Fuchs, *Group Procurement Director, United Biscuits*  
 John Dickson, *CPO, Heinz*  
 Edward Gardner, *Director Supply Chain – Procurement, Rexam*  
 Gautam Singh, *Chief Executive, The Smart Cube*
- (the session will comprise of a 5 minute case study presentation from each panellist followed by an interactive panel discussion)
- 12:20 **CASE STUDY: Embracing flexibility to meet the changing demands of the business - hear how developing a set of strategic actions benefitted an organisation to achieve cost savings, supplier innovation and strengthened key stakeholder relationships**
- Alex Klein, *Vice President, Efficio*
- 13:00 **Lunch and networking**

	<b>STREAM A: COST REDUCTION, SPEND MANAGEMENT AND REVENUE GENERATION</b>	<b>STREAM B: TRANSFORMATION, SHARED SERVICES AND LEVERAGING A GLOBAL STRUCTURE</b>	<b>STREAM C: OUTSOURCING AND SOURCING STRATEGIES</b>
14:10	<b>Stream chairperson remarks</b>	<b>Stream chairperson remarks</b>	<b>Stream chairperson remarks</b>
14:15	<b>CASE STUDY: Addressing operational issues, while investing for growth and instilling a new culture of entrepreneurship and accountability</b> Fredrick Spalcke, <i>Executive Vice President and Chief Purchasing Officer, Philips</i>	<b>Overcoming the challenges of creating shared service centres of procurement excellence</b>	<b>Transforming procurement in a retail bank through outsourcing: benefits and lessons learned</b> Graham Copeland, <i>Head of Sales, Xchanging Procurement Services</i>
14:50	<b>CASE STUDY: Applying advanced sourcing solutions to improve spend management and results at Associated British Foods</b> Jon Lowther, <i>Head of Procurement Development, Associated British Foods</i> Tobias Hannon, <i>Managing Director EMEA, CombineNet</i>	<b>CASE STUDY: Simplifying a complex organisation - establishing a strategic central procurement function</b> Gerard Cantwell, <i>Director of Procurement, Aggregate Industries</i>	<b>How to improve the quality of the sourcing work done by improving bespoke category intelligence?</b>
15:25	<b>CASE STUDY: How to reach 90% compliance of total spend in a fragmented organisation?</b> Ramón Romero Pérez, <i>Head of Global Supply and Facility Management, Bigpoint Investments</i>	<b>CASE STUDY: Developing a successful procurement organisation during a recession</b> Nick Jenkinson, <i>Head of Procurement, Daily Mail and General Trust</i>	<b>C-LEVEL THINK TANK</b> Under Chatham House Rule, this is your chance to network, discuss best practice and benchmark with the leading CPOs and Directors of Procurement across industries. Focus of the discussion will be on the key strategic areas of the procurement function. Expertly facilitated by Erik Dam, <i>Director Global Supply Strategy, Bayer</i>

- 15:55 **Afternoon tea and networking**
- 16:20 **Procurement performance management – how to relate the procurement agenda to financial metrics monitored by the CFO**
- What are the drivers required for CPOs to achieve sustainable success through better performance management?
  - How can the value created by procurement's and the required investments be translated into a metric that can be monitored and fits with the CFO agenda?
  - ROSMA © (Return on Supply Management Assets) metric - measuring and assessing elements such as sourcing excellence, breadth and depth of procurement engagement into the enterprise, and strategic resource management
  - The ROSMA © benchmark – how do companies fare on a peer-to-peer basis and amongst industries?
  - Quest for operational excellence – what are leading companies doing to compare and improve performance?
- Jules Goffre, *Partner, A.T. Kearney*
- 17:00 **Drinks, networking and entertainment**

## MAIN CONFERENCE DAY TWO: 8TH NOVEMBER 212

- 09:00 **Registration and coffee**
- 09:20 **Chair's opening remarks**
- 09:30 **KEYNOTE CASE STUDY: Supplier relationship management at Johnson & Johnson to drive innovation and impact the top-line**
- Spend concentration - "right sizing" suppliers at the top end of the spend profile spectrum and the shift to preferred suppliers in key categories
  - How Johnson & Johnson utilises suppliers' innovation potential and capabilities as source for top line growth
- Ralf Garczor, *Vice President, Global Consumer SC Procurement, Johnson & Johnson*
- 10:00 **Bridging the gap between what is best-in-class and in-house capability - How to do more with BPO**
- During this panel discussion, the audience will have an opportunity to learn from leaders across a broad range of industries which have been pioneers in increasing effectiveness of their procurement organisation by way of:
- Increasing influence across enterprise wide spend by optimising focus on select areas and outsourcing operational sourcing processes and non-core areas of spend categories
  - Increasing efficiency of procurement operations by outsourcing transactional procurement and supplier management processes, often leveraging provider proprietary tools for P2P process work-flow and platform
  - Increasing supply market leverage by utilizing provider's scale of spend management and category expertise
- Rajiv Kumar Gupta, *Sourcing and Procurement Practice Engagement Manager, Infosys BPO*
- 10:40 **Morning coffee and networking**
- 11:10 **DUAL PERSPECTIVE CASE STUDY: Collaborative procurement between Vodafone and MTS Russia - pros, cons and in-betweens**
- Who took the initiative? What constraints had/have to be overcome and the results to date
  - Which categories are collaborative procurement being carried out on? Why those? Which were excluded?
  - What impact are buying groups having on the behaviour of suppliers?
  - Customer view impact regarding collaborations and savings angle
  - How to overcome any compliance and legal issues
- Valery Shorzhin, *CPO, OJSC MobileTeleSystems*  
 Christian Linhart, *Deputy CPO, Director of Procurement Strategy and Planning, OJSC MobileTeleSystems*  
 Nicola Delargy, *Director SCM Operations AMEAP & Partner Markets, Vodafone*
- 11:40 **Creative approaches to improve profitability by optimising your cashflow**
- How to structure agreements throughout your supply chain to maximise cashflow
  - Supply chain finance - outlining the key factors for cash flow management and working capital optimisation
  - Tax optimisation - how to identify your tax risks and identify potential tax opportunities
- 12:10 **PANEL DISCUSSION: Managing the pain of the Euro crisis - what happens next and how to deal with the potential fall-out?**
- How to standardise and systematise processes amid volatile operating conditions
  - How to be prepared for the impossible – countries leaving the Eurozone? Should purchasing be made in a different currency?
  - What precautions should procurement take to ensure buyers understand competitive dynamics and capacity issues in their key supply industries?
- Jon Lowther, *Head of Procurement Development, Associated British Foods*  
 Andrew Smith, *Head of Procurement, People & Logistics, Royal Mail*
- 12:50 **Lunch and networking**

	<b>STREAM A: DEMAND MANAGEMENT AND INTERNAL &amp; EXTERNAL STAKEHOLDER ENGAGEMENT</b>	<b>STREAM B: SUSTAINABLE PROCUREMENT AND SUPPLIER RELATIONSHIP MANAGEMENT</b>	<b>STREAM C: SUSTAINABLE PROCUREMENT AND SUPPLIER RELATIONSHIP MANAGEMENT</b>
14:00	<b>Stream chairperson remarks</b>	<b>Stream chairperson remarks</b>	
14:10	<b>CASE STUDY: Delighting stakeholders and developing capability both within our team and the organisation</b> Roger Davies, <i>Group Head of Procurement, Marks &amp; Spencer</i>	<b>Using intelligent supplier relationship management to nurture critical relationships and recognise opportunities for increased collaboration</b>	<b>Interactive Roundtable Session:</b> Hear how your colleagues tackle problems similar to yours. In a small group and informal setting, these discussions provide a forum to share insight on current challenges
14:45	<b>Demand management models – how to make them work?</b>	<b>CASE STUDY: Practical strategies to improve supply chain sustainability and operating practices</b> Robert Turner, <i>Head of Programme – Procurement, Tarmac</i>	<b>Global category management</b> Jamie Foster, <i>Procurement Director, Hitachi Rail</i> <b>Procurement transformation</b> Mikkel Larsen, <i>Global Category Lead, Rolls-Royce</i>
15:20	<b>CASE STUDY: Supplier relationship management for collaboration and business success</b> Stephen Pearce, <i>CPO, Arysta Life Science</i>	<b>Supplier evaluation – a simple model to overcome the hurdle many companies have to staff supplier evaluation programmes and to complete it from A-Z</b> Willy De Beucker, <i>Head of Procurement - Non Metals, Metallo</i>	<b>Capital expenditure</b> Herve Menassol, <i>Global Capital Purchases Associate Director, Procter &amp; Gamble</i> <b>Overcoming the challenges of marketing spend</b> Ramon Romero Perez, <i>Head Of Global Supply And Facility Management, Bigpoint Investments GmbH</i> Anthony Bowdidge, <i>Head of Procurement, Weetabix</i>
16:00	<b>Chair's closing remarks and afternoon tea and networking</b>		

## MEET THE SPEAKER FACULTY FOR 2012

40+ speakers at ProcureCon have been carefully hand-picked as being outstanding thought leaders, top performers and innovators in procurement.

### SELECT KEY PRESENTERS:



**Gerry Walsh**, *Procurement Director, LOCOG* will take you through his journey to build and develop a procurement function fit for the Olympics. You'll hear the lessons learnt as he was mandated to deliver to a fixed deadline and to budget, together with an insight on how he managed the pressure and scrutiny that the procurement function is exposed to from the public and media as a result of the profile of the games



**Ralf Garczor**, *Vice President, Global Consumer SC Procurement, Johnson & Johnson* will give a keynote presentation on using supplier relationship management to drive innovation and impact the top-line



**Richard Spoor**, *SVP Head of Procurement, Bayer* will be taking part in a panel session sharing his thoughts on how can you balance delivering short term fixes with long term strategic value when a challenging macro-economic environment is prompting CEOs to demand quick cost cutting measures that have an immediate positive impact on share prices



**Alexandra Mols**, *Associate Director Purchases Capability & Strategy, P&G* will facilitate an interactive roundtable discussion on managing and using risk to your advantage in the procurement process – governance and compliance of risk programmes



**Fredrick Spalcke**, *Executive Vice President and Chief Purchasing Officer, Philips* will present a case study on how he addresses operational issues, while investing for growth and instilling a new culture of entrepreneurship and accountability



**Nicola Delargy**, *Director SCM Operations AMEAP & Partner Markets, Vodafone* will present with OJSC MobileTeleSystems on their innovative collaborative procurement project - who took the initiative and what constraints had/have to be overcome and the results to date



**Jon Lowther**, *Head of Procurement Development, Associated British Foods* will be taking part in a panel session sharing his thoughts on how to manage the pain of the Euro crisis - what happens next and how to deal with the potential fall-out?



**Salvador Serra de Paz**, *Senior VP Purchasing – CPO, NH Hotels* will give a case study presentation on ensuring corporate compliance of procurement KPI's across a multinational, complex structure

### Procurement professionals

(CPOs, Heads of Procurement, Category Managers)

Package:	Book before 20th July 2012	Standard Price
<b>3 Day Package:</b> - Focus Day, 6th November - Conference Days, 7th & 8th November	£1399 Save £500	£1,899

### Vendors, Solution Providers, Consultants

Package:	Book before 20th July 2012	Standard Price
<b>2 Day package</b> - Conference Days, 7th & 8th November	£2099 SAVE £600	£2,699

Conference bookings subject to 20% UK VAT

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\* Note: This offer is only available for procurement professionals – not available for consultants, vendors or solution providers

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