2nd GLOBAL SUPPLY CHAIN RESEARCH FORUM

Agenda

11:00h: Registration

11:15h: Welcome: María Jesús Sáenz – Director, ZLC-MIT SCALE

11:30h - 12:30h:
- **Improving Supply Chain Performance Using Analytics**
  Team: Vineeta Ahlawat, David Martínez
  Advisor: JianJun Xu
- **Analyzing Sourcing Networks for a Coffee Retailer**
  Team: Ludovic Bernad, Lina Romero
  Advisor: Rafael Díaz
- **Determining the optimum Mode of Transport**
  Team: Dhrupad Bhavsar, José Luis Meri Celma
  Advisor: Susana Val

12.30h - 12:45h: Break

12.45h - 13.25h:
- **SAM: Procurement Strategic Solutions**
  Team: Arturo Almeida, Dhiosa Muñoz
  Advisor: Luca Urciuoli
- **Facilitating Horizontal Collaboration in Supply Chains**
  Team: Rochak Gupta, Connor Makowski
  Advisor: María Jesús Sáenz

13:25 - 14:45h: Lunch

**Outstanding Thesis Award Finalists**

14:45h-16:25h:
- **Unlocking Value added services in Bio-Pharmaceutical industry**
  Team: Raúl Carrasco, Swagat Panda
  Advisor: Çagri Gürbüz
- **Inventory Optimization as a Business Advantage**
  Team: Christos Agrogiannis, Rajesh Kella
  Advisor: Çagri Gürbüz
- **Building a Segmented Cost-To-Serve Model**
  Team: Tyler Martin, Lucía Milián
  Advisor: Alejandro Serrano
- **Strategy for Pharma Business Expansion in Sub Saharan Africa: A Case Study for Kenya**
  Team: Mohamed Bah, Ana Gauthier, Wen Qi
  Advisor: Spiros Lekkakos

16:25h: Research Fest Summary

19:30h: Guided Tour – Goya Museum
(Calle Espoz y Mina, 23)

20:15h: Dinner – Goya Museum
11:00h - 11:30h: Coffee break and networking

11:30h - 13:00h:

**2nd Panel: Supply Chain Digitalization**

According to a SCM World global survey of 1,000+ supply chain professionals conducted in September 2015, the most disruptive technology for supply chain strategy is related to digitalization. Big data analytics, digital supply chain, Internet of Things or Physical Internet are key areas where supply chain managers are investing their innovation efforts and obtaining fruitful results in terms of better performance and ultimately greater value.

Digitalization enables the supply chain to deliver profound insights that can help manufacturers, logistics service providers and other key actors in an agile world. Digitalization will enable organizations to transform their existing hybrid supply chain structures into more flexible, open, agile, and collaborative digital models, saving time, money and resources.

**Moderator:** Rafael Díaz, Professor, ZLC-MIT SCALE

**Present:** Luca Urciuoli, Professor, ZLC-MIT SCALE

**Panelists:**
- Santiago Blasco, Head of Packaging Services, VAS & Innovation Business Development & Account Management, DHL
- Lieven Deketele, Technical Section Head, Supply Network Innovation Center, P&G
- Victor del Pozo, COO, PRIVALIA

13:00h - 13:30h: Remarks and lessons learnt by Prof. María Jesús Sáenz, ZLC-MIT SCALE

13:30h: Adjourn