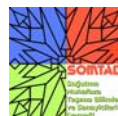




ECSLA ❄️



April 27th, 2006 ~ 09.00-16.00
Mediterranean Exhibition Center, Athens – Greece

6th Southeast European Cold Chain Conference & Trade Show
“Thinking in new directions; the impact of global trends on regional warehousing and distribution”

For the sixth time, Athens will be the backdrop for an international conference and trade show organized by **Robert McNamara** (Greece) and **Theo van Sambeek** (Netherlands) under auspices of several (inter)national and regional food logistics related organizations.

The conference will have a clear regional character with speakers and participants from surrounding countries. Partly as the result of the EU expansion, warehousing and transportation are becoming more and more international industries. As borders disappear and product flows change, logistics becomes more regional and business processes need to be adjusted. The event wants to provide practical hands-on information and best practice to industry executives, senior management, and operational specialists from food manufacturers, processors, warehousing, transportation and distribution companies but also representatives from government agencies, universities, and suppliers.

SPEAKERS

“Changing products flows in Southeast Europe; threat or opportunity?”

George Kynigos - Sales Manager Maersk Hellas - Greece

EU membership of Romania and Bulgaria and the growing economies in the Balkans and Western Turkey, result in changing consumption patterns. Convenience is becoming more important, which means that food in general and chilled and frozen products in particular will receive a strong impulse. This in turn, will affect logistic product flows and distribution structures and create challenges and opportunities. **Mr. Kynigos** will inform the audience about the impact of these changes on ports and the logistics industry in Southeast Europe and about the steps entrepreneurs need to take to profit from this growth.



“The importance of WMS and TMS in the current logistic environment”

Tom Young - Managing Partner Young & Partners - Belgium

As founder and managing partner of Young & Partners (Belgium) and as a Microsoft Certified Partner, exclusively involved in logistics, **Mr. Young** is well positioned to demonstrate how important a suitable Warehouse Management (WMS) and Transportation Management (TMS) System is for a company in order to create growth opportunities and to streamline this growth. The present demands of customers, the EU and national governments with regard to for instance tracing and tracking, require high-level software. But also business analysis and managing logistic processes requires “on-line” access to economic key data.



Mr. Bart Hamers (*picture left*), Financial Manager of the Antwerp-based company **Sea-invest International Services** - one of the largest European stevedoring firms for vegetables and fruit, will present a concrete case.

“Effects of EU Construction Products Directive (CPD) on energy efficiency in the loading bay”

Paolo Nelzi - CEO Campisa / Associate Professor of Logistics at the University of Milan - Italy

The CPD, compulsory since a couple of years, has obliged manufacturers of loading bay equipment, accessories and doors to declare the thermal resistance of their products and to have their declaration verified by a Notified Body. This has highlighted the enormous energy losses in many of the traditional systems and the need for research in order to develop strongly improved concepts. **Mr. Nelzi**, author of the "Loading bays design manual", is a real authority. He will show several good and bad examples and also demonstrate how much energy can be saved using different types of solutions. A presentation you can't afford to miss if you take cost cutting serious.



“Economies, markets and food logistics in Southeast Europe; advantages and disadvantages of in-house logistics and outsourcing of warehousing and transportation”

Athanassios Mavros - Managing Director Planning Management Consultants S.A. - Greece



With his 17 years of experience as senior consultant in countries like Romania, Albania, Turkey, Bulgaria, Cyprus etc. **Mr. Mavros** is in a perfect position to give an overview of the latest trends and developments in the region and to point out to local and international entrepreneurs where to find the most attractive business opportunities. On top of that, he will discuss a question one can hear in many Board rooms in the manufacturing, processing, and retailing sectors nowadays: what are the advantages and disadvantages of in-house logistics and outsourcing to 3PLs.

“The strongest link - Ensuring all links in the supply chain are effective”

Nick Ford - President RGIS Inventory Specialists Europe - United Kingdom

The supply chain is all about information. The faster the information can move up and down the chain the better it will be. However, the majority of retailers and 3PL companies are lacking a seamless transition between each link in the chain, from manufacturing to the distribution center, transportation and delivery, straight to the shelf. The sooner systems allow end users to see their product and direct it to the customer, the sooner and more efficiently goods can move at a lesser cost - which is why it is critical that inventory information in the chain is accurate. One of the best ways to tackle this is to bring in a third party - someone who can bring expertise and impartiality to the table while minimizing overhead.



“The requirements of food retail and food service distribution clients and how to embed these demands in the daily logistic operation”

Nikos Diamantaras - Managing Director EL.KE.DI - Greece



With clients like Delhaize, Starbucks, AB Vasilopoulos, Friesland Foods, and Campina, **Mr. Diamantaras** is well positioned to talk about this subject and how his company made the change from refrigerated warehousing to a full-service warehouse and distribution firm for chilled and frozen foods. Distribution clients today do not accept errors in deliveries, expect the logistic service provider to initiate cost saving projects and guarantee food quality and food safety under any circumstance. How to embed all this in the daily operation? An interesting benchmark.

“How to successfully market and distribute frozen food in the Balkans; an experienced manufacturer shares his expertise”

Nabil W. Idriss - Managing Director Widriss Holding – Greece

Since the firm started in 1930, Widriss Holding has developed into an internationally respected manufacturing and trading company in the Middle East and Central and Eastern Europe, specialized in grocery and canned products but also with a strong presence in frozen food. **Mr. Idriss** will talk about what he considers the most important preconditions for successful marketing of (frozen) food in Southern Europe. He will discuss the main differences between the countries, indicate how hurdles and threats can be transformed into profitable opportunities, and give his list of do's and don'ts.



“Extending the life of currently running ammonia refrigeration systems without excessive investment costs”

James Ward - Managing Director STAR Refrigeration - United Kingdom



This presentation addresses issues related to the useful working life of ammonia refrigeration equipment. It considers the economic case for extending the life of equipment and reviews the factors which affect the condition of equipment. Key issues are explained with examples to illustrate the effect of earlier decisions on later life. **Mr. Ward** will also make recommendations as guides to good practice when equipment is being modified or reconfigured and show the ways in which existing systems can be brought into line with current international safety standards without incurring an excessive investment cost.

EXECUTIVES PANEL OF GREEK INDUSTRY LEADERS

Traditionally, the executives panel is the conclusion and one of the highlights of the conference. Panel members will freely talk about their daily experiences in logistics management, share their insights with the audience, and will answer any question from participants. A very practical way of best practice and benchmarking. Bring your questions to the conference and take the answers home with you.



✓**Chris Kontoveros** is President of the Greek Frozen Foods Association and founder of Greek Fish Processing Association, board member of the Mediterranean Chambers of Commerce and a consultant to several other industry related associations. Since 1997 he has been a shareholder and board member of Freskot - Kontoveros, one of Greece's largest frozen fish processing plants. His experience in sourcing seafood from all corners of the globe in combination with his active involvement in industry related association puts him in an excellent position to update us on the trends in frozen foods.

✓**Kyriakos Spanoyiannis** is Operations Manager of Kuehne + Nagel, a leading global provider of integrated supply chain solutions – sea freight, airfreight, rail & road logistics and contract logistics - for a wide range of industries. Spanoyiannis has a long career in logistics management. Before joining K+N he held positions with Makro, Federal Mogul Corp, Notos Com Holding, and M.J. Maillis Group.



✓The panel will be moderated by **Evangelos Angeletopoulos**, Managing Director of the consulting firm Business Logistics Services Ltd. (BLS), which provides specialized consulting services in all fields and activities of Business and System Logistics.

UNIQUE COLD CHAIN TRADE SHOW

The trade show is a fixed part of the Southeast European Cold Chain Conference. It offers cold store, public and private refrigerated warehouse and transportation management the opportunity to learn about the latest trends and developments with regards to industry related products and services. For **suppliers** to this industry it is a unique chance to **meet decision makers** and bring their products and services to the attention of the executives and senior managers that are present. It is also an excellent opportunity for suppliers to expand their network among the public refrigerated warehousing industry. *Suppliers, please see the specific trade show information and registration form on the conference website for more details.*

COMPANY VISIT

The management of ELKEDI, **Nikos Diamantaras** and **Dimitris Orfanos**, invite all participants from abroad to visit their facility the day after the conference, Saturday April 28th, from 09.30 until 11.00. Registration via the conference registration form.



DELEGATE REGISTRATION FEE

- ✓Pre-registration and pre-payment by member of supporting organization € 245
- ✓Pre-registration and pre-payment by non member € 290
- ✓Registration and cash payment on day of event (all categories) € 345

Rates include conference materials, coffee/tea, snacks, and free access to the exhibition "Warehouse Transport & Logistics '07"

CONTACT

For more information and/or registration www.ColdChainExperts.com/m_conferences_show.php?id=12
Contacts:

Theo van Sambeeck ☎ +31 38 452 4858 - ✉ tvansambeeck@ColdChainExperts.com
Robert McNamara ☎ +30 69 7747 4218 / +30 242 109 5062 - ✉ robert@lomvardos.gr