

Foro PILOT 2015 *Logística + Innovación*

27 y 28 de abril de 2015, Palacio de Congresos de Zaragoza (Recinto EXPO)



Innovation in logistics and Supply Chain

Jos Marinus ELA President





EUROPEAN
LOGISTICS ASSOCIATION



- Today ELA is an association with 30 member associations in Europe and beyond !!



About ELA

- International not for profit organisation
- Established in 1984
- Covering most of the European countries
- Aiming to promote the profession of logistics over all sectors and countries
- Reaching more than 50.000 logistics professionals



4 points of focus

- Connection to the EU
- ELA Award
- ELA Certification
- European Supply Chain day



1. Connection to the EU



- Conferences at the EU
- Breakfast session with EU MOP

2. The ELA Award



And the winner is

**Winners European Gold Medal in Logistics and Supply Chain
2014**

For Project of the year:

Skoda Auto AS from the Czech Republic

ŠKODA



3 . The European Supply Chain day



SUPPLY CHAIN DAY

April 16, 2015



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Event map



4 . ELA Certification

- Qualification system for logistics professionals
- Based on ELA Standards agreed by the industry
- Local assessment by National Certification Centres
- Using EQF – European Qualification Framework



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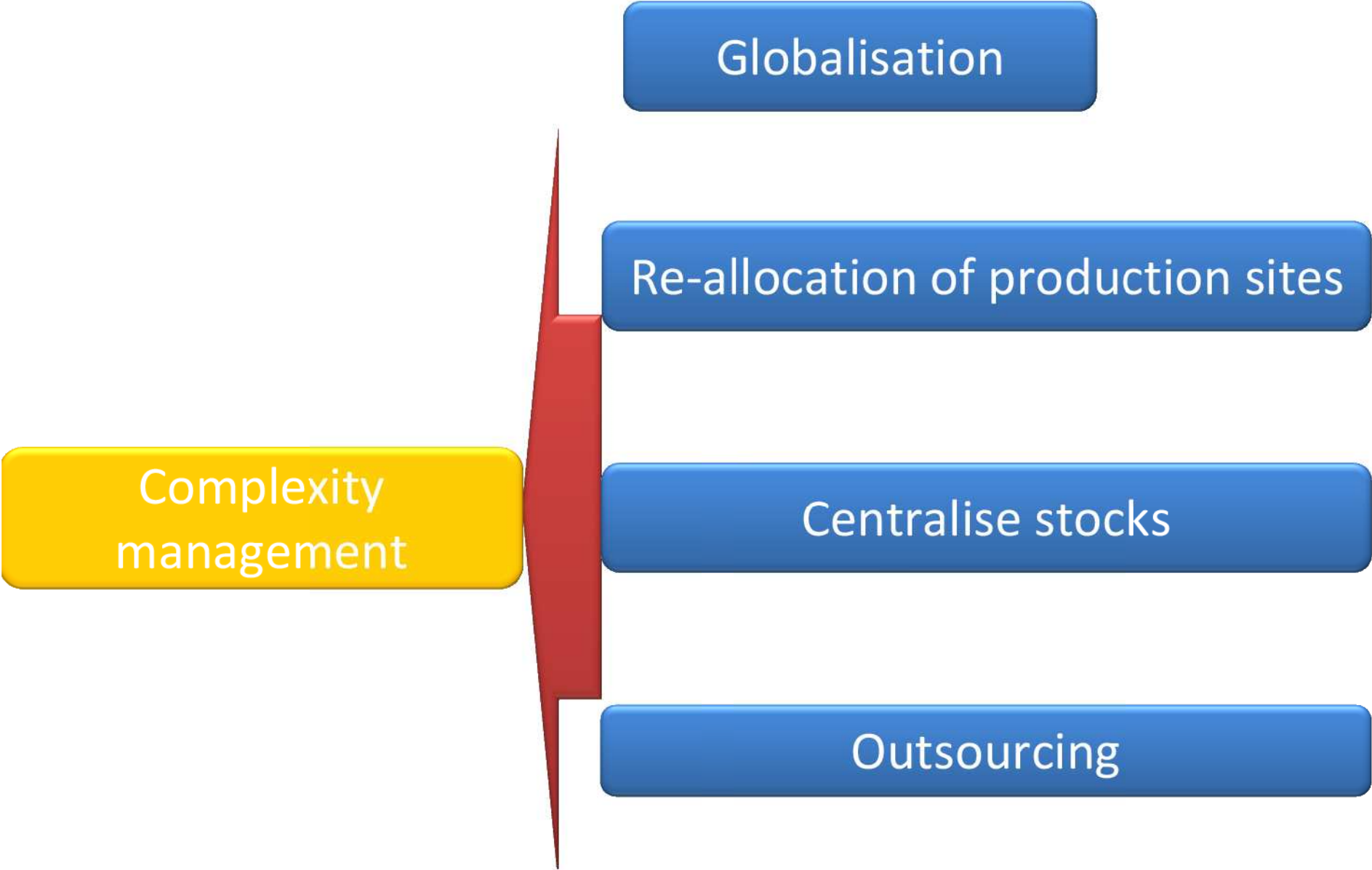
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Innovation in logistics and Supply Chain

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Globalisation

Re-allocation of production sites

Complexity
management

Centralise stocks

Outsourcing

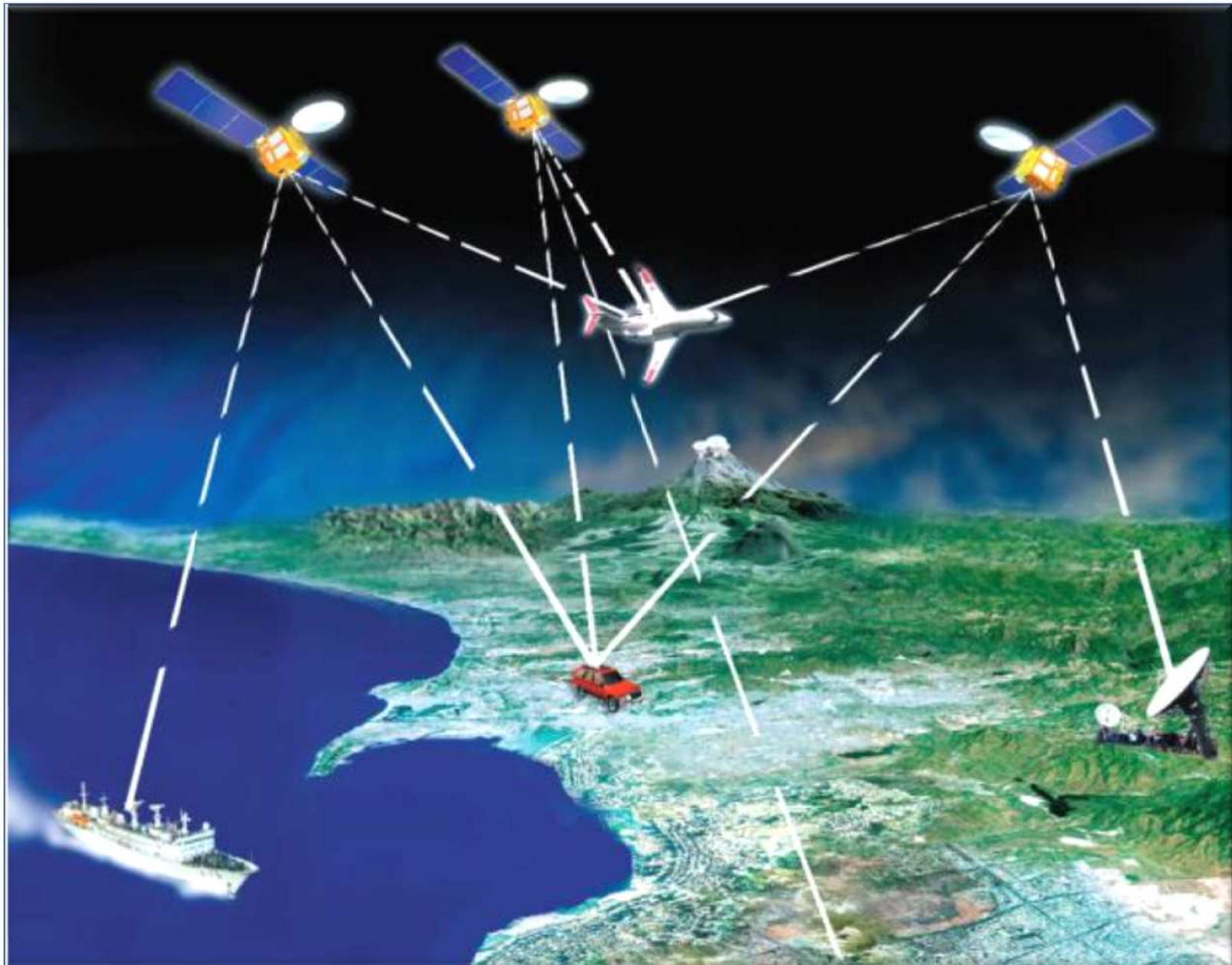


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Complexity
management

Visibility of the total
chain is key

- You cannot manage what you cannot see !



Complexity
management

Visibility of the total
chain is key

Communication is
key²

Complexity
management

Visibility of the total
chain is key

Communication is
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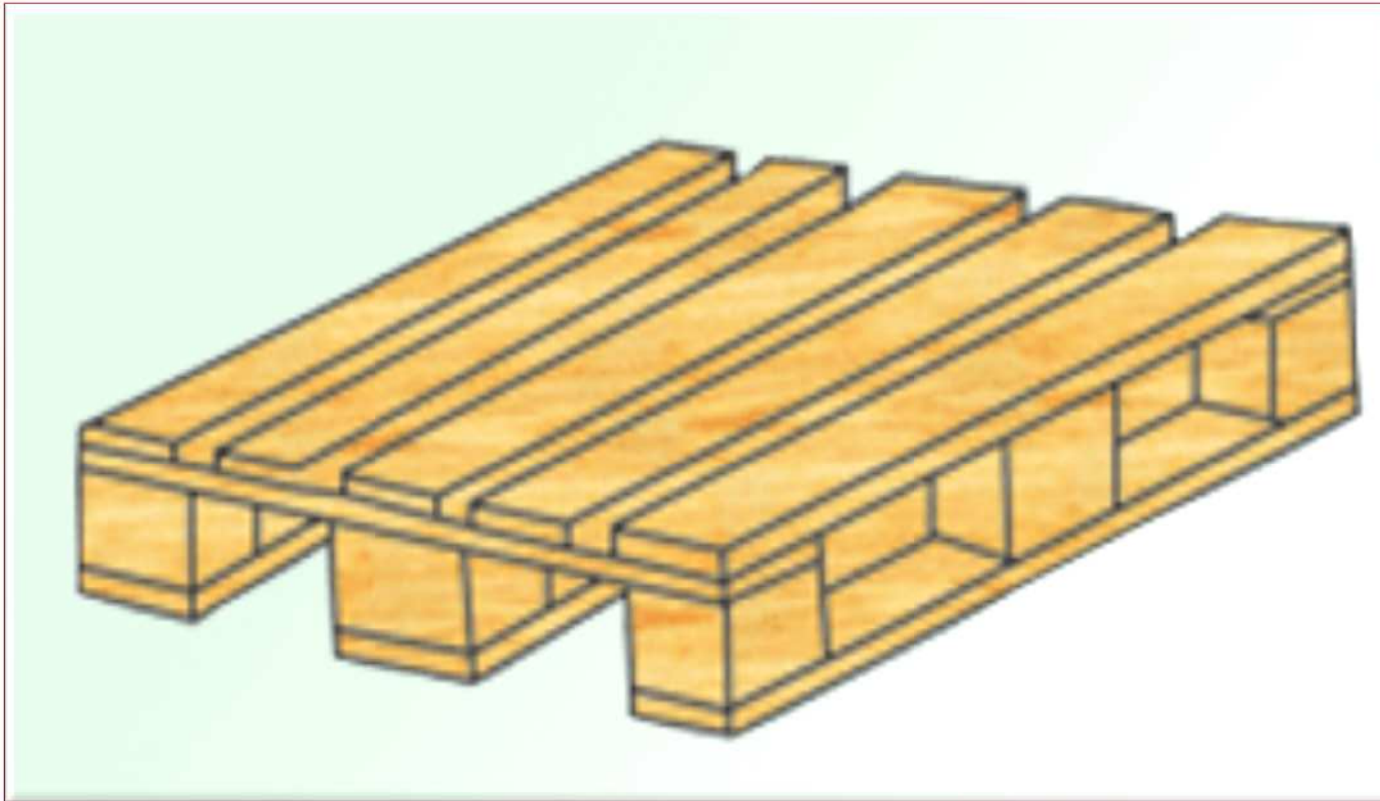
Speed of change

1939 - 1945 Motorisation



When Was the First Ford Truck Made?

The Ford Motor Company built its first factory assembled pickup truck in 1925. But an impatient public was way ahead of Henry Ford by cutting up the rear of Model Ts and making their own pickups. Since the first Model T rolled off the assembly line in 1908, buyers often installed their own wooden beds. By 1925, thousands of these modified trucks dotted urban and rural highways.



1925

1950s



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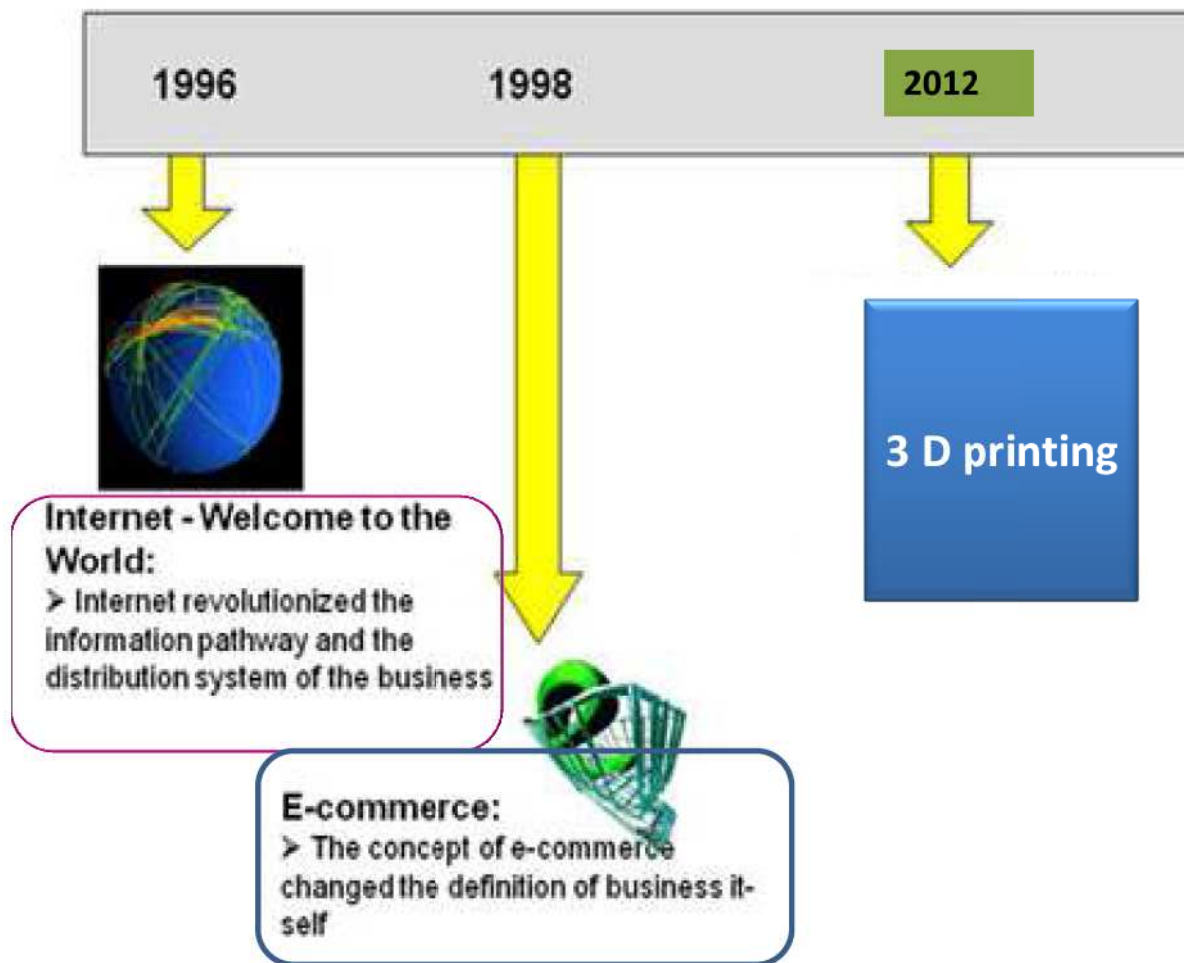
1980 – 1990s

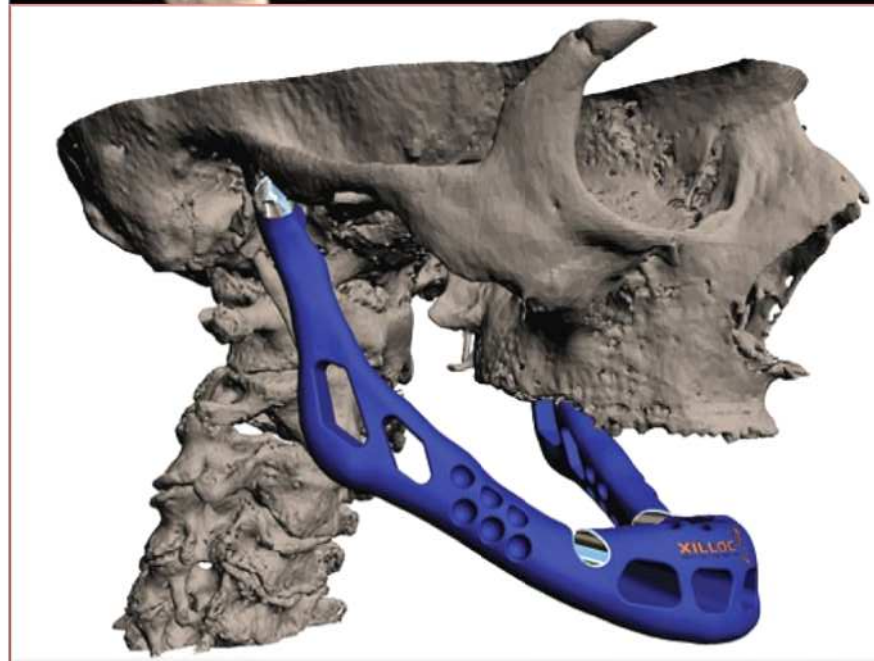
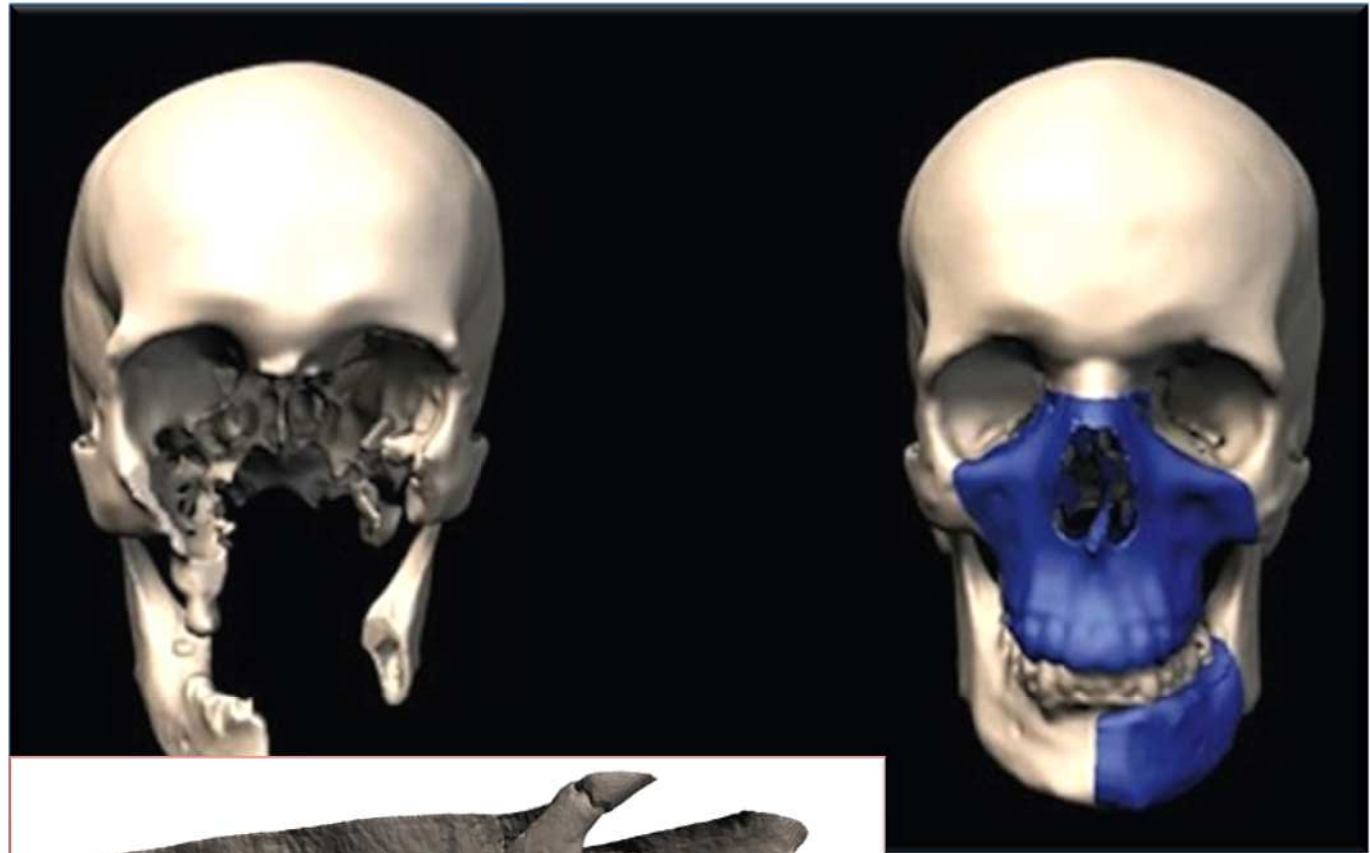


1980 – 1990s



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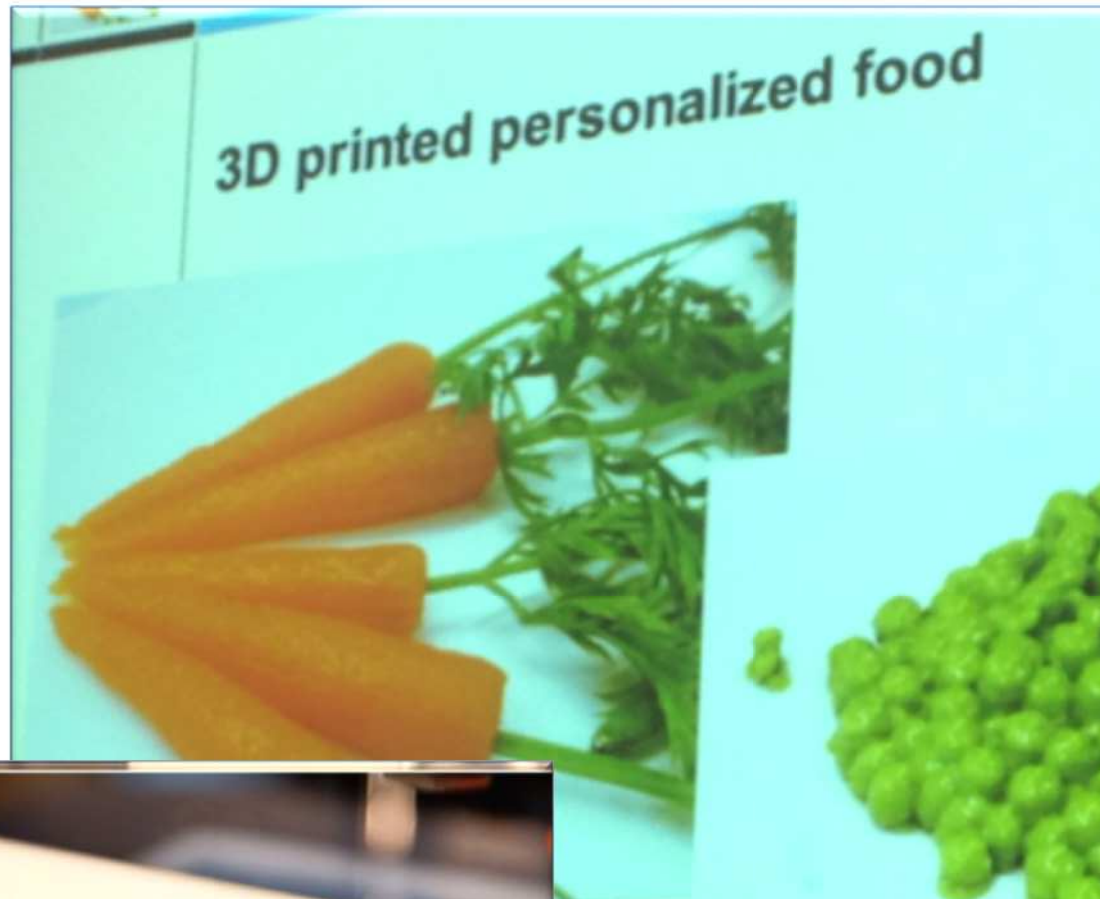


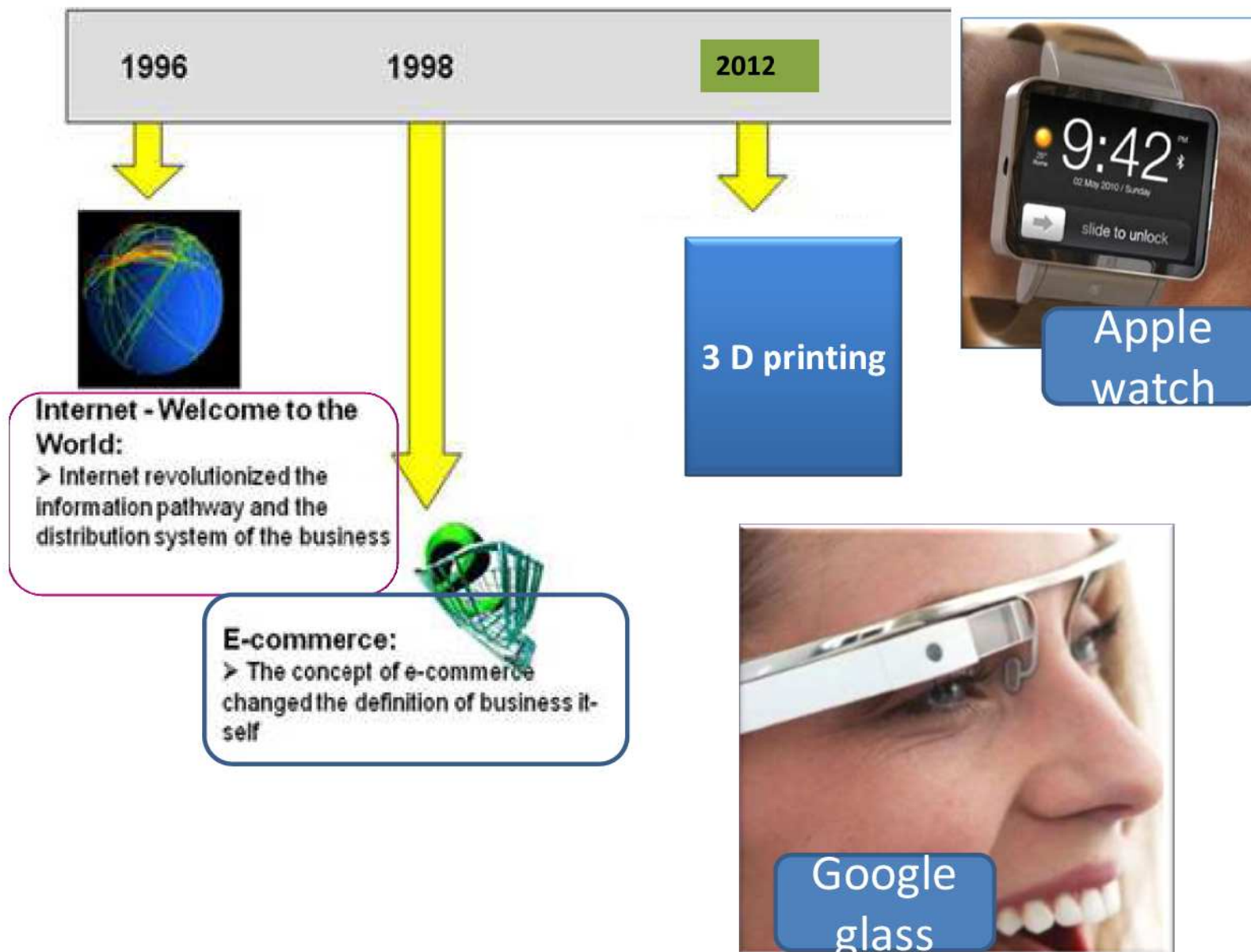




Vending machine









congestion



The self driving car 550 miles



Audi has sent one of its self driving cars (shown) to perform an autonomous drive from California to Las Vegas. "We're demonstrating our leading role in the area of autonomous driving," says Audi development director Professor Dr Ulrich Hackenberg

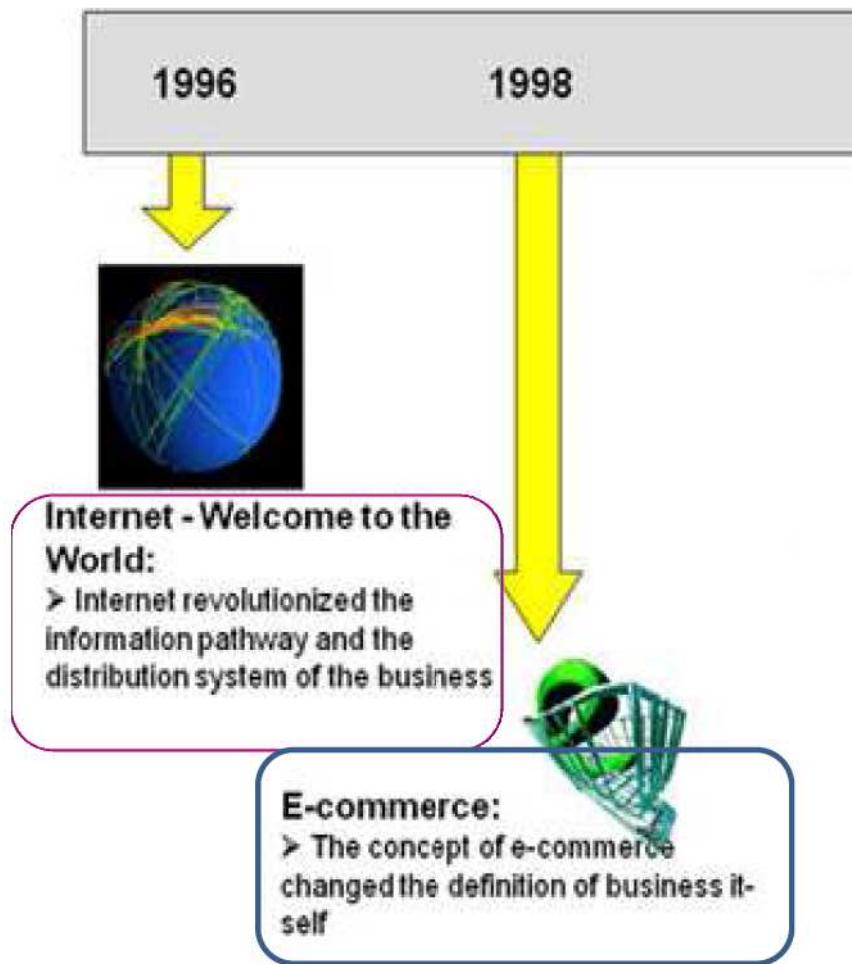


5600 km between Los Angeles and New York

Self driving trucks



Tests running in Holland



The anytime , anywhere consumer

He shops....

Across borders



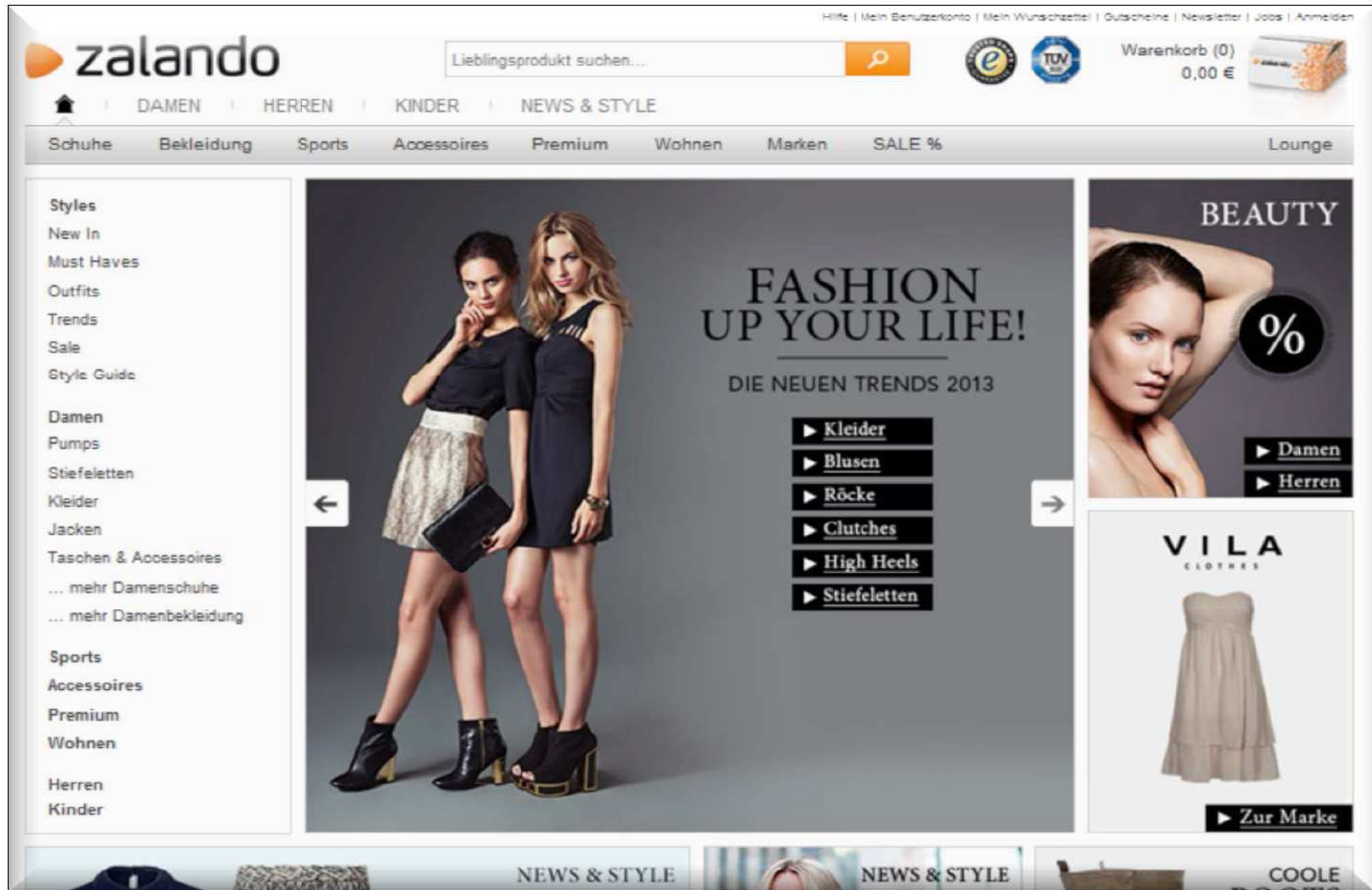
Across Devices



Across Channels



Cross border sellers





Created in 2008 !!!

- **Germany**
- **Online Pure Player in shoes & fashion**
- **14 localised webshops**
- **Ships to 14 countries**
- **Ships all orders from 3 distribution centers in Germany**
- **Free delivery and returns in all target markets**
- **Net sales €1,15bn in 2012**
- **2011: Cross border sales > 50% of total**

-> € 1,8 bn in 2013

MP3 et Cloud Player

Toute votre musique. Partout.

Amazon Cloud Drive

5 Go d'espace de stockage gratuit

Kindle

App-Shop pour Android

Une appli offerte par jour

Jeux et Logiciels Digitaux

En téléchargement

Livres

Musique, DVD et Blu-ray

Jeux vidéo et Consoles

High-Tech et Informatique

Jouets, Enfants et Bébés

Maison, Bricolage, Animalerie

Beauté, Santé, Alimentation

Vêtements et Chaussures

Montres et Bijoux

Sports et Loisirs

Auto et Moto



✓ Jusqu'à 15% d'économies

123.000 m² dc in Wroclaw Poland

locations in Germany, France, U.K.

Amazon Cloud Player

Cloud Drive

App-Shop

kindle paperwhite

Ancienne génération

Offre limitée dans le temps

119€

99€

> Cliquez ici



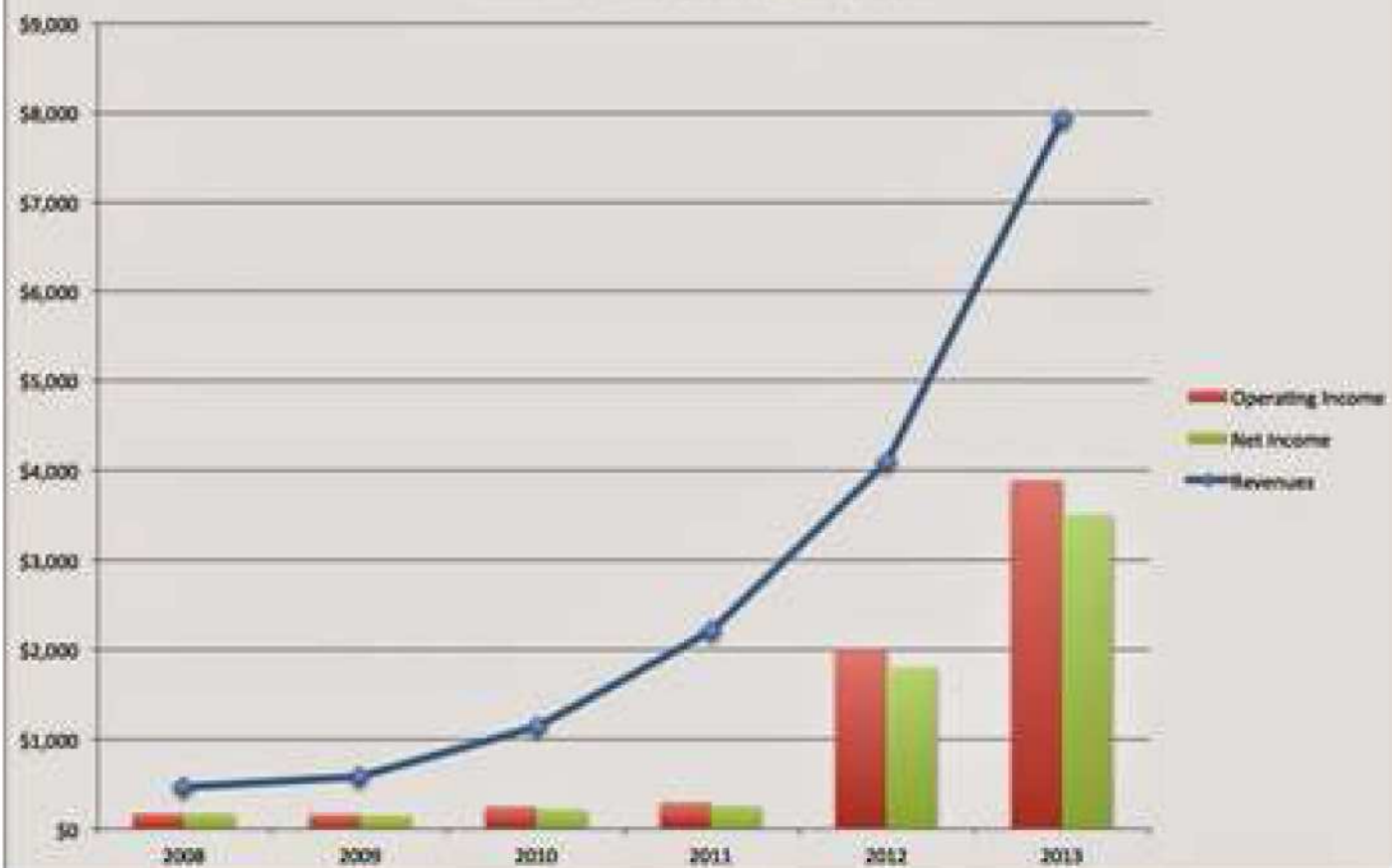
ons

Promotion
Mois du blanc

Économisez
en vous abonnant



Alibaba: The rocket takes off!



Logistics and e-commerce



Characteristics of E-commerce B to C

- Shipments for free
- Returns
- Lead time
- Complaints ?

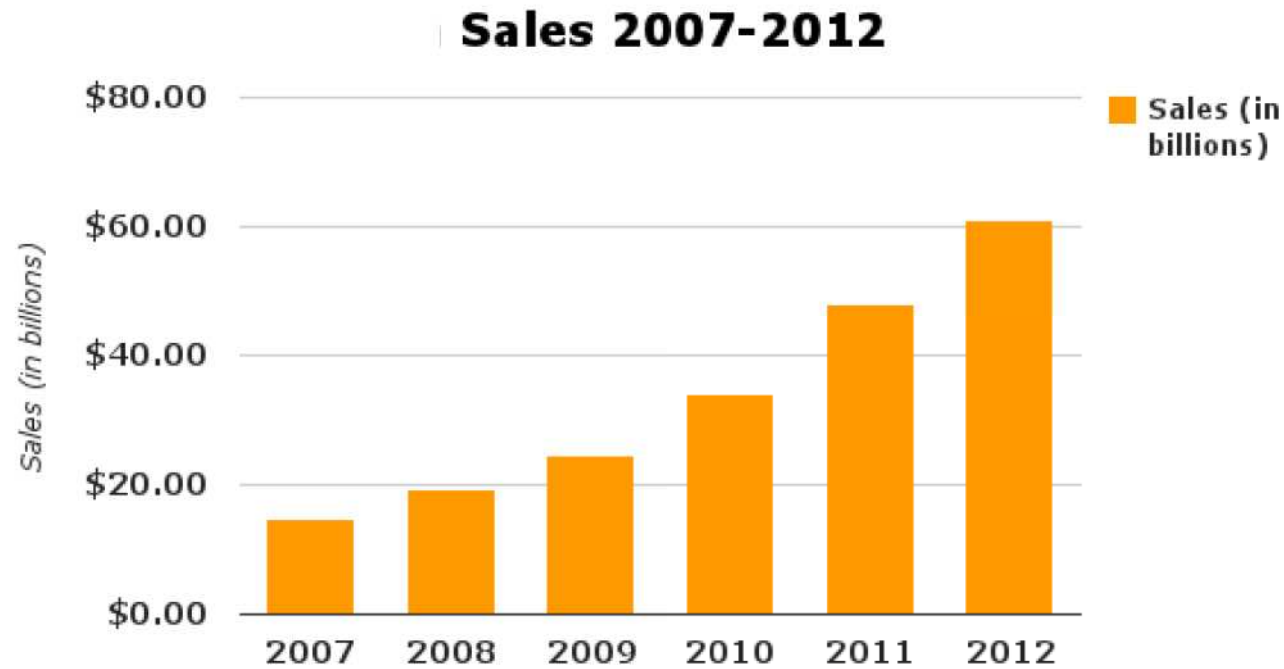


Delivery on Sunday afternoon !!!



**25 % Market
share in the U.S.**

Sales



Graphic: Marcus Wohlsen/Wired. Data: .

Yearly sales growth in %



Feb 27 2013, 1:46PM EST. Powered by **YCHARTS**

The competition : Zalando

Ebit margin

2012 : - 7,2 %

2013 : - 6,7 %

**Zalando's expected sales
growth 2014 : 25 %
Small profit**

