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ROUND TABLE FORMAT

A select and limited group of senior and C-level peers participate in the Round Table. Brands and retailers will present their point of view. Additionally, most recent market insights and best practices will be shared by subject matter experts.

2

ROUND TABLE PRINCIPLES

- Premium positioning
- No product push
- Top end locations that inspire
- Max 15 persons attending
- Connecting relevant people by pre- and debrief
- Balance speaker content and discussions
- Flow moderation by statements
- No press: Everything discussed during the RT stays in the RT
- Give and take in good company

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ROUND TABLE THEMES & ATTENDENCE

Round Table Supply Chain

IGC- Amsterdam 2016

AS Watson
Unilever
PepsiCo
HEMA
Nijenrode
Nabuurs
Wolters Kluwer

Teradata

Retail Round Table Commerce & Supply Chain

IGC – Amsterdam 2017

Rituals
Hudson's Bay
Heineken
Plus retail
Zeeman
Nike
Etos
Prenatal

Teradata

Impact of Compliance and Security on Big Data Innovation

IGC – Amsterdam 2018

Philips
ING
Deltares
T-mobile
Jumbo
Bol.com
NATO
Schuberg Philis
Nationale Nederlanden
Geodan

Hitachi Vantara

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ROUND TABLE TOPICS

- **Wael Elrifai** (Hitachi)
BI to AI: Evolving from traditional look-back analyses to forward-thinking prediction and prescription
- **Bram Hoovers** (Philips)
Impact of GDPR on Big Data
- **Gert Jan Schotmeijer** (Deltares)
Big Data will change operational forecasting?
- **Jack van der Veen** (Nijenrode)
Supply Chain is all about collaboration
- **Allison Thomas** (PepsiCo)
The journey in retailer – supplier collaboration, let's shoot for the moon!
- **Remco van Haastrecht** (Hudson's Bay)
A new retailer is born
- **Mark Hoppenbrouwers** (Rituals)
Omnichannel customer journey
- **Koen Rienks** (Teradata)
Supply Chain and Marketing integration