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# Logistics Ireland Conference 2010

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# LOGISTICS IRELAND CONFERENCE 2010



By Edward Sweeney FCILT

Logistics Ireland 2010 took place recently in Dublin. This year's event was based around the theme 'Dynamic Supply Chain Management and Logistics Leading the Recovery'. The event was organised by the National Institute for Transport and Logistics (NITL) in collaboration with CILT.

The event focused on the achievement of competitiveness through the effective alignment of supply chain activities. The recent economic volatility has provided a fresh impetus in terms of building the necessary supply chain strategic capability in a proactive and focused manner. It is particularly important in an Irish context because of the open nature of our economy, the challenges posed by relative geographical peripherality and the potential benefits in terms of cost and customer service. Recent months have shown some modest signs of economic recovery and a return of business confidence. However, after the serious contraction of recent years there is still a long way to go before sustainable economic growth becomes a reality. Stabilising the exchequer finances and the creation of a functioning banking sector are important in this regard. However, it is only through a return to

successful export-driven growth that the situation can really be turned around. SCM has a central role to play in achieving this.

*Logistics Ireland 2010* explored these issues in some detail with a particular focus on:

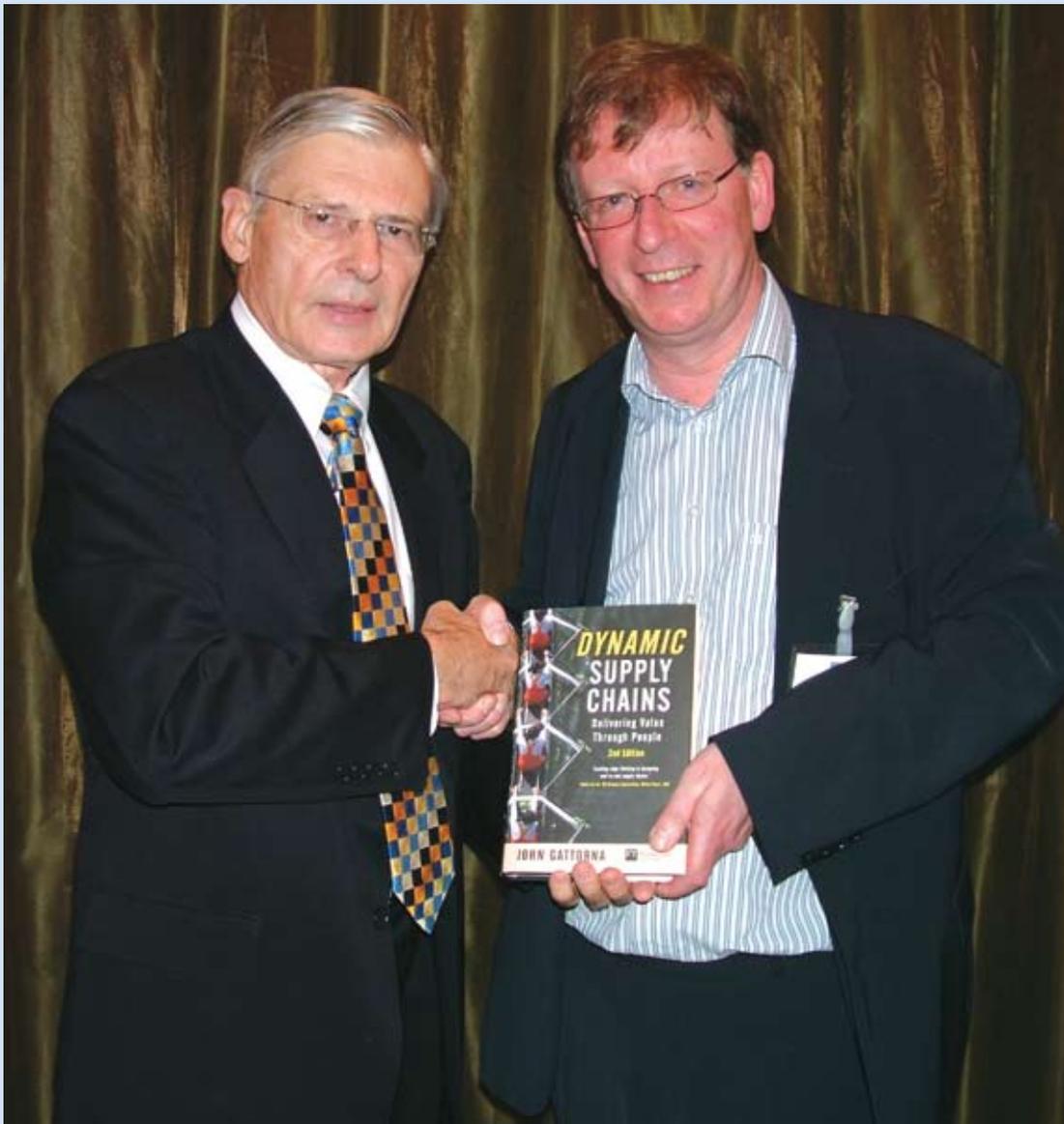
- The critical role of supply chain alignment in addressing the challenges presented by the current economic environment
- How to implement practical supply chain and logistics solutions with a view to cutting costs and improving service
- How to manage the supply chain change process

The conference comprised a series of innovative presentations showcasing the perspectives of leading SCM academics and industry practitioners with a strong focus on the need for change. Possible practical approaches to simultaneously reducing cost in the supply chain and improving customer service were presented.

*Logistics Ireland 2010* was opened by Maurice Mullen of the Department of Transport, deputising for Minister Noel Dempsey, T.D. The core of the event was



Above: Joe Reynolds CMILT (Reynolds Logistics), Edward Sweeney FCILT (NITL), Ingrid Miley (RTE) and Maurice Mullen FCILT (Department of Transport)



Above: John Gattorna and Edward Sweeney launching *Dynamic Supply Chains*

based around five keynote speakers:

- John Gattorna, internationally recognised supply chain thought leader.
- Paul Condon, Supply Chain Director at Genzyme Corporation, one of the world's leading biotechnology companies with a major operation in Waterford.
- Gerrit-Jan Steenbergen, Vice President 3i Innovation Centre at Zetes, the leading pan-European company in the value-added solutions and services industry for automatic identification of goods and people.
- Joe Reynolds CMILT, Chairman of Reynolds Tankers Group. Award winning Reynolds Logistics provides a specialised transport and distribution service for the oil industry in Ireland.
- John Mangan FCILT, Professor of Marine Transport and Logistics at Newcastle University, one of the UK and Ireland's foremost logistics academics.

In addition, there was a lively Expert Panel Q&A Session chaired by Ingrid Miley, Industry and Employment Correspondent, RTE. The event concluded with the European launch of John Gattorna's latest book *Dynamic Supply Chains: Delivering Value Through People*.

On behalf of NITL, and our partners in CILT, we would like to sincerely thank our main sponsors, GeoDirectory, Motorola and ModusLink, I would personally like to extend my thanks to my colleague Pamela O'Brien whose hard work over the last year culminated in an excellent conference that was very well received by the almost 200 delegates who took time out of their busy schedules to attend.