



New Zealand

# CONNECTING THE DOTS 2009

Managing the Future  
of Global Supply Chains

## DON'T MISS THIS – REGISTER NOW!

25 – 26 FEBRUARY 2009  
HERITAGE HOTEL, AUCKLAND  
35 HOBSON STREET  
AUCKLAND

### PRESENTERS INCLUDE:



**Peter Smith**  
Managing Director  
Progressive Enterprises



**Peter McClure**  
Managing Director  
Fonterra Brands



**Phil Wright**  
IT Manager  
Foodstuffs South Island



**Mark Roberti**  
Founder and Editor  
RFID Journal, USA



**Sanjay Sarma**  
Associate Professor of Mechanical  
Engineering as well as Former Chairman  
of Research and co-Founder of the  
Auto-ID Centre  
Massachusetts Institute of  
Technology, USA



**Neil Lawrence**  
AIDC Technologies Programme Leader  
National Health Service (NHS)  
Connecting for Health, UK



**Michel van der Heijden**  
Chief Financial Officer and New Sectors  
and Healthcare President  
GS1 Global Office, Brussels



**Michelle Adams**  
Director Merchandising Operations  
Lowe's USA



**Richard Leonard**  
Group Loss Prevention and  
Shrinkage Director  
Tesco, Asia



IN ASSOCIATION WITH



# CONNECTING THE DOTS 2009

## Managing the Future of Global Supply Chains

Gaining visibility in supply chains has become a priority in both global and domestic enterprises. Driven by a need to improve competitive position and customer satisfaction, organisations are looking to solutions to make supply chain improvements, efficiencies and cost savings.

**The Connecting the Dots... Managing the Future of Global Supply Chains** programme includes presentations on topics such as; global standards, industry 'best practise' implementation case studies, RFID and the Electronic Product Code (EPC), supply chain trends and implications for the future. Traceability, forecasting and demand-side management - key elements in managing successful supply chains also feature in the programme.

The Connecting the Dots programme will run over two days offering an impressive line-up of international and local 'key movers and shakers' from the supply chain field. These presenters will share their expert knowledge and business experiences with you including key 'take away' learnings that will assist in the development of your organisation's supply chain architecture of the future.

### Who Should Attend?

The conference programme is relevant to multiple industry sectors and has been designed especially for those of you involved in supply chain visibility and logistics management. The conference will be relevant if you are one of the following:

- General or Executive Manager
- IT Professional
- Marketing Professional
- Supply Chain Professional
- Supply Chain Integrator
- From the Academic Community
- Interested in understanding and preparing for the future of global supply chains.

## 30TH ANNIVERSARY GALA Celebrations



Don't miss the opportunity to come and celebrate this key milestone event being recognised throughout the conference proceedings and at a 'gala dinner' on Wednesday 25th February. Refer back page for further information.



## Day One

Wednesday 25th February

**0800 Arrival, registration, trade exhibit and coffee & tea**

**0840 Conference announcements & welcome**

**Dr Peter Stevens**  
Chief Executive Officer,  
GS1 New Zealand

**Colin Robertson**  
Chair,  
GS1 New Zealand

**0855 Opening Address**

**Miguel Lopera**  
President and CEO,  
GS1 Global Office, Brussels

**0915 FOCUS ON GROCERY**

**The 'Woolworths Way'**

**Peter Smith**  
Managing Director,  
Progressive Enterprises

Since the acquisition of Progressive Enterprises by Woolworths Australia in 2004, PEL has been hard-at-work leveraging the best parts of both businesses for the benefit of its shoppers. Hear first hand about the progress made to date and to come.



Session takeaways:

- Woolworths activity in the NZ market 4 years on.
- What's still to come for consumers.

**0945 It takes two (or more) to tango: getting our goods to market**

**Peter McClure**  
Managing Director,  
Fonterra Brands

Fonterra takes a seemingly simple product (milk) and transforms it into complex & value added products for global customers. Product development, manufacturing excellence, supply chain prowess and innovating marketing all play a part in driving NZ's largest company.



Session takeaway:

- From simplicity to value added global distribution - how does Fonterra Brands do it?

**1015 Foodstuffs & GS1net: Solving the data quality puzzle**

**Phil Wright**  
Information Technology Manager,  
Foodstuffs South Island

Every day we encounter issues that relate to poor quality data. All aspects of our business are affected by this and the cost to the grocery industry alone each year is huge. Foodstuffs are committed to improving the situation using GS1net and has recently set new goals to achieve data alignment with its suppliers. Phil's presentation will look at these goals and how they will assist all parties in the supply chain to commit to quality data.



Session takeaways:

- Data quality is a major issue for the grocery industry, costing millions of dollars each year.
- Foodstuffs is committed to GS1net to help address this issue.
- Improving data quality is good for your business.
- We are targeting suppliers now to begin their journey in better data alignment.

**1045 Morning tea with exhibitors**

**1115 FOCUS ON HEALTH**

**From scalpels to sustainability: how standards are creating solutions for seemingly intractable challenges**

**Michel van der Heijden**  
Chief Financial Officer and New Sectors and Healthcare President,  
GS1 Global Office, Brussels

The role of standardisation in confronting challenges in healthcare.



Session takeaway:

- How to respond to the diverse demands of patient safety, traceability, border security, consumer information requests and mobile commerce.

**1200 Safe Medication - where to next?**

**Paul Cressey**  
Chairman,  
Safe Medication Management Stakeholders Group

The Safe Medication Management Programme is one of the 5 Quality Improvement Committee (QIC) national initiatives, and is set to run over 4 years. The aim of the programme is to reduce adverse drug events for

patients/consumers by focusing on the process of prescribing, dispensing, administering and reviewing medication. GS1 Board member Paul Cressey and Chair of the Programme's Sector Stakeholder Group outlines the key steps involved in this ambitious assignment.



Session takeaways:

- Why is New Zealand going down this track?
- What has happened to date and how?
- Where to next?

**1215 AIDC in the NHS**

**Neil Lawrence**  
AIDC Technologies Programme Leader, National Health Service (NHS) Connecting for Health, UK

The case for coding in healthcare is compelling and the English Department of Health are convinced of the potential benefits of the technology. Reducing and, where possible, eliminating errors in matching of patients with their case is central to improving patient safety in the NHS. Auto-identification and data capture (AIDC) technology can help achieve this goal. This presentation goes to the heart of the issue for the NHS - the cost of poor identification of patient and product is unacceptable. This presentation highlights the critical issues faced throughout the NHS and the steps taken to remedy the situation.



Session takeaways:

- Coding for Success - understand clearly what is driving the NHS to roll out AIDC technologies in England on a national scale.
- Collaboration - understand how GS1 UK and NHS work together to achieve agreed outcomes.
- Now and the Future - key lessons from the journey.

**1300 Gold sponsors lunch with exhibitors**

**1345 FOCUS ON HARDWARE Transforming the hardware supply chain panel discussion**

Key players in Australasia's hardware sector have formed a new industry action group and issued a call to action to hardware



# Day One continued

Wednesday 25th February

manufacturers and suppliers to drive implementation of the GS1 System of standards within the hardware industry supply chain. This panel will discuss initiatives already underway in the hardware industry.

Panellists include:

- Andrew Ryan-Kidd**  
GM Finance & IT, ITM
- Roger Nickerson**  
Point of Sale Manager  
Mitre 10, New Zealand

– Accompanied by two Australian hardware sector specialists.

## 1430 Data Synchronisation and Data Quality: Your (Not So) Secret Weapon

**Michelle Adams**  
Director, Merchandising Operations, Lowe's, USA

*The top rated presenter from 'Connecting the Dots '07' is back by popular demand!*

Michelle's presentation will look at the status of Lowe's efforts in data synchronisation and also the challenges both they and their vendors have faced and overcome or are currently working through. Michelle will also share how Lowe's and their vendors have benefited from data synchronisation and what the next steps will be for them in their data synchronisation evolution.



Session takeaways:

- Importance of data synchronisation to all our success.
- Understanding of Lowe's journey through data synchronisation – the challenges and victories.
- Lessons learned by Lowe's and our vendors that can help other retailers / vendors be successful.

## 1515 Afternoon tea with exhibitors

## 1545 GS1 NZ 30 years on

A panel discussion looking at what's been achieved over the past 30 years and how this has and will continue to help improve efficiency and visibility in supply and demand chains both globally and across industry sectors.

Panel session facilitated by **Peter Mitchell**, Group Publishing Director, **3media Group Limited** with the following panellists:

**John Albertson**  
Chief Executive Officer,  
New Zealand Retailers Association

**Melissa Hodd**  
Executive Manager,  
Foodstuffs (NZ) Ltd

**John Cooper**  
Managing Director,  
Synovate Aztec

## 1630 The Green Supply Chain: Into the Future with Sustainability

**Paul Ryan**  
Managing Director,  
SATO New Zealand - (GS1 NZ Premium Alliance Partner)

SATO is a world leader in labelling, data collection, RFID and traceability solutions. In the past year, SATO has made significant advances, both internally and in terms of its product line, to support those customers that have a sustainability requirement. Paul will be highlighting some of our findings, and showing how traceability and sustainability are interwoven in the modern complex environment.



Session takeaway:

- Understand how to review your supply chain and implement measures which will not only make your business more sustainable, but more efficient and profitable.

## 1700 Summary Comments

**Dr Peter Stevens**  
Chief Executive Officer,  
GS1 New Zealand

## 1705 Conclusion of day one

## 1800 – 2300

### GS1 New Zealand 30th anniversary celebration dinner.

Join us at the Heritage Hotel, Auckland, Grand Tearoom, level 7, for a fun filled evening.

\*More information and registration details for the 30th anniversary gala dinner on following pages.



# Day Two

Thursday 26th February

## 0800 Arrival, registration, trade exhibit and coffee & tea

## 0845 Welcome and conference announcements

**Dr Peter Stevens**  
Chief Executive Officer,  
GS1 New Zealand

## 0900 FOCUS ON RFID

### How the web of goods change everything

**Sanjay Sarma**  
Associate Professor of Mechanical Engineering, Former Chairman of Research and Co-Founder of The Auto-ID Center, Massachusetts Institute of Technology, USA

GS1's core services are both important and essential parts of the world economy. The bar-code is the most widely used physical standard today. Yet there are new technologies and business models evolving which will disrupt – indeed revolutionise global commerce. Examples include web commerce, mobile commerce and geo-location. These new models can disrupt GS1's world - or assist it. We have a unique opportunity to embrace rather than fight new disruptions and boldly march into the early part of the next century.



Session takeaways:

- Web commerce, mobile commerce and geo-location – friend or foe?
- New technologies and business models - do we fight or embrace them?

## 0945 EPC - is it myth, miracle or magic?

**Mark Roberti**  
Founder & Editor,  
RFID Journal

When will EPC take off? It's been Mark Roberti's belief, that the concept of using RFID tags to track shipments using EPC standards to share information collected from those tags, will provide immense business and societal benefits. Nothing he's learned since has changed his mind. In fact, he's seen companies achieve benefits no one ever anticipated. Despite this, some companies are gambling that the tipping point is many years away.



# Day Two continued

Thursday 26th February

The question is whether they are also gambling their competitive edge.



Session takeaways:

- Globally where are things at with EPC adoption?
- What is influencing global RFID/EPC adoption?
- When will EPC take off?

## 1030 Morning tea with exhibitors

## 1100 FOCUS ON RFID continued "EastPack's RFID Journey" How a kiwifruit company cuts cost using EPC.

**Donna Smit**  
Company Administrator,  
EastPack

**Dr Erik Sundermann**  
Senior Professional Services Consultant,  
GS1 New Zealand

EastPack, a kiwifruit post-harvest company that packs, stores and ships more than 15 million trays annually, has rolled out RFID/EPC technology across its entire operation. Learn about the solution that was put in place, as well as how the company achieved significant benefits during the first season of operation.



Session takeaways:

- Understanding of the main solution components and the process improvements they enable.
- Understanding of the benefit areas and the cost savings EastPack achieved.

## 1145 Unlocking the business value arising from rural traceability

**David Walker**  
Rural Market Manager,  
Gen-i – (GS1 New Zealand Premium Alliance Partner)

**Gary Alexander**  
Managing Director,  
Integrated Foods

The National Animal Identification and Tracing (NAIT) initiative will require all cattle (initially) to be tagged to meet biosecurity and overseas market access requirements.

Some farmers currently perceive NAIT as an unnecessary compliance exercise.

However other farming businesses like Integrated Foods see the capture of individual animal information as an enabler for significant productivity gains.



Session takeaways

- The lessons learned from the IFL livestock pilot (involving both cattle and sheep).
- Productivity gains can be achieved through the individual identification of animals.
- The NAIT initiative will require industry players to work together collaboratively.

## 1215 EPC/RFID Hard Talk

Globally, companies recognise the potential benefits of EPC/RFID and are taking steps to achieve them, while others are gambling that the tipping point is many years away.

Are New Zealand companies EPC laggards or just waiting? What are they waiting for? Are New Zealand companies gambling their competitive edge? Will the economic crisis completely halt EPC/RFID adoption in New Zealand or stimulate it as companies look for efficiency gains? EPC/RFID hard talk - or just too hard?

No nonsense questions for our panel of RFID enthusiasts facilitated by **Mark Roberti** and including:

**Alan Mayo**  
Immediate Past Chairman,  
RFID Pathfinder Group

**Mark Rance**  
Chairman, RFID Pathfinder Group & IT Manager, ANZO Foods Ltd

- Joined by other members of the New Zealand RFID Pathfinder Group.

## 1245 Gold sponsors lunch with exhibitors

## 1345 FOCUS ON RETAIL

### Shoplifting – can we stop it, yes we can!!

**John Albertson**  
Chief Executive,  
New Zealand Retailers Association

People who steal for a living can make as much as \$1000 a day. They are rarely caught, and operate in professional groups of mainly man/woman teams in

all areas of New Zealand, in all manner of stores, and steal all types of merchandise. Shoplifting throughout New Zealand is well into the million dollars a day plus industry, shrinkage is a controllable factor that eats into the profits of all retailers every day.

## 1400 Technology prevents theft

**Richard Leonard**  
Group Loss Prevention and Shrinkage Director,  
Tesco, Asia

Shoplifting is a \$650 million-a-year problem in New Zealand - that's \$1.8 million per day. That's the latest estimate from a Retailers Association understandably enthusiastic about any developments that will close down what has become a highly destructive "self service industry" in the heart of our economy. Richard will discuss Tesco's adoption of technologies and other loss prevention approaches including the necessity for 'clean data' to combat this scourge on retail.



Session takeaways:

- Global Retail Theft - the size of the problem at a global level.
- Using AIDC technologies - to help combat retail theft.
- Good, clean product data - can combat theft.

## 1445 Platinum sponsors presentation

## 1515 Afternoon tea with exhibitors

## 1545 Live Positively: If not us, then who?

**Craig Richardson**  
Chief Financial Officer New Zealand & Fiji,  
Coca Cola Amatil, New Zealand

The Coca-Cola system provides refreshment to the world 1 billion times every day which is a wonderful privilege, but also a big responsibility. 'Live Positively' is our commitment to making a positive difference in the world by making sustainability part of everything we do. Our commitment impacts the products we make, the active lifestyle we encourage, the communities we live in, the attitude of our people and the environmental impact of our business.



# Day Two continued

Thursday 26th February

Craig Richardson will share Coca-Cola's journey in New Zealand and how one step at a time, but one step every time, they are retrofitting their supply chain to 'Live Positively' for another 122 years.

– Big brands and big business have a responsibility to lead sustainability because we can change what others think, believe, feel and do.



Session takeaways:

– Mainstream consumers are making conscious choices about what goes into their body, what comes into their homes and how companies treat the larger environment.

### 1615 Thanks and closing comments

**Dr Peter Stevens**  
Chief Executive Officer,  
GS1 New Zealand

### 1630 Conclusion of conference

## REGISTRATION INFORMATION

### Conference Investment

**Early Bird**  
(register before 5pm Friday 23 January)

GS1 member \$700 + GST  
Non member \$800 + GST

**After 23 January**

GS1 member \$800 + GST  
Non member \$900 + GST

### 30th anniversary dinner investment

\$100 + GST

### EastPack RFID Field Trip investment

\$499 + GST

### Closing Date

Please register no later than Friday 13th February

### Where and When

Heritage Hotel  
35 Hobson Street  
Auckland  
25 – 26th February 2009

### Accommodation

Heritage has offered a special discounted rate starting at \$210 inclusive of GST per room, per night. To secure accommodation, please call Nirav Oza (09) 979 7470 or email niravo@heritagehotels.co.nz and be sure to quote booking reference **GS1 2402**.

### How do I register?

Please complete attached registration form and fax to (04) 494 1051 or mail to:

GS1 New Zealand  
PO Box 11-110  
Wellington  
Attn: Pauline Prince

### Cancellation and Refund Requests

Where a participant is unable to attend the conference, 30th anniversary gala dinner or EastPack RFID Field Trip, there are two options:

1. A substitute participant is welcome to attend at no additional cost
2. A full refund, less a service fee of \$50.00 will be applied to all cancellations (received in writing) made up until 5.00pm Wednesday 11th February 2009.

Unfortunately, any cancellation received after 5.00pm Wednesday 11th February 2009 will not be entitled to a refund.

### Conference Papers

For those unable to register for this conference, you are welcome to purchase the conference papers at a cost of \$150 + GST. Please contact Pauline Prince to place your order.

### Further Information

For further information on registration, sponsorship and marketing opportunities please contact Pauline Prince, ph (04) 494 1067 or email pauline.prince@gs1nz.org

## REGISTRATION FORM

### BUSINESS DETAILS

Company Name: \_\_\_\_\_

GS1 Account Number (if applicable): \_\_\_\_\_

Phone Number: \_\_\_\_\_ Fax Number: \_\_\_\_\_

Postal Address: \_\_\_\_\_

### CONFERENCE – ATTENDEE 1 DETAILS

Title: (tick)  Mr  Mrs  Ms First Name: \_\_\_\_\_

Last Name: \_\_\_\_\_ Email: \_\_\_\_\_

### CONFERENCE – ATTENDEE 2 DETAILS

Title: (tick)  Mr  Mrs  Ms First Name: \_\_\_\_\_

Last Name: \_\_\_\_\_ Email: \_\_\_\_\_

### CONFERENCE – ATTENDEE 3 DETAILS

Title: (tick)  Mr  Mrs  Ms First Name: \_\_\_\_\_

Last Name: \_\_\_\_\_ Email: \_\_\_\_\_

### 30TH ANNIVERSARY GALA DINNER – ATTENDEE 1 DETAILS

Title: (tick)  Mr  Mrs  Ms First Name: \_\_\_\_\_

Last Name: \_\_\_\_\_ Email: \_\_\_\_\_

### 30TH ANNIVERSARY GALA DINNER – ATTENDEE 2 DETAILS

Title: (tick)  Mr  Mrs  Ms First Name: \_\_\_\_\_

Last Name: \_\_\_\_\_ Email: \_\_\_\_\_

### EASTPACK RFID FIELD TRIP – ATTENDEE 1 DETAILS

Title: (tick)  Mr  Mrs  Ms First Name: \_\_\_\_\_

Last Name: \_\_\_\_\_ Email: \_\_\_\_\_

### EASTPACK RFID FIELD TRIP – ATTENDEE 2 DETAILS

Title: (tick)  Mr  Mrs  Ms First Name: \_\_\_\_\_

Last Name: \_\_\_\_\_ Email: \_\_\_\_\_

### PRIVACY ACT – I/We do not wish our details to be:

Provided to conference sponsors/presenters  Retained for the purpose of receiving future GS1 information

### PAYMENT INSTRUCTIONS (tick appropriate)

My/Our registration cheque for \$ \_\_\_\_\_ is enclosed

Please invoice me for \$ \_\_\_\_\_ at the above address

Please charge \$ \_\_\_\_\_ to my:  Visa  MasterCard  American Express

Card Number:

Name on card: \_\_\_\_\_

Expiry: \_\_\_\_\_ / \_\_\_\_\_

Purchase Order number if required \_\_\_\_\_

Authorised Signature: \_\_\_\_\_

DISCLAIMER: Every care has been taken to ensure this programme is correct at the time of publication. GS1 New Zealand reserves the right to alter, postpone or cancel this programme prior to the conference. If for any reason the conference needs to be cancelled, a full refund will be issued.

PAYMENT TOTALS	
Conference	\$ _____
30th Anniversary Gala Dinner	\$ _____
EastPack RFID Field Trip	\$ _____
+ GST	\$ _____
<b>Payment Total</b>	<b>\$ _____</b>



# Day Three

Friday 27th February



## EastPack RFID Field Trip

### Fold away your tray table, fasten your seats belts - it's the EastPack RFID Field Trip!

New Zealand's first major commercial roll-out of RFID/ EPC is well underway within the kiwifruit industry. In early 2007, EastPack turned to GS1 New Zealand for an innovative solution to the challenges posed by growth in the operation of its 42 cool stores. Its Te Puke site is the biggest such facility in the industry, handling 8 million trays during 2006-07. EastPack has operationalised EPC/ RFID technology throughout their entire operation and it's expected to give EastPack a powerful tool for streamlining every aspect of its cool store operations.

**This is a world-class model for an EPC/RFID implementation. It's right here in New Zealand. It's RFID in Action.**

**It's not to be missed - so don't!**

### Book Now - Seats Limited!

You'll be collected by shuttle bus from the Heritage Hotel and taken to Auckland Airport where we have a Turbo Twin Chieftain aircraft waiting to take you to EastPack's Coolstore in Te Puke. This is where the EPC/RFID tour begins. After a presentation that outlines the EastPack operation and how EPC/RFID is used in the operations, we'll walk through the facilities and see the impressive EPC/RFID implementation in action. Lunch and light refreshments will be provided and there will be ample time for conversation and Q&A. Then it's back to Auckland by plane and a shuttle to the Heritage Hotel.

### When?

**Friday** 27th February, 2009

**Start:** 8.00am - Pick up at Heritage Hotel, Auckland

**Finish:** 4.00pm - Heritage Hotel, Auckland

### How Much?

**\$499.00 + GST** (Cheap), includes shuttles, flights and lunch.

# 30TH ANNIVERSARY GALA *Celebrations*



2009 sees 30 years since the first globally-standard bar codes were introduced to this country through the then-New Zealand Product Numbering Council, forerunner of GS1 New Zealand. GS1 bar coding has long since become ubiquitous in retailing and in supply chains economy-wide.

We will be celebrating this momentous occasion throughout the conference proceedings with the flagship event being a 30th anniversary gala dinner following conclusion of day one on Wednesday 25th February in the Grand Tearoom, level 7, Heritage Hotel, Auckland.

Gala dinner attendees will be treated to an evening of fine dining, beverages and entertainment from one of New Zealand's top comedians.

If for some reason you can't attend the conference but would like to join us at the 30th anniversary dinner, this can be registered for as a separate event. For registration details please refer to the inside back cover.

We look forward to you joining us to help celebrate this special occasion.



New Zealand

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