



Discover the Lion – Logistics

Your Business in Africa!

Lion Logistics

How to get your product moving to, from and in Africa

The largest obstacle to the development of trade within and with Africa is the lack of infrastructure. For this workshop, we invite experts, who have a proven track record of successful logistics in Africa. They will explore challenges and opportunities in getting goods to move to, from and within Africa.



For registration and information about the other 'Discover the Lion' workshops, please visit the [website](#). 'Lion Logistics' is kindly hosted and supported by IBM.





Date & Location

Monday, September 14th 2009.

IBM HDK Forum Amsterdam, room Colosseum

Johan Huizingalaan 765; 1066 VH Amsterdam

Programme

13:30 – 14:00 Registration and coffee

14:00 – 15:30 Part I: Expert corner

Experts explain the dynamics in the African logistics sector and how they participate in it. Please find an overview of the confirmed speakers on the next page.

15:30 – 15:45 Break

15:45 – 16:30 Part II: Exploring market impacts

Experts and participants together explore in detail the changes in the African logistics sector. Where exactly are the innovative niches? What are the time frames? How can you as a Dutch entrepreneur participate? Ask, discuss and brainstorm in small groups with the experts and your colleagues.

16:30 – 17:15 Part III: Overcoming obstacles

Overcoming obstacles requires expertise, creativity and the right partners. In part III of the workshop, the participants and experts help each other to anticipate and overcome potential problems. Special attention is devoted to finding appropriate partners for your business.

17:15 – 17.30 Closing remarks

17:30 – 18:30 Refreshments

REGISTER :

WITH MARINA DIBOMA (marina.diboma@nabc.nl) or via www.nabc.nl

Costs are 45€ for NABC and STT members and 95€ for other participants (Ex. VAT).





Confirmed speakers:

Mr. Eric Sanchez - SDV Nederland BV/Bolloré Africa Logistics



Mr. Mannes Boelen – Port of Amsterdam



Mr. Hansjörg Fromm – IBM Deutschland GmbH

The world of logistics is rapidly changing. The main drivers are: emerging markets, new countries and locations becoming attractive for manufacturing, fluctuating energy costs, new environmental standards and regulations, new technologies and increasing risks. Companies and organizations have to revise their logistic strategies and network structures in response to these changes. They are often challenged by the complexity of this problem. In IBM we have many years of experience in managing logistics networks globally. We have developed solutions that help finding optimal decisions for location and transportation problems. In his presentation, Hans-Jörg Fromm will provide examples of successful logistics optimization projects and discuss their relevance for Africa.

