



ISCM

Forums

POST SHOW REPORT

 *Dubai*

MENA SCMLOG 5.0

“A Supply Chain Practice
Leaders Summit ”

20th – 21st – 22nd

SEPTEMBER

2022

ISCM Forums organized the first MENA SCMLOG 5.0 – a two and half day event that saw participation from the industry leaders from the MENA region. Dubai has evolved as the logistics hub for the MENA region. The region has world class infrastructure – ports, air ports and free trade zones. However, there are challenges like moving from a transactional to a collaborative supply chain, last mile connectivity, technology adoption, and building logistics capability. The 1st MENA SCMLOG 5.0 explored some of the interlinked themes of Supply Chain Planning, Logistics & Warehousing, E-Commerce & Last Mile Delivery, and Sustainability. Over two days, 70 leaders from the who is who of supply chain domain from a wide cross section of industries in the MENA nations participated in a series of discussions.



EVENT FACTS & FIGURES



250+
Participants



70+
Speakers

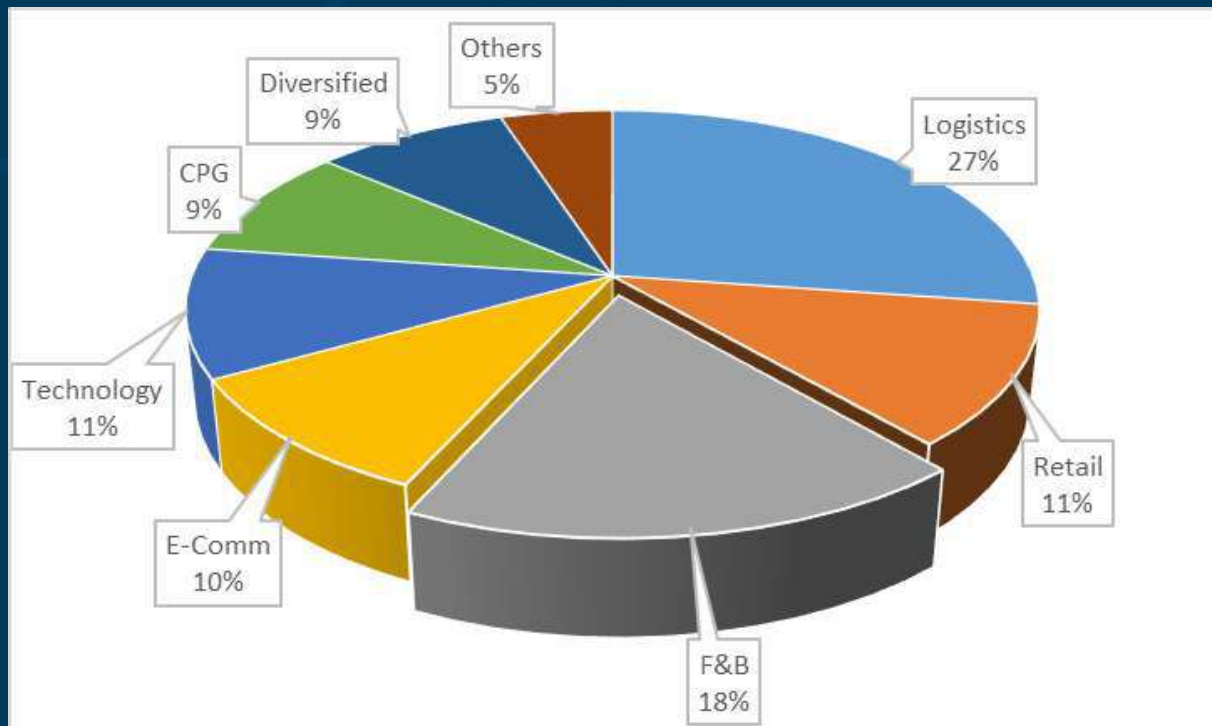


12+
Tracks

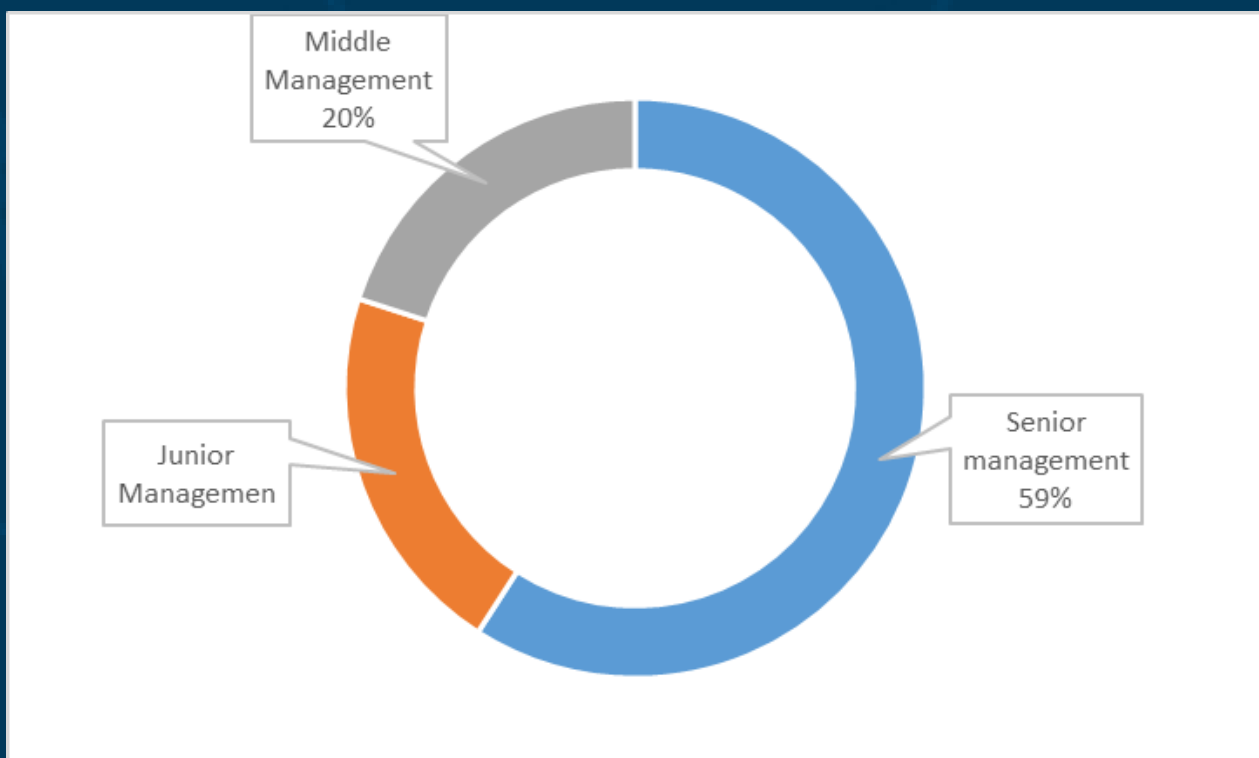


220+
Companies

Profile of Companies



Profile of Attendees



HIGHLIGHTS



DECARBONIZING LOGISTICS 5.0

A strategic opportunity for building the new supply chain

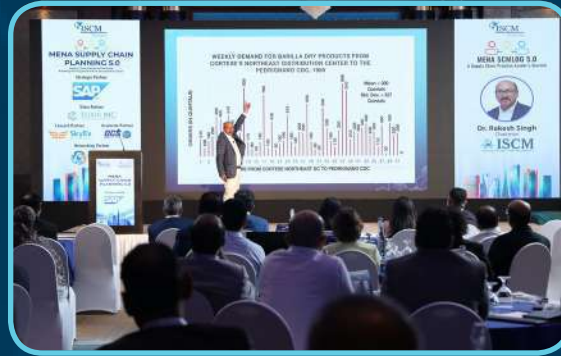
📍 Dusit Thani, Dubai

📅 20th September, 2022



The COP 26 has set ambitious targets to reduce CO2 emissions to net zero by mid-century. Logistics which accounts for 30% of CO2 emissions is a difficult sector when it comes to CO2 reduction. This sector will be difficult to decarbonize given structural factors like high energy dependency, relatively long asset lifespans, and complexity of electrification. The panel on Decarbonizing Logistics discussed the state of Supply Chain Sustainability: Understanding the supply chain context and climate impacts, and the steps being taken to ensure our supply chains are sustainable. The discussants deliberated on questions like - Is Net-zero achievable? Is Net-zero really sustainable? Are we doing enough to promote the triple bottom line? And how to engage stakeholders across businesses to drive sustainability. The session ended with demythifying logistics decarbonization.

Theme Address – Dr. Rakesh Singh – Chairman ISCM – Philosophy of Demand Planning



In a theme address, Dr. Rakesh Singh, Chairman ISCM spoke on Four pillars of forecasting. How these pillars are changing amidst uncertainty and With the help of technology. Whats the philosophy behind this change. He explored need for companies to move from deterministic to resilient forecasting. The new philosophy of forecasting should embrace the frameworks from macro-economic discipline. Companies need to integrate scenario analysis in their planning processes. The challenge companies and planners face is to interpret the numbers. As we move into a highly uncertain business ecosyste, it is time to embrace the new philosophy of demand planning – probabilistic, technology driven and assimilating real time data.



Fireside Chat: Ashish Sood, CSCO Landmark Group & Girish V S, Director ISCM – Building the Organization to Decode the Future

The Middle East remains one of the major hubs of the global logistics network. The strategic location, infrastructure and support from the local government remains key to the growth of the middle east logistics sector. In a candid fireside chat Ashish Sood, CSCO Landmark group spoke about the current state of supply chains in the MENA region and how it is time for CSCOs to change their focus from the traditional focus on cost, quality and service. The focus has shifted to resilience, agility, and sustainability. To do this, CSCOs need to re-structure their supply chains. Companies have invested in technology to help them manage their logistics functions better. However, they need to develop the capabilities of their teams.

Into the Fast Lane Building Supply Chain Resilience Amidst Disruptions:

Panel Chair – Dr. Rakesh Singh – ISCM; Apoorva Kumar – Jumia Group; Laila Arsalane – Masafi LLC; Shashi Kiran HK – Jashanmal National CO.; Nader Edward – Capiter; Can Cavli – Henkel; Sandeep Sharma – Dominos Pizza – Alamar Foods; Akshay Rag – Medseven Healthcar



The first panel on moving from deterministic to resilient planning saw planning leaders discuss the challenges faced by planners and supply chains in the current business ecosystem. We are in an age of accelerated disruptions. This has put pressure on supply chains – both on its ability to respond and manage cost – service tradeoffs. The panel agreed on the challenges they face – in the MENA region, planners understand they need to move away from a deterministic forecast to resilient planning. Visibility and agility are the hall marks of a resilient supply chain. With better visibility, planners can orchestrate their responses to disruptions better, and plan your new terms business continuity with visibility and you can actually reach your customer much faster.

Building a System Design Approach to Supply Chain Planning

Panel Chair – Shanmukh Singh – ISCM; Bhanu Pratap Singh – SRG Holding Limited; Shankaran Padipurakal – Truebell Food; Amit Katiyar – Ekaterra; Abhijoy Dasgupta – Al Douri Group; Manoj Humad – Berger Paints Emirates Ltd



In an uncertain business ecosystem, traditional, siloed planning will not work. The panel discussed how to move from a functional view of planning to a stakeholder view – building an iterative, non-linear process which focuses on a collaboration between planners, marketing, sales, production and consumers. To move to a design thinking approach to planning, companies need to deeply understand the bottlenecks, acquire a greater understanding of the problem, and seek solutions that are non-conventional. The panelists spoke how Design Thinking's collaborative approach allows multidisciplinary teams to come together to build solutions for potential challenges, allowing planners to open up ways for strategies to be implemented by understanding the systems in a complex and co-creative way.

Synchronizing Short & Medium Term Planning – the role of people, collaboration and change management in defining the New IBP and S&OP

Panel Chair Girish V S – ISCM; Vijay Mohan – Kohler Co; Luke Murray – Aggreko; Guillaume Akbaraly – International SOS; Ahmed El Hamamsy – Julphar; Hassan Jamaledine – Newbridge Pharmaceuticals



The first panel on moving from deterministic to resilient planning saw planning leaders discuss the challenges faced by planners and supply chains in the current business ecosystem. We are in an age of accelerated disruptions. This has put pressure on supply chains – both on its ability to respond and manage cost – service tradeoffs. The panel agreed on the challenges they face – in the MENA region, planners understand they need to move away from a deterministic forecast to resilient planning. Visibility and agility are the hall marks of a resilient supply chain. With better visibility, planners can orchestrate their responses to disruptions better, and plan your new terms business continuity with visibility and you can actually reach your customer much faster.



E-COMMERCE MENA 5.0

Making E-Commerce, Retail and Last Mile Delivery Faster, Profitable, and Responsive – Imperatives for the Next Normal

📍 Dusit Thani, Dubai

📅 21st September, 2022

E – Commerce & Retail – Last mile delivery – How to make it Faster, Profitable and responsive to demand shifts?

Panel Chair – Rakesh Singh, ISCM; Abdul Samad Khan – Jashanmal group; Apoorva Kumar – Jumia Group; Praveen Khare – Noon; Nagham Hadi – Ajyad Medical; Raman Pathak – Jeebly; Shailen Shukla – PicTruc



The first panel on E-Commerce and retail saw the speakers sharing their views on the current state of last mile delivery – and the need to make it responsive to shifting demand. The panel members discussed the necessity to keep delivery times realistic. Service providers need to keep in mind the safety of the delivery person when promising faster delivery times. Because of the fragmented and lumpy nature of the demand, service providers need to focus on creating efficient processes to ensure profitability.

Omni Channel challenges in managing inventory and optimization What true omni channel means?

Panel Chair – Shanmukh Singh – ISCM; James Turley – Jumia Group; Kartik Bhatt – Sharaf Retail; Abhinav Suresh – Locus; Kiran Borkar – Virgin Mobile, UAE; Dinesh Dhingra – Jashanmal group; Amit Bhatia – LVMH Perfumes & Cosmetics; Vishwanath C R – The Luxury Closet



In a post disruption world, where consumer behavior has changed, and with e-commerce growing faster than the traditional and modern retail formats, companies need to re-focus their attention on fulfilling the needs of the consumer through multiple channels. The panel discussed how companies need to tie together inventory, distribution and logistics across sales channels. Some of the challenges identified included siloed supply chain processes, lack of visibility across the chain, lack of trust among the players, difficult reverse logistics, and traditional operating models.

Empowering Last Mile Delivery with Technology

Panel Chair – Girish V S – ISCM; Steve Stanton – Emirates Post; Pavan Kaura – Landmark Group; Ahmed Marie – Lyve global; Priyanka Koribilli – Jumia Group; Agam Garg – Yango Delivery; Ayush katri – Start up Advisor



The panel on Technology discussed how, over the past 18 months, tech development in last-mile delivery has occurred at an even faster pace than in the past. Logistics infrastructure plays a crucial role in the logistics industry and so does the geography of the region. The Middle east offers comparative advantages through both infrastructure and geography. There are some challenges when it comes to infrastructure. But the government is seized of the matter and is fast transforming the infrastructure. With booming e-commerce demand, it's becoming critical to offer more convenience, choice and control to customers, while managing the logistics challenges of volume variance and return. The service providers are harnessing technology, analytics and human capability to improve the effectiveness of last mile in MENA.

How Logistics is Transforming the Next Growth Wave

Logistics Challenges in the MENA Region – Roadmap for Agile, Reliable and Sustainable Logistics

Panel Chair: Hussein Wehbe – PlugMena; Narendran Rangarajan – Dow Chemical; Prakash Ramnath – PandoCorp; Nabeel Alkharabsheh – Ajex; Himani Kanwal – Johnson & Johnson; Dimpi Gaurav – Henkel; Rajkumar Adhya – AstraZeneca



The expert panel discussed how the pandemic has clearly identified logistics as a competitive advantage. However, there will be a few major changes. For one, the players will look at increasing regional trade as opposed to global supply bases. The rise in E-Commerce has made the last mile and first mile very important. However, the speakers felt it was necessary to diversify their operations to de-risk it from future disruptions. There is a greater emphasis on value added services as opposed to vanilla logistics services. The value addition is coming from the use of technology to plan and manage deliveries.

Challenges Posed by uncertainty – Next Generation Logistics Planning, and the logistics Strategy for the Future

Panel Chair: Dr. Rakesh Singh – ISCM; Rajendiran Krishnamoorthy – Perfetti Van Melle; Hozefa Saylawala – Zebra Technologies; Bhavani Chandran – Obegi Chemicals Group; B.S. Krishna Moorthy – PAN Emirates Home Furnishing; Tamer Zawati – GoldenScent



As we move into an era of increased business disruptions, companies will have to invest in planning their logistics functions. In the face of constantly evolving consumer delivery needs, logistics professionals need to focus on improving their transportation process to reduce disruptions. Another area where companies need to focus is to use the data they have in route optimization, which will lead to reduced fuel use, and lower carbon emissions. Data driven route planning enables selection of the best routes, avoid heavy traffic lanes, monitor drivers and vehicles, and ensures better OTIF.

Logistics Platforms – Who to use, why to use, and when to use them for complete supply chain transformation

Panel Chair – Shailen Shukla – PicTruc; Girish V S – ISCM; Serge TAIBALY – Schneider Electric; Gilbert Abi Zeid – Trilogi; Anish Garg – Trukker



Technology has helped the emergence of a new breed of service providers – those who leverage technology to connect shippers and service providers in a transparent, efficient, and cost effective manner. The platforms will help users get a seamless visibility as products move across the supply chain. A technology platform will help companies enhance the efficiency, security, reliability, and simplify operations. Platforms help shippers focus on their core competency, while allowing them to retain control over the logistics platforms. However, the biggest challenge is to choose the right platform – with mushrooming tech platforms, understanding the strengths of the platform provider is key to success.

Seamless WMS Implementation – Challenges to Overcome. How WMS, Automation, RPA and emerging technology can transform Warehouse Management.

Panel Chair – Girish V S – ISCM; Francesco Penza – SAP; Kannappan Ramanathan – Al Seer Group; Senthil Kumar K K – Redington Gulf; Vamsi Krishna – Aster DM Healthcare; Aslam Labeeb – Gulf International; Navin Narayan – ACME Intralog; Prakash Rao – Landmark Group



Warehouse operators in the MENA region are increasing their technology investments in warehouses. There is a change in perception – the warehouse is now being seen as a throughput center – not just a place to hold inventory. The panel discussed the forces driving changes in warehouse automation – and what they are doing about it and how technology helped them drive supply chain efficiency to be operationally competitive. The need for speed, accuracy, and faster TATs are some of the drivers of WMS in MENA. The speakers shared some of their experiences in selecting and managing the technology transformation.

Achieving Warehousing Excellence – Balancing User Expectations Vs Delivery, and the role of Warehouse as a value driver

Panel Chair – Shashi Kiran H K – Jashanmal National Co; Shankaran Padipurakal – Truebell Marketing & Trading LLC; Rayan Osseiran – Shorages



In a world buffeted by disruptions, every segment of the supply chain will have to elevate their performance. Warehouses have moved from a store of goods to a thru put center, with the ability to add value to supply chains. Unlocking this value means understanding the user expectations and orchestrating operations accordingly. The speakers discussed the drivers of warehouse value - On-time deliveries of the right product with continuous shipment tracking and communication, Synchronized fulfillment and returns, Timely out-of-stock or delay notification to supply-chain partners. The panel discussed how warehouses should embrace technology to drive value.





MENA SCMLOG 5.0

A Supply Chain Practice Leader's Summit

SPEAKERS

📍 Dusit Thani, Dubai

📅 September 20th, 21st, & 22nd 2022



DR. RAKESH SINGH
ISCM



ASHISH SOOD
Landmark group



DR. SHEREEN NASSAR
Heriot-Watt University



AHMAD MARIE
Lyve Global



SHAILESH SHUKLA
Pictruc



HUSSEIN WEHBE
Plugmena



SANDEEP SHARMA
Dominos Pizza- Alamar Foods



KARTIK BHATT
Sharaf Retail



SHASHI KIRAN H K
Jashanmal National Co



APOORVA KUMAR
JUMIA Group



PRAVEEN KHARE
Noon



NADER EDWARD
ASCP



HIMANI KANWAL



BHAVANI CHANDRAN
Obegi Chemicals Group



GIRIJA KOTHAPALLI
Easa Saleh Al Gurg Group



CAN CAVLI
Henkel



NAGHAM HADI
Ajjad Medical



SERGE TAIBALY
Schneider Electric



LAILA ARSALANE
Masafi LLC



JUAN S. GARZA
RouteMagic Logistics



ABHIJOY DASGUPTA
Al Douri Group



ASLAM LABEEB
Gulf International



NILAY GOSAVI
Phoenix contact Middle East



AKSHAY RAG
Medseven Healthcare



AMIT BHATIA
LVMH Perfumes & Cosmetics



VISHWANATH C R
The Luxury Closet



RAJENDIRAN KRISHNAMOORTHY
Perfetti Van Melle



AMADOU DIALLO
DHL Global Forwarding



PAWAN KAURA
Landmark Group



AGAM GARG
Yango Delivery



DINESH DHINGRA
Jashanmal group



VAMSI KRISHNA
Aster Pharmacy



DIMPI GAURAV
Henkel



KRISHNA MOORTHY
PAN Emirates



AHMED EL HAMAMSY
Julphar



TAMER ZAWATI
GoldenScent



KHALDOUN AL NAJJAR
SAP



BHANU PRATAP SINGH
SRC Holding Limited



NAVIN NARAYAN
Acme Intralog



SENTHIL KUMAR K K
Redington Gulf FZE



ABDUL SAMAD KHAN
Jashanmal group



KANNAPPAN RAMANATHAN
Al Seer Group



NICOLAS COTRO
SAP



SHANKARAN PADIPURAKAL
Truebell Marketing & Trading LLC



Shahbaz Khan
Consultant (Ex P&G, Fonterra)



PRAKASH RAO
Landmark



FRANCESCO PENZA
SAP



SWAPNIL PAPINWAR
Eminence Renewables



EVITA FRANCIS MARSH



NARENDRAN RANGARAJAN
The Dow Chemical Company

RAJKUMAR ADHYA
AstraZeneca

SANKET SHETH
Elixia Inc

MANOJ HUMAD
Berger Paints Emirates Ltd (Asian Paints)

SHAKTI ARORA
RAK Ceramics PJSC

AMR ELSALHY
PepsiCo Gulf

AYUSH KHATRI
Nutrinal



RAMAN PATHAK
Jeebly

STEVE STANTON
Emirates Post

GILBERT ABI ZEID
Trilogi, Part of GMG

TAMER HASSAN
Modern Pharmaceuticals

NABEEL ALKHARABSHEH
AJEX

NISSRINE ELQOBAI
ENY Consulting

PRAKASH RAMNATH
PandoCorp



AMIT KATIYAR
Ekaterra

HASSAN JAMALEDLINE
Newbridge Pharmaceuticals

GUILAUME AKBARALY
International SOS

LUKE MURRAY
Aggreko

SOUMIA BENTURQUIA
FODEL

KIRAN BORKAR
Virgin Mobile UAE

SRINI SUNDAR
UNANU Technologies Pvt Ltd



VIJAY MOHAN
Kohler Co

MALAY SHAH
India, MEA and APJ

HOZEFA SAYLAWALA
Zebra Technologies

JAMES TURLEY
JUMIA Group

PRIYANKA KORIBILLI
JUMIA Group

RAYAN OSSEIRAN
Shorages

MOSTAFA SHAWKY
Simple & Fit



AHMED MUHANNA
Right Farm

PRIYANKA GOWRISHANKAR
JBF RAK LLC

SNEHA SUSAN JACOB
The Kraft Heinz Company

ANISH GARG
TruKker

GIRISH VS
ISCM

SHANMUKH SINGH
ISCM

Our Partners

Strategic Partner



Platinum Partner



Silver Partner



Lanyard Partner



Associate Partner



Networking Partner



Supporting Partner



Media Partner



Knowledge Partner



COMPANIES ATTENDED

- Company Name
- AAA Freight Services
- ABU DHABI FOODS
- Acino MEA FZ-LLC
- ACME Intralog
- ADCAN PHARMA
- ADIDAS
- Aggreko
- Al Robotx
- AIR ROBOTX M E A Trading LLC
- Ajex Logistics Services
- Ajyad Medical
- Al Douri Group
- Al Seer Group
- Alshaya Group
- AMAZON
- APPAREL GROUP
- ASCP
- Asian Paints
- Aster DM Healthcare
- AstraZeneca
- ATLANTIS RESORTS
- Axiomtelecom
- BACARDI
- Bahwan Lifestyle
- Bateel International
- BAYER MIDDLE EAST
- BEL – DAIRY CHAIN
- Berger Paints Emirates Ltd (Asian Paints)
- Best Global Logistics (GTS)
- BFL Group
- Biorus uae.
- Bloom Business FZE
- BOEHRINGER INGELHEIM
- Botho Group
- BRIDGESTONE MIDDLE EAST
- BTC Fashion
- Bukhatir Group
- Capiter
- Cargo Talk
- CARREFOUR
- CHALHOUB GROUP
- Clematis Logistics
- Clemenceau Medical Centre
- Coneio
- DABUR INTERNATIONAL
- DAIKIN MIDDLE EAST
- DB Schenker, UAE
- DEL MONTE
- Dematics
- DHL Global Forwarding
- Dominos Pizza- Alamar Foods
- Dow Chemical Company
- DSTME LLC (Al Tarmez Digit System Technology LLC)
- DUNKIN DONUTS
- Easa Saleh Al Gurg Group
- EATON
- Ecolab
- Ekaterra
- Elixia Inc
- Eminence Renewables
- EMIRATES FOOD INDUSTRY
- Emirates Post
- Enhance UAE – (W.J. Towell & Co. L.L.C)
- ENY Consulting
- Equinox
- ESTEE LAUDER
- Etechnoforte Supply Chain Initiative
- Evolve Logistics
- FEDERAL TRANSFORMERS
- FIAT CHRYSLER AUTOMOBILES
- FIRMENICH
- First Flight Couriers
- FODEL
- FONTERRA
- Gazmin Motors and Gazmin Medipharma
- GENERAL MILLS
- GEODIS Freight Forwarding LLC
- GIVAUDAN
- Global Shipping & Logistics LLC (GSL)
- Global Supply Chain Magazine
- GMG HEALTHCARE
- GoldenScent
- GULF COCA COLA BEVERAGES
- Gulf Dialysis Technical Services LLC
- Gulf International
- Haier
- Henkel
- Heriot-Watt University
- HIMALAYA WELLNESS COMPANY
- ID Fresh
- IFFCO
- IHC Holland LLC
- IMile
- Insight Plum
- Inspexion
- Integrated Plastics Packaging

- Intelog
- Interior LLC (EASA Saleh Al Gurg Group)
- International SOS
- iPay4all
- ISC Innova Supply Chain
- J & J Medtech
- Jashanmal National Co
- JBF RAK LLC
- Jeebly
- Johnson & Johnson
- Joods tech
- JULPHAR PHARMA
- Juma Al Majid Holding Group L.L.C
- Jumia Group
- KELLOGS
- KIMBERLY CLARK
- KITOPI
- KRAFT HEINZ
- Lals Group
- Landmark group
- Life Pharmacy Group
- LIPTON TEAS AND INFUSIONS
- Locus
- LogisEye Solutions FZCO
- LULU GROUP
- LVMH PERFUMES
- Lyve global
- M.H ENTERPRISES
- MARKS AND SPENCER
- MARSH
- Masaffi LLC
- MATALAN MIDDLE EAST
- MC DONALDS
- Medseven Healthcare
- MedSeven Healthcare Group
- MERCK GROUP
- MONDELEZ
- MPC Healthcare
- MTN NETWORKS
- NAFL
- NamasteAI
- Nestle
- NESTLE WATERS
- NEWBRIDGE PHARMACEUTICALS
- NFPC
- NMC HEALTHCARE
- Noon
- NOVARTIS
- Nutrical
- Obegi Chemicals Group
- OBS GROUP
- OCS
- OFIS
- P & G
- PAN Emirates Home Furnishings
- PandoCorp
- PAPA JOHNS
- Patang
- PEPSICO
- Perfetti Van Melle
- Pfizer
- Phoenix contact Middle East
- PicTruc Solutions LLC
- Plugmena
- Quiqup
- R&S
- Rafed UAE
- RAK Ceramics PJSC
- REDBULL
- Redington Gulf FZE
- Road & Transport Authority Dubai
- ROCHE PHARMA
- RouteMagic Logistics
- Royal IHC
- SAP
- SAVOLA FOOD COMPANY
- Schneider Electric
- SEPHORA
- Settlemint
- SHARAF RETAIL
- Shepherd International Logistics
- Storages
- Simple & Fit Supply Chain Solutions
- Sky Express International
- Slimstock
- SMSA Express
- SRG Holding Limited
- SUBWAY
- Suhara Logistics
- TAKEDA PHARMA
- Tata Consultancy Services
- TENCATE GRASS MIDDLE EAST
- The Kraft Heinz Company
- The Luxury Closet
- Tradeling
- Transcorp International
- Transguard Group LLC
- Transworld Group
- Truebell Marketing & Trading LLC
- UNILIVER
- UNIPEX DAIRY PRODUCTS
- UNITED FOODS COMPANY
- Utmost Group
- VAM Logistics LLC
- Virgin Mobile UAE
- Yango Delivery