

# PROCURECON INDIRECT 2009

Europe's Leading Indirect Procurement Event

Now in its  
3rd year!

27 - 29 April 2009

Hotel Okura\*, Amsterdam

\* Member of The Leading Hotels of the World

## Low Risk, High Value Indirect Procurement in Turbulent Markets

### Need-to-Know Information:

- ▶ Adapting to **fast changing values** caused by the global financial turmoil
- ▶ **Adding value** beyond cost savings through indirect procurement
- ▶ **Stakeholder relationship management** through delivering innovation while ensuring increased savings
- ▶ Winning the war on **talent and recruitment** challenges
- ▶ **Performance measurement** to determine the value added by your supplier
- ▶ **Supplier relationship and risk management** to implement a sustainable procurement strategy and to tackle commodity risk in the long-term
- ▶ **Spend management** to enable you to move beyond the benefits of cost reduction
- ▶ **Category management** to ensure you increase savings through best practice strategic sourcing
- ▶ **Off shoring:** Providing you with key guidance on dealing with cultural differences, centralisation and tax management
- ▶ Effective methods of **outsourcing** and lessons learnt

Join the Debate with  
Europe's Leading  
Procurement Personalities  
From A Variety of Sectors

Meet Over 200  
CPOs and CFOs!



**Ken Syme,**  
Chief Procurement Officer,  
Xerox



**Yasser Balawi,**  
Chief Procurement Officer,  
Heineken France



**Willem Van Oppen,**  
Chief Procurement Officer,  
KPN



**Kees Gerretse,**  
Chief Procurement Officer,  
Corus Group



**Ralf Garczorz,**  
Chief Procurement Officer,  
Johnson & Johnson



**Stephen Wills,**  
Chief Procurement Officer,  
AXA UK



**Nicolas Kourim,**  
Head of European Wide Procurement,  
Big Fish



**Arkadiusz Rochowczyk,**  
Director of Global Sourcing Services,  
Royal Philips Electronics



**Rachael Stormonth,**  
Research Director,  
Nelson Hall



**Richard Beale,**  
Group Procurement and Corporate Social  
Responsibility Director, Somerfield



**Mikko Kivisto,**  
Director of Indirect Sourcing,  
Nokia



**Les Ball,**  
Vice President SCM EMEA,  
EATON

*"The conference was great. No other words for it. I was amazed by the quality of speakers, the arrangements and everything else."*

Arie-Jan Schliengeman, Global Change Manager P2P, ABN AMRO

### Networking Opportunities To Enable You To Benchmark And Do Business:



#### Unprecedented Networking Opportunities:

Over 15 hours of extensive networking opportunities with a uniquely senior audience and speakers.



#### CPO Think Tank:

Don't miss your chance to network and participate in high-level discussions at this series of exclusive closed-door roundtables for CPOs and CFOs.



#### Champagne Roundtables:

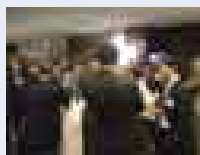
Champagne Roundtables offer you the opportunity to discuss and debate key issues in small focus groups and to take away insights from companies you want to benchmark against.

#### Drinks Receptions:

Join our Drinks Receptions to meet your peers and discuss the findings from the day's presentations and panels in a relaxed setting.

#### Gala Dinner:

After an informative day of discussions, it is time to catch up with your peers, meet old contacts and make new ones during the ProcureCon Indirect Gala Dinner.



27th  
April 09

#### OUTSOURCING FOCUS DAY

Using Outsourcing As A Strategic Business Tool and Internally and Externally Managing the Process.  
**Nelson Hall, BAXI, Bawag PSK, Tenneco Automotive, KPN** and many others...

See page 3 for details

28th  
April 09

#### CPO THINK TANK

Join for a series of interactive discussions with your fellow CPOs and CFOs

29th  
April 09

#### WORKSHOP

Accelerating and Maintaining Sustainability and CSR Initiatives

29th  
April 09

#### MASTER CLASS

Ensuring Technology Investment Delivers Value

29th  
April 09

#### MASTER CLASS

Supply Chain Finance  
Optimising Working Capital

### Sponsors:



Associated  
Procurement

### Exhibitors:



### Upcoming Related Procurement Events:



The 2nd Annual Pan-European SRM Event

26th - 28th May 2009,  
Geneva,  
www.srm-europe.com



The 2nd Annual Procurement Strategic Sourcing Event

3rd - 6th November 2009,  
www.procurecon.com

### Organised By:



Register Now!

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F: +44 (0)20 7368 9590

Dear Colleague,

ProcureCon Indirect is **Europe's leading annual indirect procurement conference** where leading procurement professionals who want to add value beyond cost savings come together, as they recognise the unique opportunity that has risen from today's economy. They are taking advantage of the situation with methods and processes to increase the visibility of procurement and add value to the bottom-line of business. They are learning from and benchmarking against industry leaders at ProcureCon Indirect.

At ProcureCon Indirect 2009, learn how you can be a part of this dynamic wave of strategic development and become a leader.

This year the key themes are:

- ✓ *Using Outsourcing As A Strategic Business Tool and Internally and Externally Managing The Process*
- ✓ *Mitigating Cost and Uncalculated Risk To Achieve The Benefits of Outsourcing*
- ✓ *The Strategic Role of The CPO in Today's Economy: Adding Value Beyond Cost Savings Whilst Adapting to Fast Changing Values*
- ✓ *Proactive Risk Governance and Management To Ensure Supply Chain Continuity*
- ✓ *Building Blocks of Today for the Strategic Procurement Organisation of Tomorrow*
- ✓ *Addressing Challenges for Recruiting Influential Professionals Who Can Put Procurement on the Business Agenda*
- ✓ *Developing a KPI System that Manages Key Suppliers Around Cost Out and Value In During Inflationary and Volatile Times*
- ✓ *Implementing Best Centralisation Practices*
- ✓ *Implementing a Successful and Sustainable Change Management Programme*
- ✓ *Identifying Cost Bottlenecks and Optimising Working Capital*

With a speaker faculty of over 30 of Europe's leading indirect procurement professionals and experts, and a cross-sector, pan-European audience, this conference will be an essential part of you and your team's annual development, and provide unparalleled opportunities to meet and exchange ideas with leading experts. Don't miss THE indirect procurement event of the year!

Kind regards,

Members of ProcureCon Indirect 2009 Advisory Board:



**Gordon Tytler**,  
Executive Vice President of  
Investment and Services, **Rolls Royce**



**Onno Maliepaard**,  
Director of Strategic Procurement  
EU and EMEA, **Goodyear Dunlop**



**Nicolas Kourim**,  
Head of European  
Wide Procurement, **Big Fish**

**DON'T MISS**

## OUTSOURCING FOCUS DAY

*Using Outsourcing As A Strategic Business Tool and Internally and Externally Managing The Process*

Featuring real life case studies and lessons learned from a cross section of industries, this focus day will answer your most pressing questions on outsourcing to enable you to develop a strategy that's right for your business:

- How do I know I'm getting value for money?
- Why can't we do it internally?
- What benefits will outsourcing bring?
- How do we avoid losing control?
- How do we measure the benefits?
- How will an outsource provider understand the complexity of our business?
- What is the real agenda of these providers and are there enough of them with the right expertise?
- Won't a partial outsource create conflict with my existing team?

Hear from leading experts and companies that are pioneering innovation in outsourcing:



**NEW FOR 2009**

## SUPPLY CHAIN FINANCE MASTERCLASS

*Identifying Cost Bottlenecks and Optimising Working Capital*

**See page 7**

**NEW FOR 2009**

## TECHNOLOGY MASTERCLASS

*Optimising Technology to Create Efficient Methodology and Taking Advantage of the Benefits of New Applications*

**See page 7**

**NEW FOR 2009**

## CPO THINK TANK

28 April, 13.45 – 16.55

Are you a CPO or the Head of in your procurement/supply chain organisation?

Register today and receive a special invitation to the **CPO Think Tank**

CPO Think Tank is a series of interactive discussions accompanied with champagne for you to network with your peers, to share success stories and key challenges in niche areas that concern you most, and learn how others have overcome indirect procurement's fundamental issues. The content of this Think Tank is developed and shaped by the participants.



Share a table with peers to discuss your views and benchmark your position

**"Congratulations again for the organisation of the ProcureCon conference. Great success!"**

Barbara Lavernos, CPO, L'Oreal

## OUTSOURCING FOCUS DAY - Monday 27 April 2009

### Using Outsourcing As A Strategic Business Tool and Internally and Externally Managing The Process

This focus day provides you with insight on practical tools and processes to enable you to accurately use outsourcing as a strategic business tool. You will get a deeper understanding of the fundamentals of outsourcing principles and how you can marry these with your business agenda. This focus day will help you to:

- Strategically decide whether or not to outsource; which categories and when
- Identify ROI for different procurement business models
- Manage and effectively communicate transition and change internally
- Mitigate cost and uncalculated risk
- Ensure, measure and communicate success internally

07.30 *Coffee & Registration*

08.00 *Chairman's Opening Address*

08.15 **Clearly Identifying What and When to Outsource to Capitalise on Market Opportunities**

- European trends in outsourcing: What categories are being outsourced by which companies?
- Key procedures to follow and strategies to adopt to achieve a record of success
- Measuring and reporting on savings, performance and compliance
- Tracking savings captured and value added in the outsourcing of categories such as logistics, facilities management, marketing
- Assessing the tools available for performance measurement and capturing savings



**Rachael Stormonth**, Research Director, **Nelson Hall**

Rachael joined NelsonHall in 2000, and in addition to her research management role, her recent responsibilities have included leading NelsonHall's Key Vendor Assessment programme, from which she has acquired deep knowledge of the key vendors in the IT services industry. She has also worked on a variety of customer research and advisory engagements for clients.

08.45 **Discovering The Newest Indirect Categories That Can Be Outsourced To Gain Recognition For Outsourcing Best Practice – Developing New Ways of Streamlining Your Business**

- Real life success and failure stories of outsourced categories to ensure you take the right first step into outsourcing
- Benefits of the latest strategies that have a proven track record of success that your company can adopt
- Understanding competition in the marketplace so you can easily identify the opportunities to rise above the crowd
- What to expect from the new categories that can be outsourced for the next few years
- Top five tips to get the best deals when outsourcing new categories
- Best practice of handling vendors and contract management



**Andrew Vaughan**, Group Procurement Director, **BAXI**

The Baxi Group is one of Europe's leading manufacturers and suppliers of high quality, reliable, branded heating systems and services. They employ over 5,400 people throughout Europe with a turnover of €1.35bn (£919m).

09.25 **Case Study: Communicating Change and Getting Buy – In From Internal Stakeholders – How Does Outsourcing Change The Role of CPO?**

- Managing compliance and internal stakeholder relationships in the outsourcing process to ensure smooth transition
- Is the current economic climate a strong argument to justify outsourcing as a tool for lowering costs and protecting jobs?
- Planning for success in building an effective relationship with the stakeholders
- Tactical examples of effective compliance management to embrace the change in dynamics and deliver what you and the stakeholders want
- Does your level of involvement require micro-management to ensure the successful alignment of outsourcing with business strategies and plans?



**Rafah Massood**, CPO, **BAWAG P.S.K.**

Rafah is the Chief Procurement Officer and the head of Facilities Management at BAWAG PSK, one of the largest banks in Austria. Prior to joining BAWAG PSK in November 2007, Rafah led the Procurement operations and systems team at Sears Holdings. Before Sears, Rafah worked for GNX (now Agentrics) where he was responsible for customer relationship management and deployment & management of e-Sourcing programs to top North American retailers. Some of his customers at GNX included: Sears, Kroger, Spencers Gifts, Costco, Canadian Tire, Shoppers Drug Mart, Sobeys and Pathmark.

10.05 *Morning Networking Coffee Break*

10.35 **The Future of Outsourcing in a Service2Service Environment: Collaborative KPI's to Ensure Results**

- Lessons learnt from the Telecoms crisis of 2001: Outsourcing to prevent collapse
- How to survive a crisis and call for turnaround of an outsourcing deal
- Successful diagnostics at shopfloor process level
- Turnaround: Collaborative KPI's. Moving from penalties towards incentives.
- Ensuring and rewarding the supplier to demonstrably contribute to end-customer value
- Assessing results and general applicability



**Willem Van Oppen**, Chief Procurement Officer, **KPN**

As the CPO of KPN, Willem is responsible for Supply Chain Optimization & Standardisation. Willem joined KPN in 2003. Before that he spent two years at Royal Philips Electronics as Senior Vice President responsible for Procurement and Supply Chain Optimisation. Willem's expertise is notably in Supply Chain Management, System Dynamics, Kaizen and Lean Procurement.

11.15 **Purchasing Marketing Services: Best Practise Case Studies from the EMEA Marketplace**

- Its significance to the procurement community
- The changing nature of the marketing supply chain
- What does world class look like?
- How technology is helping



**Tony Massey**, Chief Marketing Officer, **HH Print**

Tony Massey is the Chief Marketing Officer at HH, a global Marketing Process Outsourcing business. It specialises in supporting procurement initiatives in the marketing supply chain. The HH global network extends to over 40 locations across the US, EMEA and Asia and provides an extensive portfolio of services including consulting, technology and managed service provision. It has successfully helped numerous CPOs in global corporates across FMCG, Pharma, Retail, Automotive, Leisure, Technology and Automotive to make rapid radical improvement and unlock measurable hard cost savings in this indirect category.

11.55 *Networking Lunch*

13.05 **Outsourcing Champagne Roundtables: A forum to share success and solve challenges**

*Champagne Roundtables is series of interactive discussions for senior procurement professionals, allowing you to network and participate in high-level discussions with your peers. You will share success stories and key challenges, and learn how others have overcome procurement's fundamental issues. These are off the record discussions which allow you to share best practice with your peers from different industries.*

- **Outsourcing Procurement: How far can you go?**
- **Pitfalls to avoid in outsourcing: Tracking progress and desired outcome against actual results**
- **Which performance measurement technique best suits which outsourcing practice?**
- **Does outsourcing really fit your business model?**
- **Demonstrating added value: Strengthening your category management process by building in an outsourced capability**



**Led By John Durrell**, Managing Director, **Associated Procurement**

John Durrell has over 20 years experience in procurement operational management and in management consulting roles. Prior to Associated Procurement, he was CPO for HBOS plc and led I.T. Procurement at Barclays plc. As a management consultant with A.T. Kearney's Operations Practice he led engagements in automotive, aerospace, service and retail sectors on a global basis.

- **Identifying the best technology tools for outsourcing practices**

14.05 **Champagne Roundtables Executive Summary**

*At the Champagne Roundtables you get the unparalleled opportunity to dig deep over an hour into the most fundamental outsourcing issues that concern you. If you don't get the chance to join other roundtables and hear the topics that are discussed, this panel is the time when you are provided with an executive summary of the crucial findings from the discussion groups.*

14.25 *Afternoon Coffee Networking Break*

15.00 **Mitigating Cost and Uncalculated Risk To Achieve The Benefits of Outsourcing**



- Gaining visibility on financial health of outsourcers
- Establishing and implementing a sustainable outsourcing strategy
- What are the critical elements of measurement to use in the supply base?



**Nicolas Passaquin**, Vice President, Sourcing and Procurement, **Thomson Reuters**

Nicolas has been involved in Sourcing/Purchasing for the past 14 years, in various dynamic and multicultural environments in Hospitality, Airline and Nutrition sectors. Nicolas specialised in improving the "Human Factor": change processes, reorganisation, people development and staff management. For the past 6 years, he has been working for Thomson Reuters, a world leading source of intelligent information for professionals, providing news & data in the financial, legal, tax and accounting, scientific, healthcare and media markets. In his current position, he is leading a team of 50 Sourcing & Procurement professional spread across Asia & Emea and has conducted them through a large reorganization to build a High Performing team in those regions.

15.35 **Interactive Voting Panel Discussion: Views For and Against Outsourcing To Help You Benchmark Against The ProcureCon Indirect Universe**

*Interactive voting panel discussions help you to get involved and shape the debate! You will give instant feedback and pose questions to the speakers and panellists through the interactive voting tool.*

- What do the outsourcing case studies tell us? Is outsourcing really the only option to save jobs and lower costs in the economic climate or is it a no-goer?
- Identifying the benefits and disadvantages of outsourcing to ensure success and mitigate risks
- Assessing the different categories and whether or not outsourcing is the right tool for you to add value to the bottom line of your business
- Can technology really help with outsourcing?



**Ronald Van Den Berg**, Director GSCM Indirect Material and Services, **Tenneco Automotive**

Tenneco is a \$6.2 billion global manufacturing company with 21,000 employees worldwide. The company is one of the world's leading designers, manufacturers and distributors of automotive emission control and ride control products and systems for the automotive original equipment market and the aftermarket.



**Willem Van Oppen**, Chief Procurement Officer, **KPN**

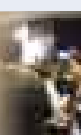


**Les Ball**, Vice President SCM Europe, Middle-East & Africa, **Eaton**

16.05 - **ProcureCon Indirect Welcome Drinks Reception**

17.05

*Your introduction to Europe's largest indirect procurement main conference begins with our pre-event welcome drink Reception. Enjoy a glass of ice cold champagne whilst meeting and getting acquainted with your fellow attendees. This is the perfect ice breaker set in an informal networking environment.*



## MAIN CONFERENCE DAY ONE - Tuesday 28 April 2009

Many companies are failing to identify the benefits and risks of the current market volatility and SRM. The first main day of ProcureCon Indirect will provide you with solutions for the key indirect procurement challenges that keep you awake at night. You will get a deeper understanding on how you can add true business value to your company in this time of economic uncertainty. This day will help you:

- Prepare your business and career for the fast changing values in indirect procurement
- Keep one step ahead of your competitors in the innovation game
- Gain tangible tools to manage supplier risk
- Benchmark against the most effective bargaining and contract management methods
- Establish the building blocks for the indirect procurement organisation of tomorrow

08.00 *Coffee & Registration*

08.40 *Chairman's Opening Address*

### STAKEHOLDER MANAGEMENT AND ADDING VALUE TO THE BOTTOMLINE OF YOUR BUSINESS

08.55 **The Strategic Role of The CPO in Today's Economy: Adding Value Beyond Cost Savings Whilst Adapting to Fast Changing Values**

- Addressing the change in the procurement function due to the turmoil in the global economy
- Proven methods of overcoming the challenges caused by fast changing values within your business
- Key processes for addressing the increasing pressure to make savings as input costs are rising and productivity targets are increasing
- Addressing the global banking and financial problems: Contingency planning versus failure of supply chain
- Ensuring bank guarantees and credit to secure supplier business and avoid risk for the buyers
- Is there a possibility for the procurement function to disappear if it fails to spot and quickly reacts to market trends?
- Is the current volatility in the markets a unique opportunity to put indirect procurement on the map?
- Preparing for recovery: How to quickly react when there will be a surge in prices?

**Ralf Garczorz**, Chief Procurement Officer, **Johnson & Johnson**

Ralf oversees all aspects of external sourcing (Direct & Indirect, contract manufacturing) to support \$ 4billion business in the EMEA region.

09.35 **Communicating The Value of Indirect Procurement and Gaining Visibility as a Value Adding Function While Keeping Both Internal Customers and Upper Management Happy**

- Success stories of where and how indirect procurement has been considered as a partner in value and delivered innovation at the same time and how the success has been communicated
- Stakeholder engagement: Ensuring that the procurement integration contributes to both enterprise revenue and margin generation and that all stakeholders are aware of the role of procurement
- Are visibility and innovation delivery measured? If so, how?
- Proven methods of getting recognised as delivering innovation and value to the bottom line of the business

**Case Study Presented By:**

**Marc Magistrali**, Vice President of Global Sourcing, **KONE**

Marc is the Senior Vice President of Global Sourcing (Procurement) at KONE Corporation since 2005, responsible for worldwide direct and indirect material spend. Marc has previously had similar leadership roles with leading multinationals including Philips and Avery Dennison. Marc currently resides in Helsinki and manages a worldwide team of more than 150 sourcing and supplier quality professionals spread across the globe. Marc has recently led an organizational redesign, transforming what was previously a highly decentralized structure, comprised of more than 55 country organizations, into ONE unified and globally aligned operating model. Marc will present a case study on Kone's Car Fleet initiative. Project O2xygen is a KONE Way project that positively contributes to three of KONE's MWBs: Operational and Environmental Excellence, and People Leadership. The project touches all of KONE's 13,000 vehicles globally (both technician and management/benefit). At the Fleet Europe Awards 2008 in October, Berlin, Germany, KONE was awarded the 'International Fleet Innovation Award' as well as 2nd Place for the 'International Fleet Green Award' related to the progress made with the 'Project O2xygen'.

10.15 **Applying the Best Practices from Sourcing to Invoicing**

- Contract compliance
- Supplier collaboration
- Spend visibility

Basware with a leading CPO to be announced

10.55 *Morning Networking Coffee Break*

### RISK AND SUPPLIER RELATIONSHIP MANAGEMENT

11.25 **Proactive Risk Governance and Management To Ensure Supply Chain Continuity**

- Proactive means of securing suppliers to guarantee business continuity: Gaining visibility on financial health of suppliers
- How can purchasers be sure their organisation doesn't go to the wall when a supplier does?
- Establishing and implementing a sustainable procurement strategy
- What are the critical elements of measurement to use in the supply base?
- Tackling commodity risk strategically on a long-term basis



**Mikko Kivisto**, Vice President, Indirect Sourcing, **NOKIA**

Mikko is responsible for the Indirect Sourcing Organisation of Europe, Middle East and Africa at Nokia.

12.05 **Managing Suppliers Who Over Promise and Under Deliver: Identifying The True Value To Business Beyond Baseline Benefits That Suppliers Outline**

- Keeping the house clean before going to solution providers: Ensuring internal best practice SRM
- Unearthing hidden costs, which come up due to wrong service level agreements and wrong definition of scope
- Getting explicit information from the suppliers on insurance and regulation
- Maintaining an intelligent customer interface and avoiding loss of control: Building a strong relationship and promoting a win-win strategy with suppliers
- Driving continuous improvement in supplier relationships through aligning strategic supplier initiatives to decrease costs and increase value
- Setting up accurate measurements for performance and reward



**Kees Gerretse**, Director of Supplies and Transport Procurement, **Corus Group**

Kees was appointed Group Director Supplies and Transport for Corus, in 2005 and is responsible for purchasing, incl transport across the Corus Company, with an annual budget of €14 billion. Since 2008 Kees is also responsible for the integration of the purchasing function within the Tata Steel Group and appointing/managing the lead buyers of the main categories across the Tata Steel group.

12.45 **Structured Networking Session**

*Structured networking will ensure that you make plenty of new key contacts. This is an exciting, quick and easy way to meet fellow conference delegates and industry peers in one 30 minute session. These brief meetings are the starting point for valuable conversation and networking throughout the conference. This is where long lasting and profitable business relationships begin.*

13.15 *Lunch*

14.25 **Private Sector Case Study: Adapting To The Constantly Changing Economic Agenda In Your Permanent & Temporary Recruitment Process Whilst Controlling Costs and Budgets**

- Overcoming the challenges of fragmented supply to ensure cost control
- Examining best practice and future trends in recruitment where supply chain solutions can not only provide sustainable cost savings but also deliver improved service levels
- Assessing the experience in implementation of one such solution and how it achieved controlled procurement



**Mike Trevor**, CEO, **Comensura** with a leading procurement professional from **Alcatel**

Mike has a wide range of experience from a variety of sectors such as biotechnology, aerospace, fast moving consumer goods, information technology, retail and management consulting. He has broad general management experience together with specific and extensive knowledge of operations, supply chain, outsourcing and strategic sourcing together with business process re-engineering and change management.

### BALANCING SPEND AGAINST "INVESTMENT"

15.05 **Using Consortium Buying As A Strategic Lever To Improve Indirect Procurement Performance**

- Methods of creating innovative contract solutions
- Cornerstone definition of objectives and metrics

- Understanding the difference between ordering and spend intelligence, quality improvement and value creation



**Yasser Balawi, CPO, Heineken France**

Heineken is Europe's largest brewery. Heineken beer is sold in over 170 countries.

15.45 *Afternoon Coffee Networking Break*

16.15 **Exeltium Case Study: Effectively Forecasting Rising Cost of Utilities to Asses the Impact on Your Bottom-line Pan Strategic Response**

- Mobilising political actors as a collective purchasing strategy in the European electricity market
- Managing the cost of essential utilities such as gas and electricity
- The successful management and utilisation of utilities procurement
- Key features of cost management in utilities procurement
- Adopting strategies that ensure a leading position in the market



**Hugues Poissonnier, IRIMA, Grenoble Business School**

Hugues is an economist and doctor in Management Science. He is teacher and researcher at Grenoble Ecole de Management. He is responsible for courses in economics, control and managerial accounting and purchasing. His research activities are focused on inter-organisational relationships. More accurately, he works on the dynamics of control in vertical (client-suppliers) and horizontal relationships (cooperation).

- Taking advantage of current market trends to gain visibility
- How to increase leadership, skills and positioning of purchasing?
- Preparing for recovery: How to quickly react to a surge in prices



**Ken Syme, CPO, XEROX**

Ken is responsible for worldwide sourcing of \$7B of goods and services for the corporation as well as, business process outsourcing and certain aspects of the supply chain. He leads a global team of approximately 350 procurement professionals located in the USA, Canada, Brazil, United Kingdom, Netherlands, Ireland, Singapore, Hong Kong, Korea, China, Malaysia, India and Japan.



**Nicolas Kourim, Head of European Wide Procurement, Big Fish**



**Carlo Aversa, Senior Vice President Global Sourcing, Alstom**

Alstom is a global leader in equipment and services for power generation and rail transport. The Group is present in more than 70 countries worldwide and employs around 76 000 people.

## THE FUTURE OF INDIRECT PROCUREMENT

16.55 **Interactive Voting Panel: Building Blocks of Today for the Strategic Procurement Organisation of Tomorrow – Building Competencies and Skill Sets For Short and Long-Term Trends**



- What will indirect procurement look like in one, five and ten year's time?
- What should you be preparing for now to stay on top of people, technology and processes?

13.45 - 16.55 **CPO Think Tank**  
Strictly limited to 25 Heads of Departments/  
Thought Leaders to enable effective discussion  
and interaction

17.25 *End of Conference Day One*

17:30 – 18:30 **ProcureCon Indirect Drinks Reception**

19:00 **ProcureCon Indirect Gala Dinner**

## MAIN CONFERENCE DAY TWO - Wednesday 29 April 2009

The second day of ProcureCon Indirect is full of timely debate and case study based hard evidence to enable you to:

- Recruit, develop and retain influential and qualified indirect procurement professionals
- Ensure continued success under change management initiatives
- Develop the most effective performance measurement system for inflationary and volatile times
- Find ways to persuade stakeholders to relinquish power over categories
- Link category buying to your corporate agenda for better internal communications
- Set up a centralised captive offshore organisation

07.30 *Coffee*

08.00 *Chairman's Opening Address*

## TALENT MANAGEMENT

08.15 **Winning the War on Talent: Addressing Challenges for Recruiting Influential Professionals Who Can Put Procurement on the Business Agenda**

- Attracting and retaining talent who are effective, business process minded and influential
- Building an internal talent pipeline of fully qualified professionals and mapping training needs for skills enhancement
- Developing home-grown talent as a tool to eliminate the recruitment challenges
- Personnel training for volatile times: Training on financial control, risk management and hedging

**Case Study Presented By:**



**Nicolas Kourim, Head of European Wide Procurement, Big Fish**

People Development (PD) means organising a business fully around People. This requires an integration of critical PD areas in the very early stages of business planning and organizational drafting.

- Define concrete business and organizational targets
- Define short and medium term PD story and framework
- Define target profiles & skills to meet expected business results
- Identify & Attract adequate skills internally and externally
- Recruit & Integrate the right profiles with a 20/80 approach
- Develop & retain skills and expertise
- Identify & manage talent

This approach is a radical change to the way we perceive and approach People Development and Talent Management today. Effective PD does obviously start way before the actual recruitment process and continue long after it. To be truly effective in the War of Talents, all elements of a comprehensive PD approach have to be implemented – step by step. Nicolas set up 3 international companies from scratch one of which in

skills assessment and skills development. Familiar with all aspects of Strategic Purchasing & Resource Management including Shared Services, Outsourcing, and Restructuring/Business Transformation, Nicolas coached and trained for several years in corporate and academic institutions. He is the author of a book about People in Purchasing and multiple international publications about Purchasing & Resource Management.

## PERFORMANCE MEASUREMENT AND CATEGORY MANAGEMENT

08.45 **Developing a KPI System that Manages Key Suppliers Around Cost Out and Value In During Inflationary and Volatile Times**

- Creating tools and techniques to understand and restructure relationships to align with your headline company strategy
- Setting performance metrics for productive and long term relationships
- Demonstrating ROI to internal stakeholders
- Creating a customer focused procurement approach to develop long term partnerships and competitive price angles
- Incorporating sustainable metrics into supplier performance



**Stephen Wills, Chief Procurement Officer, AXA UK**

Steve has been a member of the purchasing and supply profession for 30 years and has held the role of CPO for AXA UK since 2004. After roles in manufacturing with responsibility for Materials Management Steve's reputation within Procurement was fully established within the late 90s when he became Head of Supply Chain for Aviva, one of the UK's leading Insurance Companies, following the merger of CGNU and Norwich Union.

09.25 **Branching Out Category Procurement To Streamline Procurement Costs**

- Pros and cons of decentralising category procurement: Should procurement have the ambition to own category expertise in every indirect commodity and provide full SRM for every category and sub commodity?
- Persuading the stakeholders to relinquish power over the categories
- What does the roadmap to category ownership look like?

- Selling purchasing category ownership in multi divisional or country dispersed organisations
- Resources required to deliver proper strategic sourcing



**Oguzhan Ipek**, Group Category Director, **Carlsberg**

Carlsberg is one of the world's largest brewery groups. They operate primarily in mature markets in Western Europe but are generating an ever-growing share of revenue in selected growth markets in Eastern Europe and Asia.

10.05 *Morning Networking Coffee Break*

10.35 **@ Your Service Case Study: Newest Way of Building Indirect Procurement Capability Through Category Management In A Fast Growing and Diversified Organisation**

- Creating a network that is able to build a strategic, tactical and operational commodity management practice
- Identifying, developing and conducting programmes for the management of commodities relating to indirect material & services
- Effective methods of structuring the team
- Successes and challenges of the concept – Next steps



**Les Ball**, Vice President SCM Europe, Middle-East & Africa, **EATON**

Les joined Eaton in 2000 as director of Supply Chain Management for the European region, based in Amsterdam. Since 2000, Les has had collateral responsibility for several functions including global direct material commodity management, indirect materials and services global leadership, and global sourcing. His current role includes global sourcing combined with ongoing responsibilities for the European SCM organization.



**Alexandra Tarmo**, Head of Indirect Procurement, **EATON**

Alexandra is responsible for directing the purchasing of Indirect commodities within EMEA Prior to joining Eaton, Alexandra has built several years of purchasing and indirect purchasing with several multinational companies based throughout Europe (Danone ,Colgate Palmolive).

11.15 **Achieving Cost Savings within a Multinational Company through True Synergies Between Procurement Organisation and Stakeholders**

- Determining purchasing categories, their optimum size and who should be leading them
- Major OPU's versus Small OPU's and their respective strengths and weaknesses
- Sharing benefits across OPU's (free-rides versus cost-sharing)
- Proven methods of establishing trust within a cross-functional and divisional category teams



**Marco van der Heijden**, Head of Purchasing, **Boehringer Ingelheim BV**

Marco has worked for almost 20 years in management positions within Procurement & Logistics in a wide variety of industries, such as Pharma, FMCG, Petro-Chemical and Government. He has broad experience of restructuring processes and organisations.

11.55 **Interactive Roundtables: Processes and Communication Tools Used in Category Buying of Key Indirect Spend Areas**

The unique and interactive format of these discussions allows you to find solutions on category buying of key indirect spend areas. You share success stories and key challenges around:

- Implementing strategic sourcing of key commodities globally
- Which team structure and key roles will ensure the strategy is successfully implemented and managed
- Linking category buying to your corporate agenda – is the company focus more on categories or on brands?
- Effective management and utilisation of category procurement
- Key features of category spend management

**Roundtable A: IT**

**Roundtable B: Fleet/Freight**

**Roundtable C: Travel**

**Roundtable D: Marketing**

**Roundtable E: Communications**



12.35 *Lunch*

**OFFSHORING**

14.20 **Tackling Cultural Differences in Low Cost Markets: Ensuring Quality of Services and Cost Reduction in Multinational Companies' Regional Offices**

- Tax effective procurement in low cost markets
- Successful methods of forming long-lasting partnerships: Dealing with and adapting to cultural differences
- Proven practices of gaining authorisations from local authorities smoothly



**Kevin Devoy**, Procurement and Supplier Management Manager, **Centrica**

Kevin has extensive commercial experience within British Gas and Centrica, an energy (gas and electricity) utility in the UK. In his career he has been involved in the procurement of most service and commodity categories. He currently manages a team involved in a wide range of category procurement and supply management activities within the Centrica businesses including FM and Property, outsourced 3rd parties processors and HR related spend. Over the last five years Kevin has provided commercial support to many of Centrica's outsourcing initiatives including their first offshore contract to India as well as projects in North America. During 2005 Kevin developed and continues to lead an internal knowledge network within Centrica which consolidates learning and seeks to develop and deploy best practice in the outsource/offshore arena.

15.00 **Implementing Best Centralisation Practice: Building Synergies on Captive & BPO Procurement Centers**

- Developing an offshore center from Order Processing Factory towards Integrated Procurement Center
- Assessing the benefits of centralisation in one physical location for various procurement functions
- Key takeaways from setting up a centralised captive offshore organisation
- Experiences and lessons learnt of divesting part of your procurement function towards a BPO partner

**Case Study Presented By:**



**Arkadiusz Rochowczyk**, Director of Global Sourcing Services Center, **Royal Philips**

Prior to this current activity, Arek was responsible for Global Transactional Shared Services for Philips, managing delivery centres in Asia, North America and Europe. He was also responsible for outsourcing those activities to a BPO partner.

**CHANGE MANAGEMENT**

15.40 **Interactive Voting Panel: Implementing a Successful and Sustainable Change Management Programme**



- Outlining the key drivers for continued success under change management initiatives
- Delivering effective change: Understanding the reasons for resistance and communicating the benefits of new business processes
- Key takeaways from the change management programmes put in place



**Richard Beale**, Group Procurement and Corporate Social Responsibility Director, **Somerfield**

Richard is the Procurement and Corporate Social Responsibility Director for the Somerfield Group. Having been with Somerfield since November 2004, he has fully centralised the procurement of c.£1bn of annual expenditure delivering savings of over £150M. The Outsourcing of IT, HR services, Distribution and many Central & Store Services has been a key factor in Somerfield's successful turnaround over the past 3 years.



**Jurgen Friederici**, Senior Vice President, Indirect Materials Procurement, **Hilti Corporation**

Jurgen is responsible for Hilti's Corporate Logistics. Hilti products, systems and services offer the construction professional innovative solutions with outstanding added value. 20.000 employees in over 50 countries achieved in 2007a turnover of 4.5 CHF Billion.



**Alexandra Tarmo**, Head of Indirect Procurement, **EATON**

14.20 - 16.10 **CPO Workshop Accelerating and Maintaining Sustainability and CSR Initiatives**

This is your opportunity to get together with other CPOs and Heads of Indirect Procurement in small discussion groups



16.10 *End of ProcureCon Indirect 2009*

*"I am taking back a lot of ideas to improve/challenge my organisation and processes."*

Victor Nieto, Director of European Procurement, **Kellogg Europe Trading**

**The Supply Chain Finance and Technology Masterclasses will run concurrently on Wednesday, 29 April from 16.10 until 17.45 with a coffee and networking break for 20 minutes. These masterclasses led by leading industry experts provide you with the opportunity to dig deep into the issues that matter most and find solutions**



Exchange your ideas with some of the leading figureheads in European indirect procurement landscape.

## **MASTERCLASS A: Supply Chain Finance -**

Wednesday 29 April 2009

### **Identifying Cost Bottlenecks and Optimising Working Capital**

Supply chain finance represents a plethora of untapped opportunities in processes such as procure-to-pay, invoice automation and supplier payment terms. International revenue optimisation allows companies to strive for financial supply chain integration, viable cost bottleneck identification and supply chain cost efficiency through intra-departmental communication between supply chain and finance departments. This master class will help you:

- Increase efficiency in your financial supply chain in line with the efficiency gains your company is achieving
- Improve your working capital position
- Manage risk of contract manufacturing, managed services, outsourcing and compliance requirements
- Better manage tax liability by re-engineering processes and responsibilities

## **MASTERCLASS B: Optimising Technology to Create Efficient Methodology and Taking Advantage of the Benefits of New Applications - Wednesday 29 April 2009**

This master class will help you:

- Effectively match demand to supply in a complex and spread out supplier base
- Create an efficient methodology and determine the optimum trade-off between what is required and what is in the market
- Cope with the complexity of modern sourcing systems
- Understand what the future of optimisation technology hold. What further applications and benefits can it bring to the sourcing process?

ProcureCon Indirect 2009 is a great place to network and pick up new solution ideas.



### **Every Element of the Programme Has Been Pre-Approved by a World Class Advisory Board**

With over a decade's experience of producing high-calibre events for the procurement function, ProcureCon Indirect 2009 is uniquely placed to deliver the industry's definitive indirect procurement forum. ProcureCon Indirect also benefits from the experience of an advisory board of world renowned procurement experts, who oversee the development of the conference programme and the selection of the speaker faculty, guaranteeing the most up-to-date, solutions-oriented content. The advisory board comprises:



**Gordon Tytler**, Executive Vice President of Investment and Services, **Rolls Royce**



**Onno Maliepaard**, Director of Strategic Procurement EU and EMEA, **Goodyear Dunlop**



**Nicolas Kourim**, Head of European Wide Procurement, **Big Fish**

### **DON'T MISS OUT THE PROCURECON INDIRECT 2009 CD-ROM**

All conference delegates can purchase our very special conference CD ROM which features all conference Power-Point slides synchronised with the speakers' audio presentations. Are you looking for the perfect training tool to take back to your organisation? Do you want to ensure that you don't miss any of the presentations? Is it essential that you have the most detailed report from your conference experience? Make sure you don't miss any of the highlights, facts, the references or the names from ProcureCon Indirect 2009.



## Making The Most Of The Cross-Sector And Sector Focused Benchmarking Opportunities at ProcureCon Indirect

**Pharma, FMCG, Automotive, Oil & Gas, Chemicals, Financial Services, Industrial Manufacturing, Telecoms and More – Whatever Your Sector, We've Got It Covered!**

ProcureCon Indirect is Europe's leading cross-sector annual strategic indirect sourcing event. How can you best take advantage of the cross-sector benefits as well as the opportunities to meet and benchmark with those in your sector at the 2009 conference?

### Sector Specific Opportunities:

For ProcureCon Indirect 2009, we have ensured that speaker from a cross-section of leading sectors are well presented in the conference programme. You will hear from;



**Ken Syme,**  
Chief Procurement Officer,  
**Xerox**



**Stephen Wills,**  
Chief Procurement Officer,  
**AXA UK**



**Yasser Balawi,**  
Chief Procurement Officer,  
**Heineken France**



**Arkadiusz Rochowczyk,**  
Director of Global Sourcing Services,  
**Royal Philips Electronics**



**Willem Van Oppen,**  
Chief Procurement Officer,  
**KPN**



**Richard Beale,**  
Group Procurement and Corporate  
Social Responsibility Director,  
**Somerfield**



**Kees Gerretse,**  
Chief Procurement Officer,  
**Corus Group**



**Mikko Kivisto,**  
Director of Indirect Sourcing,  
**Nokia**



**Ralf Garczorz,**  
Chief Procurement Officer,  
**Johnson & Johnson**



**Les Ball,**  
Vice President SCM EMEA, **EATON**

### Excellent Networking Opportunities:

Take advantage of the opportunity for cross sector benchmarking with a uniquely senior key indirect procurement executives over 15 hours of extensive and intimate networking opportunities. Attend the Champagne Roundtables, CPO Think Tank and Workshops (sign up sheets will be next to the registration desk).

### Cross-Sector Opportunities:

Continuous feedback from ProcureCon Indirect participants is that they benefit from hearing from and meeting with indirect procurement leaders from a cross-section of sectors. Attendees can see which processes, technologies and strategies can be applied to their sector, and are able to take away a new perspective on structuring and moving forward their indirect procurement function. So whether you want to hear from the Automotive, FMCG, Chemicals, Pharmaceuticals, Telecommunications, Financial Services, Energy & Utilities, Retail or Industrial Manufacturing – we've got it all covered at ProcureCon Indirect!



#### Supporting Media Partners



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Basware is the global leader in purchase to pay solutions with more than 1,200 customers and 650,000 users in over 50 countries around the world. Basware solutions automate business-critical financial processes and deliver value by providing compliance and control, as well as fast return on investment. Basware Procurement solutions cover the entire procurement process from sourcing and contract management to purchase requisition creation and supplier connectivity. Basware Procurement Solutions allow your organization to achieve sourcing savings, increase spend control and compliancy, leverage contracts, and improve your organization's competitiveness through more efficient purchasing.

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Comensura is the UK's leading "Services" supply chain management and professional services organisation delivering solutions that integrate and coordinate the flow of resource, information and money across the client organisation.

Comensura's leading edge technology platform, category and procurement expertise enable clients to achieve significant and sustainable direct cost savings.

Process systemisation and workflow automation improves efficiency and highly visible management information informs clients strategic decision making.

Core Indirect services categories which the organisation specialises in are recruitment and facilities management.

Headquartered in United Kingdom the organisation has operations in both the US and Asia/Pacific regions, with clients in both the private and public sector.

More information can be obtained on the organisation from the Comensura website, [www.comensura.com](http://www.comensura.com).



The HH proposition put simply is 'real' print management. Or, to be more specific, managing high-profile branded communications across the growing number of marketing outputs. We understand the creative world and strategic marketing with the processes required to take that strategy and execute it into brilliant marketing communications. Our demanding blue-chip clients operate in dynamic B2C & B2B markets such as: Manufacturing; Technology; FMCG; Automotive; Travel & Leisure and Retail Services.

HH are independent of print manufacturing, but not detached from it. Our understanding of process and latest technologies ensure that our clients continue to benefit from our unbending commitment and application. Combine our expertise with our global supplier network and you've a formidable network of opportunity. Our core business proposition is end-to-end print management services, from post-creative to fulfilment, for marketing collateral, POS and direct marketing materials, including outsourced marketing business services.

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## 3 REASONS

### Why ProcureCon Indirect 2009 gives you the best value for your marketing budget

- 1** Complete exposure to 200 + decision makers across industries
- 2** Over 15 hours of extensive networking opportunities, allowing for face-to-face interaction with budget-holders form your target market
- 3** The perfect environment for high quality lead generation: our delegates have already made significant investment in attending our conference to network with key industry advisors – make sure they meet you on site!

**To learn more about sponsorship opportunities at Europe's leading indirect procurement conference contact Emma Stokes at WBR on + 44 (0) 20 7368 9420 or email her on [emma.stokes@wbr.co.uk](mailto:emma.stokes@wbr.co.uk)**



#### 4 Easy Ways To Register

1. Fax your completed registration form to WBR on +44 20 7368 9590.
2. Mail your registration form to James Duder, WBR Ltd, Anchor House, 15-19 Britten Street, London, SW3 3QL, UK.
3. Phone Customer Service Department at WBR on: +44 20 7368 9338 to make your reservation, then send us the completed registration form.
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**Yes! I will be attending ProcureCon Indirect 2009**  
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Department .....

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#### Conference Pricing & Discounts *Please Tick*

Conference prices are subject to 19% Dutch VAT. CD Rom subject to 15% UK VAT.

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<input type="checkbox"/> <b>GOLD PASS</b> (Main Conference + Focus Day + 1 Masterclass) Select the Masterclass you would like to attend: <input type="checkbox"/> Supply Chain Finance Masterclass <input type="checkbox"/> Technology Masterclass	€2460	€3135
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#### Group Discounts:

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