



Conference:
*Logistics Mastermind: Optimizing Your Supply
Chain*

3 - 7 March 2025
Casablanca (Morocco)
New Hotel

Conference: Logistics Mastermind: Optimizing Your Supply Chain

Conference code: CO235368 From: 3 - 7 March 2025 Venue: Casablanca (Morocco) - New Hotel Conference Fees: 4675
€ Euro

Introduction

The modern logistics landscape is ever-evolving, demanding agility and innovation. This five-day intensive conference equips you with the knowledge and tools to navigate complex supply chains. Through interactive sessions, industry expert presentations, and real-world case studies, you'll gain a comprehensive understanding of logistics strategy, sustainable practices, capacity planning, and global considerations.

Target Audience

This program is designed for:

- Supply chain managers
- Logistics professionals
- Inventory planners
- Operations directors
- Business owners seeking to optimize their supply chains

Objectives

By attending this conference, you will:

- Gain a comprehensive overview of logistics principles and strategies.
- Understand how to integrate sustainability practices into your reverse logistics operations.
- Develop effective capacity planning and demand management techniques.
- Navigate the complexities of global logistics, including regulations and transportation options.
- Network with industry peers and learn from their experiences.

Outlines:

Day 1:

Logistics Fundamentals and Strategy

- Introduction to Logistics - Understanding the core components of a logistics system, transportation modes, warehousing functions, and information technology integration.
- Building a Winning Logistics Strategy - Analyzing customer needs, cost optimization techniques, network design considerations, and performance measurement frameworks.

Day 2:

Sustainability and Reverse Logistics

- The Green Supply Chain - Exploring environmental impact reduction strategies, sustainable packaging solutions, and carbon footprint measurement.
- Mastering Reverse Logistics - Optimizing returns management, product lifecycle management, end-of-life strategies, and circular economy principles.

Day 3:

Capacity Planning and Demand Management

- Forecasting Fundamentals - Understanding demand forecasting techniques, statistical analysis methods, and managing forecast uncertainty.
- Capacity Planning Strategies - Aligning capacity with demand fluctuations, inventory management techniques, safety stock optimization, and capacity expansion planning.

Day 4:

Global Logistics Considerations

- International Trade & Regulations - Navigating customs procedures, free trade agreements, incoterms international commercial terms, and global compliance requirements.
- Global Transportation Options - Exploring international shipping methods ocean freight, air freight, multimodal transport, route optimization, and carrier selection strategies.

Day 5:

Putting It All Together - Case Studies and Networking

- Industry Expert Panels - Gain insights from leading logistics professionals on real-world challenges and successful implementation strategies.
- Interactive Case Studies - Apply your learnings to analyze real-world logistics scenarios and develop solutions.
- Closing Session - Networking Opportunities & Conference Wrap-U

Registration form on the Conference: Logistics Mastermind: Optimizing Your Supply Chain

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