



*Conference:
Impact of Technology Innovation & New Business
Models on Supply Chains*

*28 June - 2 July 2026
Istanbul (Turkey)
DoubleTree by Hilton Istanbul Esentepe*

Conference: Impact of Technology Innovation & New Business Models on Supply Chains

Conference code: CO234630 From: 28 June - 2 July 2026 Venue: Istanbul (Turkey) - DoubleTree by Hilton Istanbul Esentepe Conference Fees: 6300 € Euro

Introduction

Growing overseas require access to markets, capital, and competitive differentiation. In the context of Asia, suppliers are usually much less technologically sophisticated compared to their overseas buyers in major world markets. As new technologies transform business models and automate business processes, traditional supply chains in sourcing, manufacturing, distribution, and logistics are being affected, with clear threats of disintermediation.

Objectives

- Understand the transformative potential of new technologies.
- Apply technology at strategic and operational supply chain levels.
- Leverage shared services and platforms for competitive advantage.
- Develop a roadmap to use technology as an enabler and differentiator.

Target audience

- Senior Management
- Senior Managers
- Managers
- corporate executives on a management track

Outlines

Day 1: Technology Transformation and Evolution of Business Models

- Technology transformation and the evolution of business models
- Levels of technology disruption and business impact
- Introduction to e-commerce channels and digital platforms
- Overview of changing competitive landscapes in modern industries

Day 2: Business Model Disruption and Digital Channels

- Continued analysis of business model transformation
- E-commerce expansion and omnichannel strategies

- The blurring of business models in retail, logistics, and distribution
- Case examples of digital disruption in traditional industries

Day 3: Supply Chain Technologies and Industry 4.0

- Impact of new supply chain technologies
- Introduction to Industry 4.0 concepts and applications
- Data analytics in supply chain management
- Industrial automation and smart systems

Day 4: Digital Economy and Emerging Business Models

- The sharing economy and platform-based business models
- The individual economy and freelance-driven ecosystems
- Integration of digital technologies in supply chain transformation
- Case discussions on modern digital business ecosystems

Day 5: Project Discussion and Future Scaping

- Putting it all together: integrated project discussion
- Future-scaping the company supply chain using technology
- Business transformation through process automation
- Group project presentations and feedback sessions

Registration form on the Conference: Impact of Technology Innovation & New Business Models on Supply Chains

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