



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

*16 - 20 August 2026  
Cairo (Egypt)  
Holiday Inn & Suites Cairo Maadi, an IHG Hotel*

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

Conference code: CO234630 From: 16 - 20 August 2026 Venue: Cairo (Egypt) - Holiday Inn & Suites Cairo Maadi, an IHG Hotel Conference Fees: 4100 € 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 & 2

- Technology transformation and the evolution of business models
- Levels of technology disruption and impact
- e-commerce and channels
- The blurring of business models in retail, logistics, and distribution

#### Day 3 & 4

- Impact of new supply chain technologies
- Industry 4.0

- Data Analytics
- Industrial automation
- The sharing economy
- The individual economy

#### Day 4 & 5

- Putting it together: Project discussion
- Future-scaping your company supply chain using technology for business transformation and process automation
- Project presentations

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

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