

Day 1 **May 5, 2010**

08³⁰ – 10⁰⁰ **Registration**

10⁰⁰ – 10¹⁵ **Opening** | Nihat Arkan (SA2 Worldsyc, CEO)

Welcome to the SA2 Worldsyc European User Congress 2010.

10¹⁵ – 11⁰⁰ **SESSION 1: Sustainability: A Key Note focusing the challenges for our society and business**

Klaus Wiegandt (Founder "Forum for Responsibility")

Learn from a leading authority in sustainability and retail, why this topic is so important for all areas of our society. Why don't we see any real change although science is warning? Let us discuss this need to change the way our economy works and the way we trade today. Let us highlight the influence on retail and industry by sustainability in the present and future.

11⁰⁰ – 11¹⁵ **Coffee break**

11¹⁵ – 11⁴⁵ **SESSION 2: Master Data Management to support sustainability**

Mike Camerling (SA2 Worldsyc, Member of the Board)

How does MDM relate to sustainability? In the retail industry one of the key concerns relating this topic is how sustainable an assortment gets produced and distributed. All this information is already requested and will be requested even more by customers in the future. MDM may help you to manage this challenge.

11⁴⁵ – 12¹⁵ **SESSION 3: SA2 Worldsyc Corporate Update** | Nihat Arkan (SA2 Worldsyc, CEO)

What are SA2 Worldsyc's latest successes? We will share our corporate direction and global strategy with you.

12¹⁵ – 01⁴⁵ **Lunch & Networking**

01⁴⁵ – 02²⁵ **SESSION 4: Integrated Master and Transaction Data Management at METRO Group**

Thomas Viefhaus (METRO Group, Division Manager), Thomas Fell (SA2 Worldsyc, Member of the Board)

Collaborative innovations increase efficiency cross-companies: An international Retailer explains how he implemented this vision in synchronizing data from PIM and EDI to data pool.

02²⁵ – 03⁰⁵ **SESSION 5: Sainsbury's running a GDS pilot with smaller suppliers**

Keith Cobbold (Sainsbury's, Project Manager IT)

Traditionally GDSN has been implemented with large suppliers. Find out how Sainsbury's are approaching applying GDS standards with their smaller suppliers. Following a successful proof of concept, what are Sainsbury's next steps?

03⁰⁵ – 03³⁵ **Coffee break & Networking**

Day 1 May 5, 2010 (continued)

03³⁵ – 04⁰⁵**SESSION 6: GDS at Auchan** | Eva Alcaide (Auchan Group), Eric Guilbert (Auchan Group)

France-based Retailer Auchan will give an overview on their GDS activities. Learn how they deployed the GDS-initiative.

04⁰⁵ – 04³⁵**SESSION 7: Casino: Benefit from GDS** | Yves David (Casino Group)

France-based Retailer Casino will share their experiences with GDS. Learn more about the present situation and future plans.

04³⁵ – 05⁰⁵**SESSION 8: Improve your Profitability by lifting Roadblocks on MDM Optimization**

Lionel Tussau (SA2 Worldsyc, Business Developer)

You are looking for a way to reduce cost and capitalize on cost avoidance for traceability while assuming your responsibility in front of increasing legal and consumer demands? Let us show you how you can improve your profitability and develop your business by lifting the roadblocks that today prevent you from maximizing the benefit of Master Data Management and Global Data Synchronization.

05⁰⁵ – 05²⁰**Coffee break****05²⁰ – 05⁵⁰****SESSION 9: COOP Switzerland: Rolling Out and Reaping the Benefits of Data Sync**

Simone Sporing (Coop Switzerland, Head of B2B)

Swiss retailer Coop will share how they successfully implemented and rolled out data sync. Also hear their perspective how the GDSN supports the textile sector.

05⁵⁰ – 06⁰⁰**Wrap up the day** | Nihat Arkan (SA2 Worldsyc, CEO)**07⁰⁰****Dinner** | ege Lounge Cologne

Day 2 **May 6, 2010**

08⁴⁵ – 09⁰⁰ **Get started** | Nihat Arkan (SA2 Worldsyc, CEO)

09⁰⁰ – 09⁴⁰ **SESSION 10: Sustainability as Corporate Goal and Competitive Factor**

Georg Kühl (nexum, Member of the Board)

What are the challenges in implementing sustainability initiatives? Learn more on the actual discussions, measurability, communication and reporting. Listen to best practises from our projects, methods and the solution portfolio of the PIRONET NDH Group.

09⁴⁰ – 09⁵⁰ **Break / change rooms**

09⁵⁰ – 10³⁰

**WORKSHOPS/
PARALLEL
SESSIONS**

**SESSION 11: Product Compliance:
Building a Foundation for Sustainable
Management**

Frank Michel (CS Compliance, Managing Director)

Which intentions of politics and stakeholders are driving the long-term objectives of product compliance and sustainable management? How to build competitive advantage through the integration of product safety and compliance? Learn more about today's links between legal requirements and customer expectations.

**SESSION 12: Data Crunch –
Improving Product Data Quality
in the UK Supply Chain**

Robert Besford (GS1 UK, Product Solution Manager),
Neil Gray (GS1 UK, Standards Consultant)

Learn why GS1 UK embarks upon data crunch and how other organizations replicate it. See how GS1 UK is currently working together with SA2 Worldsyc to develop an industry solution that will enable suppliers to send accurate product information in a standard format using an online solution. Learn how that service will help UK industry to benefit from savings of at least € 1 billion over the next five years.

10³⁰ – 10⁴⁰ **Break / change rooms**

10⁴⁰ – 11²⁰

**WORKSHOPS/
PARALLEL
SESSIONS**

SESSION 13: Healthcare on its way to the GDSN

Michael Brombach (SA2 Worldsyc, Director Sales),
Burkhard Lorry (SA2 Worldsyc, Regional Director D-A-CH)

Learn how the adoption of the GDSN standards in the healthcare industry represents a significant leap forward in data quality that increases participant safety crucial. See why the German pharmaceutical industry chose the SA2 Worldsyc EDI Integration Platform and learn how this supports their business.

**SESSION 14: GS1 Belgium & Luxembourg:
Integrated Solution on Couponing & GDS**

Jan Somers, (GS1 Belgium & Luxembourg, CEO),
Rolf Stark (SA2 Worldsyc, Executive Director)

Hear how GS1 Belgium & Luxembourg in conjunction with SA2 Worldsyc and acardo, is developing a single coupon datapool for electronic upload, e-clearing, e-invoicing and e-reporting. This solution will be linked to the GDSN. Learn about the expected benefits in data quality.

11²⁰ – 11³⁰ **Break / change rooms**

Day 2 May 6, 2010 (continued)

11³⁰ – 12⁰⁰

**WORKSHOPS/
PARALLEL
SESSIONS**

SESSION 15: Global Standards Development

Grant Kille (SA2 Worldsyc, Director Global Standards)

This session will provide a high-level status overview into standards developments that impact the GDSN. You will hear about major projects such as Maintenance Release 4, Modular Item, Party Synchronization, Code List enhancements, new Item Data Extensions and other activities for 2010.

SESSION 16: WS|PIM Datasync and WS|Content Factory

Michael Jaszczyk (SA2 Worldsyc, Member of the Board)

Isn't it about time to sort out master data? Get an update on WS|PIM Datasync and the systematic management of product information - get introduced to our new solution WS|Content Factory.

12⁰⁰ – 01³⁰

Lunch & Networking

01³⁰ – 02⁰⁰

**WORKSHOPS/
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SESSIONS**

SESSION 17: WS|Pricesync

Selçuk Övüç (SA2 Worldsyc, Senior Project Manager)

This solution overview will cover many features and benefits, including invoice control, data accuracy and cost-saving suggestions as well as how to create and approve price data. We also will discuss the user interface and various communication channels.

SESSION 18: SA2 Worldsyc: The EDI-Portfolio

André Ehrhardt (SA2 Worldsyc, Managing Director)

How to handle business processes with your trading partners electronically? Learn how EDI-supported processes increase your business efficiency without huge investments.

02⁰⁰ – 02¹⁰

Break / change rooms

02¹⁰ – 02⁴⁰

**WORKSHOPS/
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SESSION 19: Worldsyc 2 Roadmap 2010

Rainer Pietschmann (SA2 Worldsyc, Head of Product Management)

Get the latest information on key factors, directions and strategy of Worldsyc 2. Learn about planned new features, services and releases as well as the impact of BMS 2.7.

SESSION 20: Worldsyc 1 Roadmap 2010

Selçuk Övüç (SA2 Worldsyc, Senior Project Manager)

Learn about planned new features, releases and directions of Worldsyc 1 as well as GDSN integration and migration support. Explore whether, when or how to migrate to our GDSN-based Worldsyc 2 data pool.

02⁴⁰ – 02⁵⁰

Break / change to central room

02⁵⁰ – 03²⁰

SESSION 21: SA2 Worldsyc: Brand Vision and Roadmap

Michael Jaszczyk (SA2 Worldsyc, Member of the Board)

The products and services under the SA2 Worldsyc brand constantly evolve to serve your business better. Learn about the benefits of upcoming product updates and additions and how our complete GDS, PIM and EDI portfolio can support your business.

03²⁰ – 03³⁵

Wrap up & Outlook | Nihat Arkan (SA2 Worldsyc, CEO)