On Tuesday 19 November 2019, the 36th edition of the Industria Congress will take place at the Conference Center on the High Tech Campus Eindhoven. The theme of this years Industria Congress is the 24/7 economy, “always at your service.”

The day will be opened by our chairman Charles Groenhuijsen, journalist and publicist for the NOS. During the plenary readings the theme 24/7 economy will be further elaborated by our two speakers Frans van Lierop, senior vice president Global Quality at ASML, and Jan Kees de Jager, former minister of finance and former financial director of KPN. Furthermore, the congress will be filled with interesting workshops and speed dates, in which you can have one-on-one contact with the attending companies. During the day, the business fair also provides an opportunity to learn more about the participating companies. At the end of the day, the network drink gives room to discuss the congress with each other.

During the workshop rounds, interactive business cases will be given by the participating companies. In the speed date sessions, master students get the chance to get to know a company better and vice versa, through short one-on-one conversations. This folder contains more information on the cases and the attending companies.

We are all very excited for the day and cannot wait to see you all there!
The program of November 19th is as follow:

08:45 WELCOME
09:15 OPENING CHAIRMAN OF THE DAY: CHARLES GROENHUIJSEN
09:45 PLENARY READING 1: FRANS VAN LIEROP (ASML)
10:45 WORKSHOP ROUND 1
12:15 BUSINESS FAIR & LUNCH
14:00 WORKSHOP ROUND 2
15:30 SHORT BREAK
16:00 PLENARY READING 2: JAN KEEES DE JAGER (KPN)
17:00 INTERACTIVE CLOSING
17:30 NETWORK DRINK & SPEEDDATEN
18:30 ENDING CONGRESS DAY

Frans van Lierop
Senior Vice President
Global Quality at ASML
&
Former Industrial Engineering student

Charles Groenhuijsen
Journalist &
publicist for the NOS

Jan Kees de Jager
CFO KPN
&
Former Minister of Finance
# Workshop Rounds

**Workshop round 1:**

- Atos
- DAF
- Capgemini
- Vanderlande
- SIF group
- Boels
- Itsme

**Workshop round 2:**

- SAP
- Friesland Campina
- Ewals Cargo Care
- KPN
- Vion
- Deloitte
- Het effectieve werken
24/7 Economy
Always at your service

A business environment in which processes operate around the clock, a phenomena that happens more and more in industrial settings. Continuous steams of production optimize use of capital goods. Moreover, distribution centres tend to operate full working days as well in order to satisfy requested services. Both these examples originate from large end-customer or business demands which makes the operation possible and have benefits regarding gaining value in service flexibility or reducing costs as a consequence of economies of scale.

While every shareholder in this matter seems to benefit from the situation, challenges arise as well. Not every company has the flexibility to extend production outside office hours. Think of local businesses with low capacity. Think of facilities which are bound to suppliers or customer with limited flexibility. In contrast to large, multinational, market leading companies, these smaller organizations cannot benefit from aforementioned luxuries in the same way.

But, on the other hand, there can be downsides to global operations as well. When new customers are acquired outside of the time zones connected to the home of an organization, new service departments face difficulties. For example, the need for technical support abroad can be hard to set up when no previous experience is gained in this process.

Above mentioned aspects are just the tip of the iceberg when it comes to exploring positive and negative sides of this ongoing trend. It is for that reason that the 36th edition of the Industria Congress will explore ways to incorporate the pros and minimize the cons.
Companies have to keeping evolving and anticipating new changes in order to maintain the position as market leader within a market segment that is changing fast. Normally consultants from Capgemini Invent help our customers to adapt to the expectations of a 24/7 economy, but today it’s up to you!

You’re going to work with a real case that we as Capgemini Invent are working on. During an interactive workshop you are helping a market leader come up with an innovative approach in order to keep their leadership position within the market segment. After this workshop you will acquire new consulting skills and have a clear understanding what it’s like to work as a consultant at Capgemini Invent within big projects focused on new innovative focus areas.
During this case you experience the excitement of an escape room in a professional setting. While solving puzzles with a bit of time pressure you receive more information about one of our clients and their strategic or operational problem. By gaining more information you can shape the advice and show you are the best consultant in class. Do you want to take the challenge?
Sif is a manufacturer of steel foundations and components for wind energy and oil & gas platforms. We focus on customer satisfaction by delivering on time, within the agreed quality requirements and within budget. By continuously improving and innovating, Sif strives to reduce total costs and optimum quality. The monopiles we produce may look simple but are they? During the case we will provide you with the requirements and tools to build your own monopile. Who will build the best monopile? Join us to find out!
Vion Food is an international producer of meat with a broad spectrum of products and activities. Within the pork division are over 13 production facilities where each plant has its own specialties and challenges. The concept of producing food, and especially meat, is not like any other production process and has several specific challenges. One of these challenges is that, in comparison with the mainstream production processes, Vion has a de-assembly process. This means that the supply consists out of one product (in this case, a pig). And we can produce up to 1400 products out of this product. This makes the set of activities in our production very diverse and complex. On a daily basis, we have to make a puzzle on which combination of products to make in order to maximize the value out of our supply. And to make it even more special, the composition of this supply is never the same.

The goals of the workshop are:
You will get familiar with the process of meat production
You will get insight in the complex puzzle of allocating supply on demand
You will get the chance to point out possible improvements in our process

The workshop will be very interactive. We are very interested in your new views and insight on our problem. The starting point is that we present some specific understanding on (a part of) a process. After that, we ask you to make several assignments in order to help us improve these process. Lastly, we will present the ideas to each other and have a group discussion.
In this workshop we will tell you more about FrieslandCampina and our core business. For example, did you know that at FrieslandCampina we are in charge of the entire dairy supply chain? Every day, we receive a large amount of milk from our farmers, that must distributed in the most efficient and economical way. This creates a ‘playing field’ that is complex, dynamic and full of conflicting interests. During the workshop you will work on a simulation of one of these challenges we face in our interesting and challenging supply chain.
Imagine you work as a purchasing manager. You are requested to present a supplier strategy and it’s your task to convince the management team that your strategy is the best option for your company.

During this workshop we challenge you to think out of the box, while you have to deal with the global challenges we face on a daily basis.

Are you ready to take on a challenge? Let’s meet at the Industria Congress!
Your creativity and logistic insight will be put to the test in 'A Clear Case'. This case is all about a fictitious Colombian airport. This airport is regarded as a gateway for the United States, Asia and Europe and is an important junction with international connections and regular services within Colombia and the rest of Latin America. The airport’s current baggage screening process is no longer compliant with international legislation. Because of the terrorist threat in recent years every airport is required to screen baggage of departing passengers for explosives. This means the current baggage handling system needs to be adapted accordingly.

Together with your fellow students you work at system integrator Vanderlande who are competing to secure this big order! Can you invent a smart solution to clear all departing luggage without interrupting the existing operation? And can you offer this solution for a competitive price? A clear case!
We are witnessing an important transition from post-industrial economies to service economies, also referred to as the 24/7 economy. This transition means that businesses have to deliver services around the clock.

At this moment, the connection between a 24/7 economy and Boels is relatively poor. Our depot opening hours are limited. The only part of our business that can be reached 24/7 is our customer service. Should we follow other companies and take part in the 24/7 economy? And if so, how should we take part? We ask you to elaborate on two Boels business activities that would fit the 24/7 economy and two Boels business activities that do not fit the 24/7 economy. How should we approach the 24/7 economy and which companies can be seen as an example in our possible transition to the 24/7 economy.
As The Network of the Netherlands, we are the enabler of the 24/7 economy. Our high-speed fiber and mobile networks are two of the most critical pieces of infrastructure on which the Dutch economy runs. KPN is so much more than just a telecommunications company. KPN Security is the largest IT Security Services provider in the Netherlands and with KPN Health we develop innovative and tailored communications platforms and services for the Dutch healthcare sector.

At the 36th Industria Congres you will have the opportunity to participate in a workshop where you will go hands on with one of KPN Health’s latest products: the KPN Health messenger. Healthcare never stops. With the Health messenger, KPN provides healthcare providers with a unique communications platform that is tailored to the specific needs and challenges within the healthcare sector. By providing new modes of communication, care takers can remotely monitor those in need of care. A visit to the GP can be complemented or even substituted by a video call. The possibilities truly are endless. We want to challenge you to build upon this innovation and surprise us with new use-cases, new functionalities of the platform or entirely new possibilities making use of other KPN innovations.

During this case you will also learn more about the diverse work we do at KPN and get to know our award winning Traineeship, the KPN Young Talent Program. Not able to make it to the workshop? Be sure to speak to one of the KPN trainees at the network drinks for any questions you might have. Already curious about the possibilities? Check https://jobs.kpn.com.
Since the majority of our staff, clients and subcontractors are located abroad, this year’s Industria Congress theme is a perfect match. We have to respond to customer demand on long- and short term 24/7 while we don’t have the opportunity to see each other face to face to discuss issues. Having our tools and processes in place is extremely important. Our office staff can make forecasts during the day, our planners and drivers have to execute them 24 hours a day.

The case we have prepared for you is a combination of forecasting and planning. Forecasting is becoming more and more important since it allows us to offer competitive solutions to our clients. Our planners have to make sure that the proposed solutions can be executed to remain profitable and spot opportunities and threats that arise during the day. It’s a challenging assignment in which you have to design a solution that is both feasible, competitive and profitable.

We look forward hearing your creative solutions. Are you up for the challenge?
The digital dilemmas of a 24/7 economy.

Technology such as the internet and cloud, but also robotization and artificial intelligence support the 24/7 economy. From automated production processes to tireless chat bots, nothing seems impossible for both producers and consumers. But is this sustainable, ethically responsible and good for the individual, the organization and society?

In this interactive workshop we look at the digital dilemmas and how to deal with them. For example:

- Do you want to know if you are talking to a chatbot or a person?
- A call center can be fully automated, but is that desirable from a customer-oriented and social point of view?
- What is the relationship between people and machines and how can we together ensure that collective intelligence produces a better result?

Register and win a free coaching subscription
SAP is the market leader in enterprise application software, helping companies of all sizes and in all industries run at their best: 77% of the world’s transaction revenue touches an SAP system. Our machine learning, Internet of Things (IoT), and advanced analytics technologies help turn customers’ businesses into intelligent enterprises. Our end-to-end suite of applications and services enables our customers to operate profitably, adapt continuously, and make a difference. With a global network of customers, partners, employees, and thought leaders, SAP helps the world run better and improves people’s lives.

In a fast pace environment, it is very important to innovate and adapt continuously. This especially applies when living in a 24/7 economy. Achieving this will have a huge impact on how you run your business. During the workshop you will dive in to the digital transformation priorities that retail companies have, to become a 24/7 run business. What are the options for the future and what is the roll of technology? Let’s find out!
itsme stands for Industrial Technology and Supply for Mechanical and Electrical. itsme offers advice, training and distribution of electrotechnical and mechanical products, focusing solely on B2B customers in Machinebuilding and Industrial production.

Recently, we started an extensive international program to enable seamless omnichannel customer journeys, involving the integration of SAP ECC (ERP), SAP CX (web), SAP Sales and Service Cloud (CRM), SAP MarketingCloud and STEP (product data). Being true to our nature, we run this program ourselves. These investments support our ambitious plans and aim for a scalable growth.

We are now ready to design and build logistics processes and organisations that satisfy current and future needs of customers while at the same time optimising scalability and efficiency. Your challenge will be to translate these targets into an international logistic design that delivers on these goals.

Just a few yearly figures of the itsme group to get you going:
- We buy 300,000 different SKU’s from a range of 4,000 different brands with more than 3,000 suppliers.
- Out of our goods receipt positions, 80% concern non-stock items.
- We ship 450,000 deliveries with over 1.4 million delivery positions to over 10,000 customers in 5 countries from 5 warehouses.
- Turnover in the Netherlands is 200 million euros, turnover abroad is 60 million euros.

Based on an inquisitive nature, intelligent insight and common sense, we have a strong hands-on and make-it-happen mentality. We will be looking for this combination of talent and capabilities in you and offer a unique opportunity to make a difference!
Stress, too little time, working late in MetaForum again… Do you wish there were more hours on the day? Do you prefer the 25/8 economy better? Do you want to use your time more efficient?

Het Effectieve Werken Offers a professional time management course for you! Not only will you start working with the most important time managements principles. You will also learn about difficulties in time management in your BEP, Master Thesis or work environment. Learn how to work with priorities for more effectiveness. A proven working method for an 100% overview and peace of mind. Finally 5 ways will be presented to you to get your job done more easily. Grab your head start right now!
SPEEDDATES

During the network drink, master’s students get the opportunity to speed date with a number of interesting companies. Below are the companies that will participate in the speeddate sessions this year:

Deloitte

itsme

Vion

17:30-18:30
English & Dutch
STANDS

During the Business Fair & Network drink several companies will present themselves in the Röntgen hall. Take the opportunity to talk to people from the businesses. Below are the companies that will present themselves with a stand:

12:15-14:00 & 17:30-18:30

English & Dutch
LOCATION

This year the Industria Congress will take place in the Conference Center at the High Tech Campus Eindhoven. Over 200 companies and institutions are located at this campus what makes it also known as the smartest km² of Europe. Around 12,000 researchers, developers and entrepreneurs are working here on future technologies and products what makes it an inspiring place for the Industria Congress.
ORGANISATION

With great pleasure and dedication we tried our best to organize a professional and interesting 36th Industria Congress. A wide variety of well-known and completely new companies will be present at the congress. Sign up for two workshops that suit your preferences best and get to know the company with its methods, processes and people behind it. Together with the companies we will ensure you a great and interesting time.