

Sannu

Sawa

Sawubona

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Hello

hallo

Hi

Mhoro

Peḽe o

Bonjour

Nnọọ

Olá

Mholo

مرحبا

Full Conference Program

Timings	Topic	Speaker
14:00 – 14:10	Welcome & Opening note	Amadou Diallo , CEO Middle East Africa, DHL Global Forwarding
14:10 – 14:30	Powering the Auto-Mobility Revolution	Fathi Tlatli , Global President DHL CSI Auto-Mobility
14:30 – 14:50	Tangiers Med, A global Logistics Hub	Rachid Houari , Managing Director of MEDHUB
14:55 – 15:20	International Forwarding for Morocco	Christelle Fadel , General Manager DHL Global Forwarding Morocco Youssef Fargani , Head of Sales and Marketing DHL Global Forwarding Morocco
15:20-15:45	Coffee Break	
15:45 – 16:15	Panel Discussion- The future of Auto-Mobility in Morocco	Rachid Houari , Managing Director of MEDHUB Hicham Aijjou , Supply Chain Manager, Valeo Tariq Arif , Country Customs Manager, Renault Fathi Tlatli , Global President DHL CSI Auto-Mobility
16:15 – 16:40	Data powered managed transportation concepts	Youssef Fargani , Head of Sales and Marketing DHL Global Forwarding Morocco Julien Martinot Global MNC Manager Auto-Mobility, DHL Freight
16:40 – 17:05	Supporting Manufacturing and aftermarket emergencies	Mohammed Ifrah , General Manager DHL Express Morocco
17:05 – 17:30	Coffee Break	
17:30 – 18:00	Supply Chain Innovations for Auto-Mobility	Markus Kueckelhaus , Vice president Innovation and Trend research, DHL CSI

10
Speakers

4
Hours of content

1
Panel Discussion



AMADOU DIALLO

- CEO MIDDLE EAST & AFRICA
DHL GLOBAL FORWARDING



FATHI TLATLI

- President, Global Auto-Mobility Sector,
- DHL Customer Solutions & Innovation

**Powering the future of
Auto-Mobility Logistics**



AUTO-MOBILITY

As part of a fast changing world

Sustainable Development



Continued Globalization



Digitalization



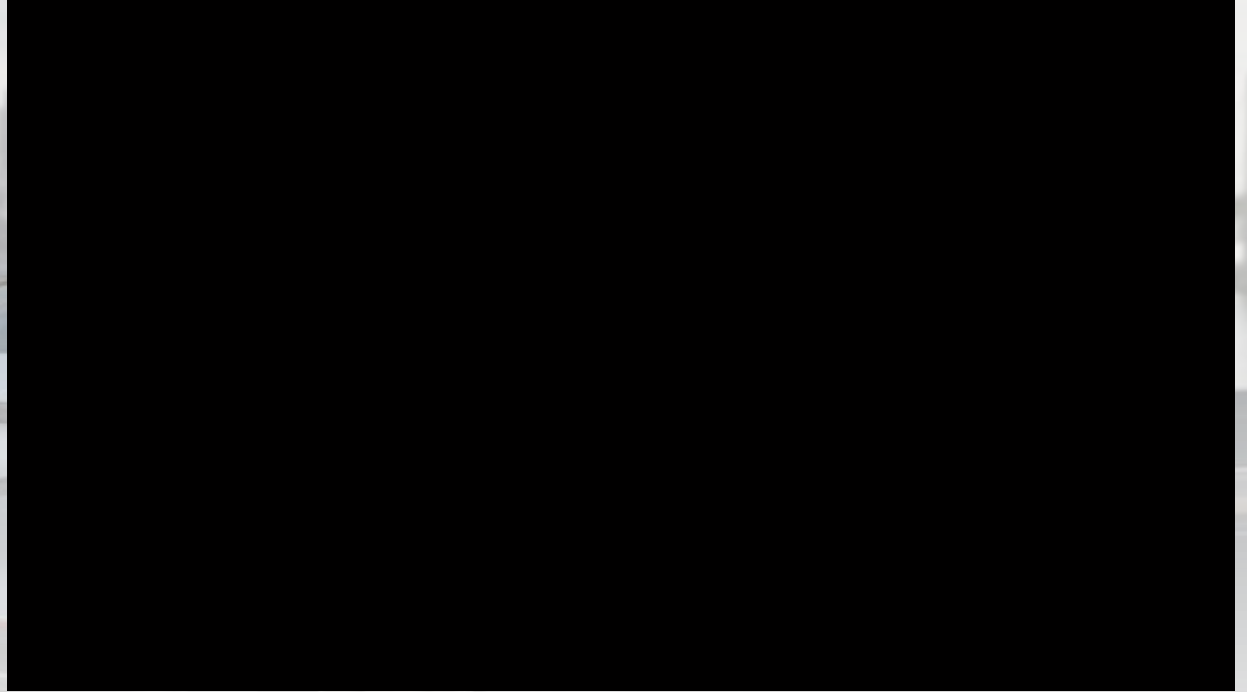
Product Innovation

Process Optimization



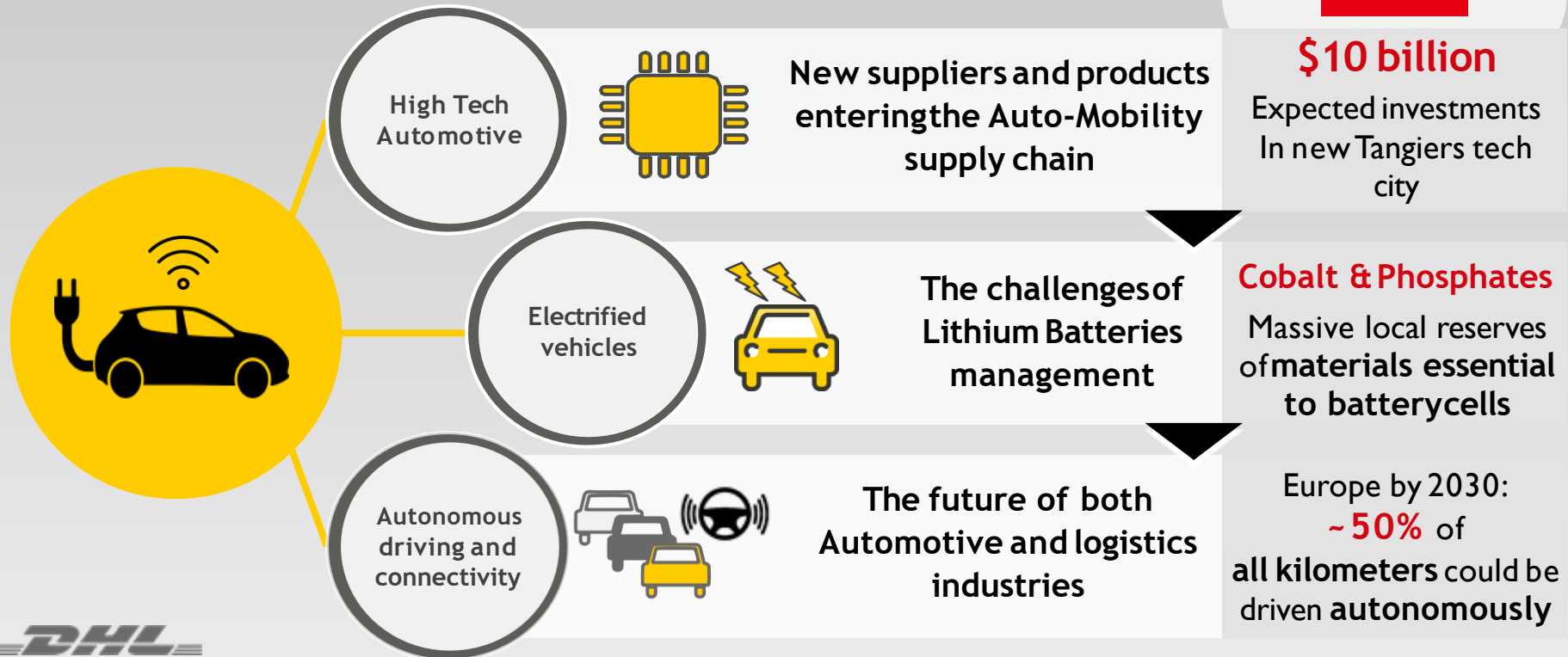
Business Models evolutions

PRODUCT INNOVATION

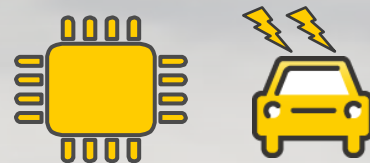


PRODUCT INNOVATION

Requires adapted Logistics solutions & set-ups



BATTERY LOGISTICS

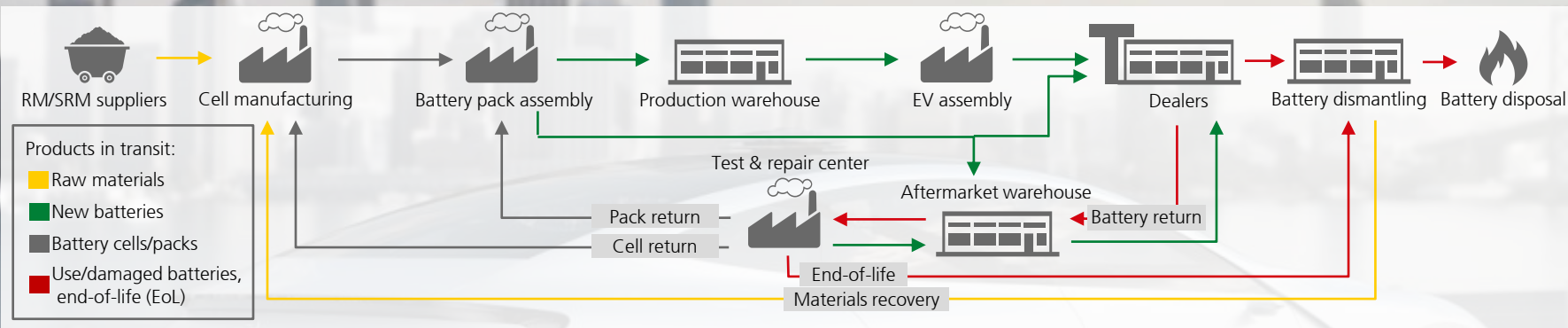


The challenge of Lithium batteries management

1 Battery Cell/Pack Manufacturing

2 EV Manufacturing & Aftersales

3 Battery End-of-Life



Sourcing Challenge

More than
75%

Battery cells produced
in **China and Korea**



Product characteristics



Complex and
**Inconsistent
Regulations**



Heavy

More than 300kg



High value

Up to 50+% of an EV price

Societal challenges



Finite resources
require
recycling (e.g.
Cobalt)

DHL & FORMULA-E



Leveraging real life experience to develop innovative solutions



Lithium Battery Packaging development



manometer



smoke trigger



earthing



crane eyes
(4pcs)

AUTONOMOUS DRIVING

Bringing efficiencies to Logistics operations

Indoor



Outdoor



PROCESSES OPTIMIZATION

Benefits both automotives companies and logistics providers

End-to End
Visibility



Leverage technology to
gain insights and improve
reactivity

Inbound
process
automation



Enabling lean & Just
in time assembly
strategies

Burn less,
burn clean



Reduce environmental
footprint through clean
transport and waste reduction



International Automotive
Trade (\$M):

Exports:

2017: **3,377.8**
2010: 244.1

Imports:

2017: **5,050.2**
2010: 2,368.5

6.7% growth in Morocco
new vehicle production
in 2018 **vs. 5%** increase
in **minimum wages** in
2019

World's largest concentrated
solar power farm
→ saving the planet from
over **760,000t** of carbon
emissions

END TO END VISIBILITY

Benefits both automotives companies and logistics providers



RESILIENCE360

Where are we?



Supply Chain
Visibility

Where is our stuff?



Shipment
tracking

What's going on?



Risk & Incident
Monitoring

How prepared am I?



Risk & Impact
Assessment

Are my partners OK?



Supply Watch

How prepared are they?



Transparency
Portal

How to enable managment.?



Analytics

CONNECTED INBOUND SOLUTIONS



Enabling lean & Just in time assembly strategies

OF THINGS



A potential **line stoppage** is **Identified** due to **low inventory** level



Info transmitted to ERP and yard management system for **re-prioritization**



Thanks to **NB-IOT sensors**, available **docks** are identified in **real time**



Driver receives **unloading Info update** in real time on an **app**



Line Stoppage avoided and driver **waiting time halved** on average

BURN LESS, BURN CLEAN

Multiple transport technologies support emission reduction



The StreetScooter WORK XL

100%

Electric delivery
van

20,000

Units production
capacity as of 2018



DPDHL 2017 CEO Award

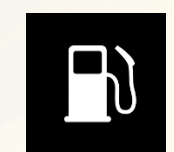
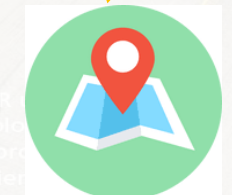


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www.dhlukfoundation.org



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BUSINESS MODELS EVOLUTION

Drives logistics adaptation on the last mile

Customer
centric
aftersales
services



Get closer to the demand
to offer higher service
levels



Morocco new
passenger Vehicle Sales:
12.28% YoY Growth
since 2015

E-commerce



Serve anyone,
anywhere,
anytime

Total e-commerce¹
value stands at
US\$ 2.35 billion

1: incl. cash-on-delivery transactions

Mobility as
a Service &
fleets



Ensure availability and
convenience of MaaS and
fleet offerings

Carmin Self-
Service Car Sharing
→ 24/7 access to
vehicles

OMNI CHANNEL AFTERSALES



Shared & high service level set ups for traditional and online channels

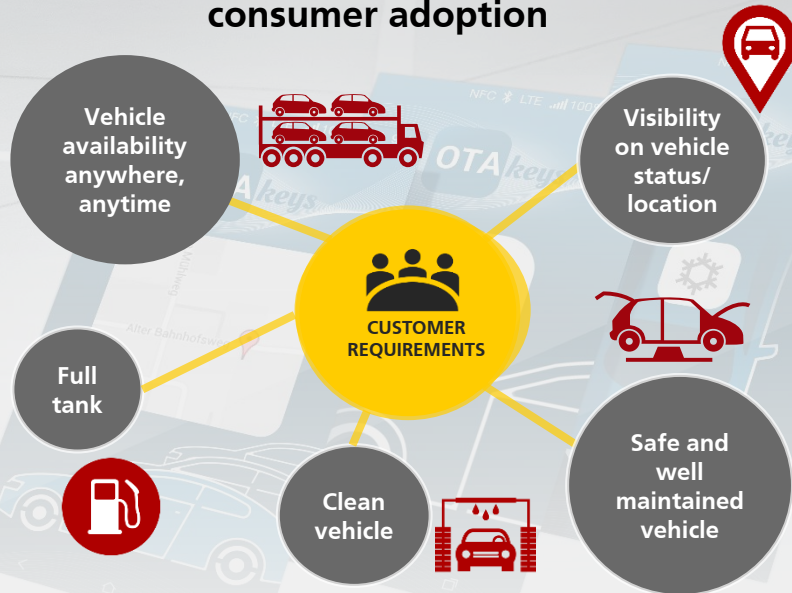


MOBILITY AS A SERVICE AND FLEETS

New usages create new logistics requirements



Convenience is the key driver for
consumer adoption



INSIDETRACK



New consumer expectations translate into
new logistics challenges

أول الشجرة بذرة

**“A tree begins
with a seed.”**