

THE WEBINAR WILL BEGIN SHORTLY...



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# MOVING FORWARD IN RETAIL & FASHION

BALANCING RISK, COST & FLEXIBILITY  
IN FREIGHT FORWARDING

22 JULY 2020

#DHLRETAILYOURWAY





**Barbara Gunter**

Customer Engagement Manager  
DHL Innovation Center



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# LIVE VOTING

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# Which city are you dialling in from today?





# SPEAKERS TODAY



**Mirella Muller-Wuellenweber**

President eRetail & Fashion  
DHL Customer Solutions & Innovation



**Peter Deuringer**

Global Sector Head Consumer & Retail  
DHL Global Forwarding



**Markus Panhauser**

Head of Ocean Freight Europe  
DHL Global Forwarding



**Sudeep Tandon**

VP Airfreight Product Development  
DHL Global Forwarding



**Zafer Engin**

Head Of Value Added Services China  
DHL Global Forwarding

## AGENDA

**INTRO**

**Covid-19 Impact on Retail & Fashion Supply Chains**

**A**

**Live Poll: Covid-19 Impact on the Supply Chain**

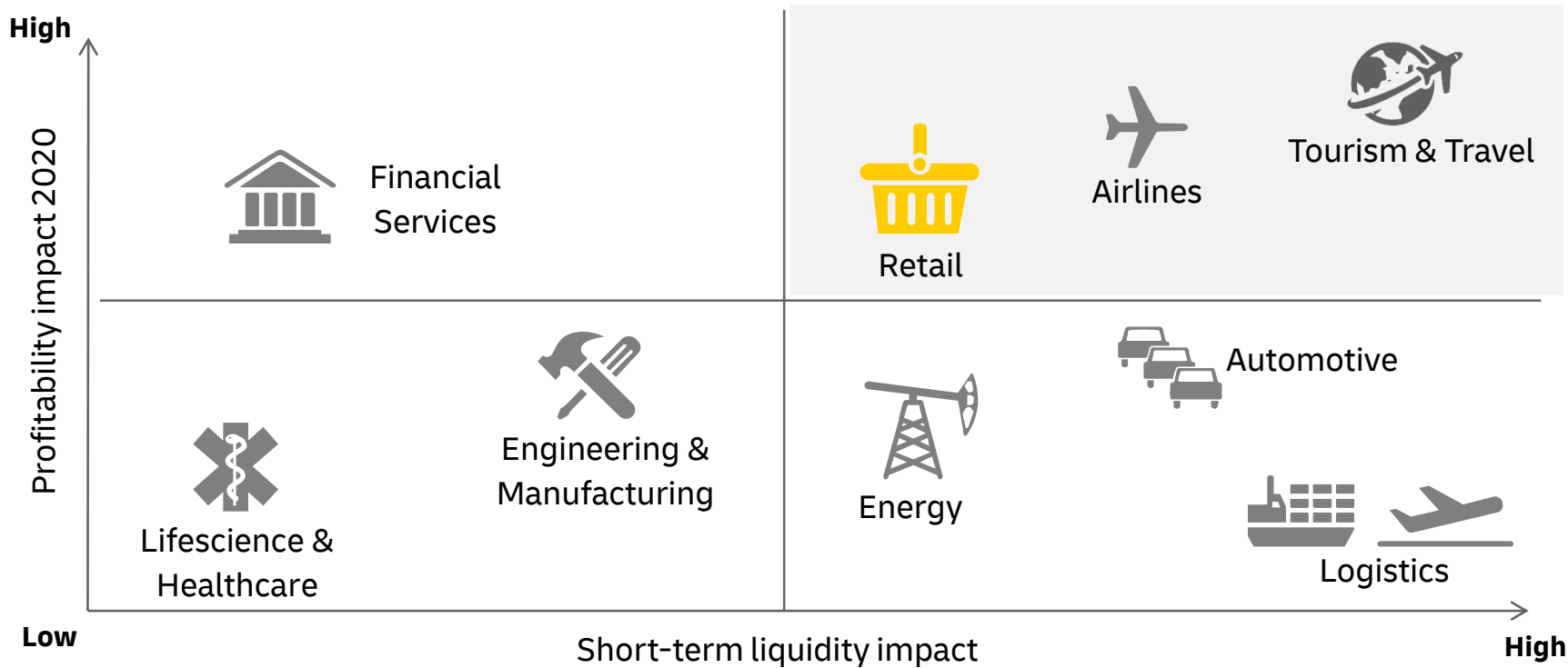
**B**

**Panel Discussion with open Q&A to all participants**

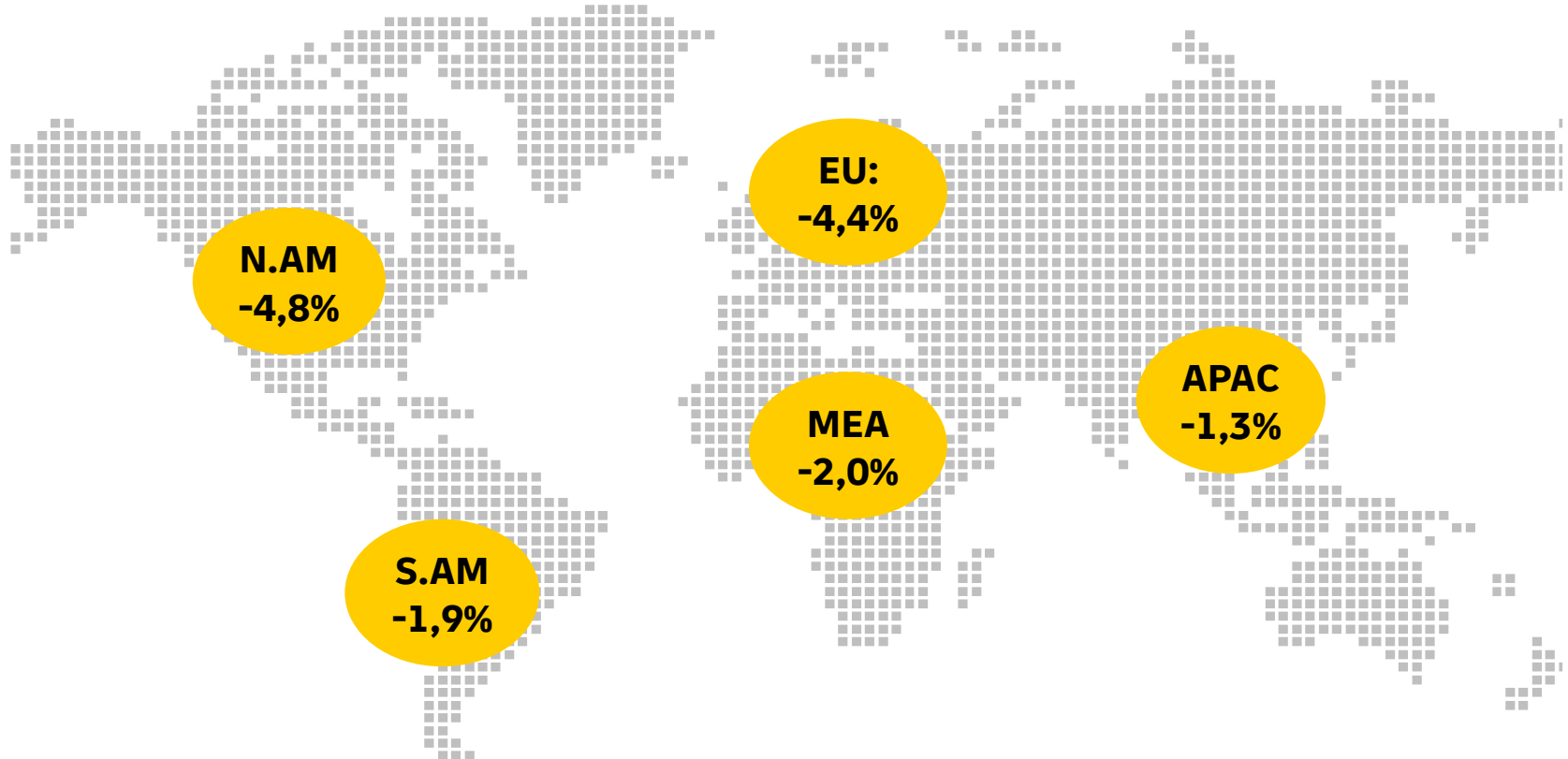
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# The overall retail sector is exposed with a strong exposure to short-term liquidity and profitability challenges



## 2020 Retail forecast by region, versus 2019



## Ongoing sector trends have been intensified by the COVID-19 pandemic



**Digital  
Sales  
Channel**



**Visibility /  
Flexibility**



**Omni-  
Channel/  
Multi-  
Channel**



**Personalized  
products**



**Fair &  
Sustainable  
Fashion**



**Geographic  
shift**



# The Supply Chains post COVID-19- Impact on the overall supply chain is enormous

**We expect....**

**Closures of Retail stores & changes in Sourcing, manufacturing & warehousing**

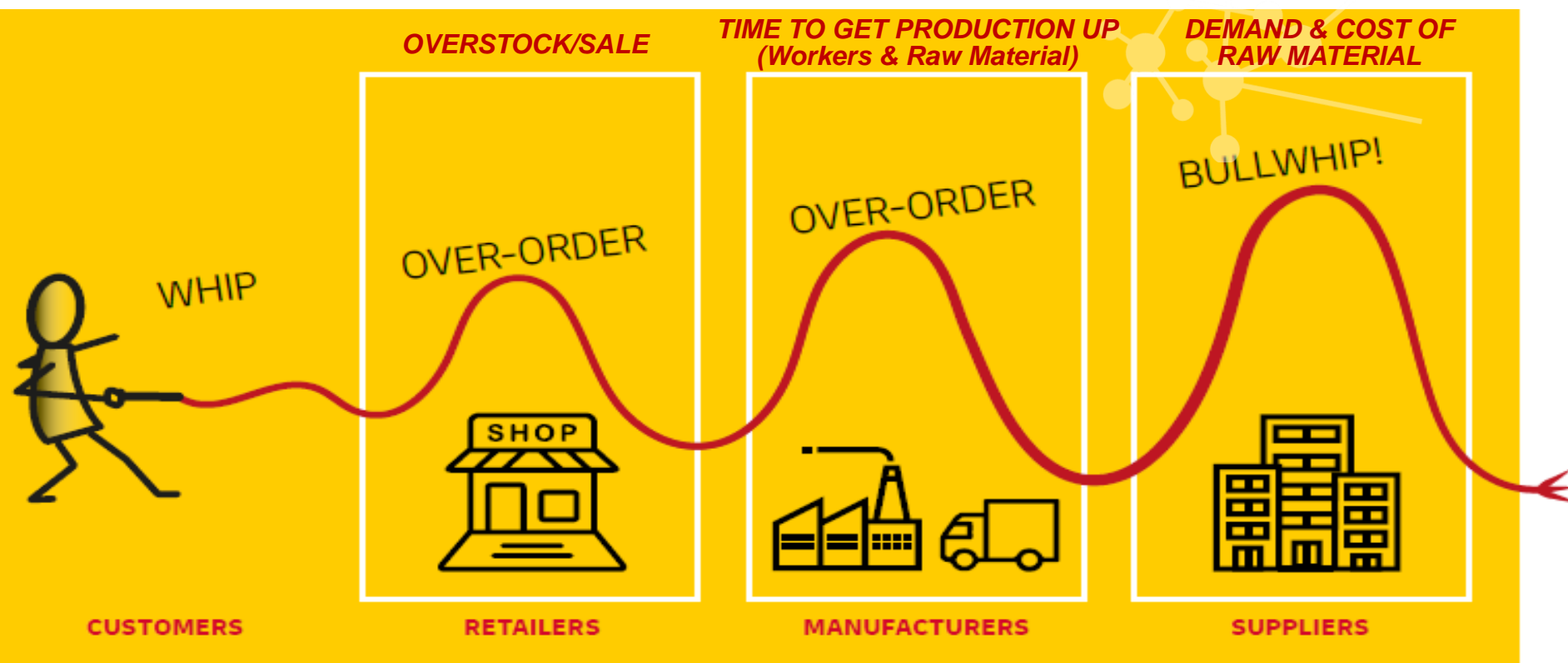
**Affecting Production to Consumer**



**Transport restrictions (Air, Ocean)  
New solutions needed for Multimodal / Rail / Final mile**

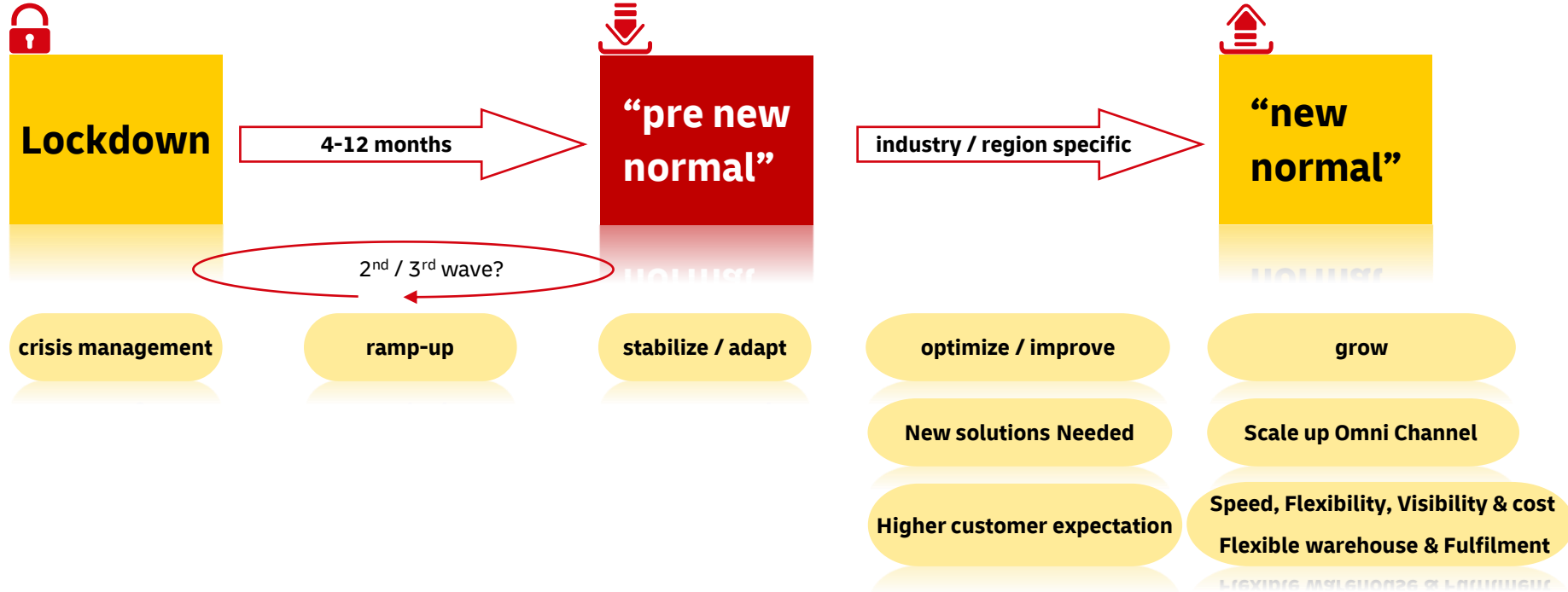
**Labour shortages & new safety Requirements in Production & Warehousing (efficiency)**

**In terms of the retail & fashion industry we see a disruption across the whole value chain after massive order cancellations with suppliers. What does reopening mean ?**



# The Journey to a New Normal

Businesses and their supply chains won't transition to the new normal immediately. **There will be a “New Normal” with different supply chain implications.**



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**“In the new normal, if your supply chain is the same as the one that you had pre-coronavirus, you’re probably doing something wrong.”**

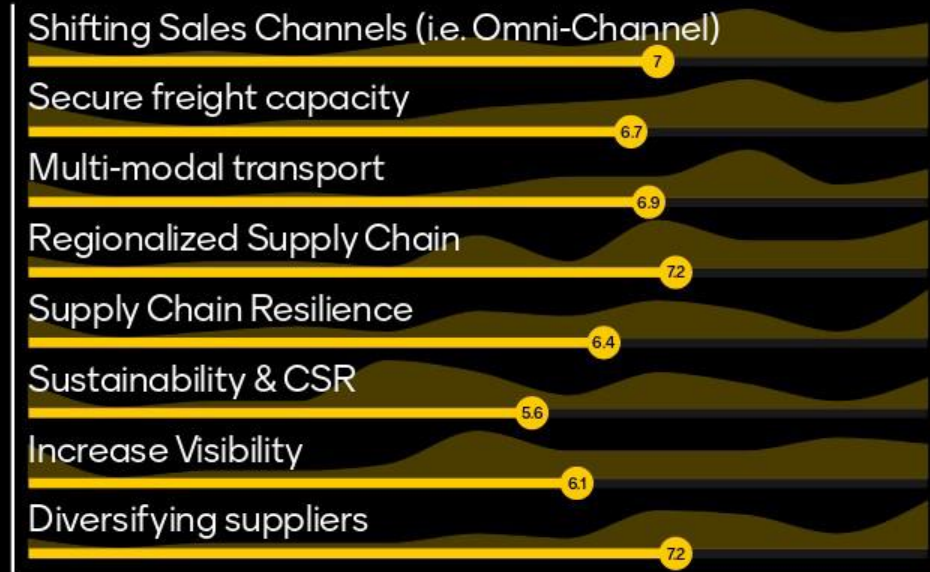
*Prof. Richard Wilding,  
Cranfield University*

# How would you rate these Supply Chain Challenges in terms of importance for the “recovery phase” (the next 4-12 months)?





In terms of importance, how would you rate these Supply Chain Drivers to help us move towards the “new Normal” (12-36 months)?



# PANEL DISCUSSION



**Markus Panhauser**

Head of Ocean Freight Europe  
DHL Global Forwarding



**Sudeep Tandon**

VP Airfreight Product Development  
DHL Global Forwarding



**Zafer Engin**

Head Of Value Added Services China  
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# THANK YOU



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President eRetail & Fashion  
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Global Sector Head Consumer & Retail  
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CONTACT US:  
**[eretail.fashion@dhl.com](mailto:eretail.fashion@dhl.com)**

**Upcoming session**  
Visibiliy in Retail & Fashion Supply Chains



# POST-CORONAVIRUS SUPPLY CHAIN RECOVERY

## The Journey to the New Normal



The report can be downloaded here:  
<http://www.dhl.com/covid-paper-2020>

# YOUR FEEDBACK

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# Let us know your feedback from today's session







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**THANK YOU FOR YOUR PARTICIPATION**

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