DHL TECHNOLOGY SECTOR NEWS UPDATE

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DHL GLOBAL TECHNOLOGY CONFERENCE
2012, June 11-13, Berlin
Dear customer,

Your feedback from our recent DHL Global Technology Conference far exceeded my expectations, which I am very pleased about. But, more importantly, it indicates that the conference surpassed your expectations, which is what really counts: a majority of the 90 representatives of 50 top technology companies who joined us in Berlin this June rated the event very highly.

In plenary presentations and panel discussions, we were able to take a good long look at aspects of the big picture, like growth markets and supply chain resilience, while the breakout sessions offered ample opportunities for a closer examination of the particular concerns and requirements of technology customers by subsector. Despite being packed with information, our two-day gathering proved an excellent opportunity to air problems, debate strategy, and trade best-practice solutions with peers in a relaxed atmosphere.

A majority of the speakers and panelists were customers from top tech brands such as Cisco, Dell, IBM, Apple, HP, Ericsson, Nokia, and Lenovo – essentially putting customers in charge of the agenda. This is where they should be: DHL was there to learn, not to sell!

But we are also glad to have had an opportunity to share our expertise and learnings from particular initiatives with our customers across the sector, where so many of our challenges are in common. For instance, in our sessions on Telecoms in Growth Markets and Risk Management in Africa, customers told us they are looking to harness our experience and network here and would welcome more collaboration in this area.

We feel strongly that collaborating closely with customers, understanding their needs and speaking their language is the only way forward, which is how we plan to continue on this journey together.

In fact, a number of customers told me they are already looking forward to next year’s conference, which we are aiming to hold outside Europe, most likely in a destination in the Asia Pacific region.

Thank you to all those who took part!

Rob Siegers
President DHL Global Technology Sector

By the way, you can see recorded impressions of the participants here ➤
A SECTOR STRATEGY TAILORED FOR TECHNOLOGY

Business leaders from across the divisions at DHL presented the group’s integrated sector approach to the technology industry and its subsectors

Technology Sector SVP Scott Allison welcomed the group, pointing out that the conference was “not a sales event but a learning event” aimed at enabling DHL to provide the best possible products and services for customers. “If anyone gets caught selling, you can slap them on the wrist – especially me,” Allison told a laughing audience.

Opening remarks were made by a panel of DHL managers, including Express CEO Ken Allen, Global Forwarding CEO Roger Crook, Supply Chain SVP Kerry Mok, and President Global Technology Sector Rob Siegers. Rob assured participants that, “Where we stand now is the result of an ongoing customer dialogue that was kicked off a year ago at our Frankfurt conference. It is not about one-size-fits-all.”

The panelists pointed to the highly dynamic nature of the industry, from smartphones, tablets and ultrabooks to growth trends in big data and emerging markets, the latter accounting for 31% of worldwide IT spend in 2012. They went on to underline the critical importance of supply chain in driving business value for their tech industry customers.

DHL has the technology sector front of mind as it monitors increasing imports and exports as well as domestic growth in key emerging markets, trends that drive its commitment to considerably reinforce its already strong local presence and jointly develop new opportunities with its customers.

INVESTMENT UP, BARRIERS DOWN

A telling example is DHL’s $175 million investment in a new Regional Express Hub in Asia Pacific. Announcing the July opening of the North Asia Hub in Shanghai, Ken Allen highlighted its extra capacity, greater flexibility and reliability for guaranteed time-definite delivery.

Roger Crook underlined the potential of the direct distribution model and the advantages of a multi-modal approach, citing the increasing flexibility offered by rail solutions in China to Europe transportation. The DHL Freight Control Tower, an integrated, end-to-end solution for rationalizing and outsourcing European road logistics management, was a further example of DHL’s commitment to reducing complexity and costs for its customers.

“DHL is evolving in markets like technology and they go directly into the specific topics the customer really needs.”

Björn Berkle, Konica Minolta

Kerry Mok highlighted the DHL strategy to respond to the increasing demand for technical services, such as kitting, postponement and repair activities, with investments in infrastructure and capabilities across the world. One example is the Leipzig “End of Runway” Integrated Solutions Center, which links DHL Supply Chain value added services with the speed of the DHL Express network. Later cut off times and a centralized repair capability with end to end 48-hour turnaround times are possible.

The session wrapped up by looking at the opportunity and challenge of horizontal collaboration, noting that acceptance is gaining momentum as customers see it as a lever to reach new efficiency levels and offset rising transportation costs. The panelists identified the key barriers to greater collaboration as trust and willingness to share information, barriers that the conference was designed to break down.
SUPPLY CHAIN RISK MANAGEMENT

Customer panelists share lessons learned and look beyond managing toward eliminating risk

Outsourced, global and complex networks with short product lifecycles and yet lean inventory – these are the key features that make supply chain disruptions significant in impacting the business bottom-line in the technology sector. Looking back at the discussions at the 2011 Technology Conference, one key topic that resonated strongly with participants was the volatility of supply chains and the need for greater resilience. How to better manage supply chain risks was identified as a key challenge going forward for the technology industry.

SUPPLY CHAIN RISK MANAGEMENT – TOBIAS LARSSON, DHL SOLUTIONS & INNOVATIONS

Tobias and his team have looked into this topic and developed a tool that helps customers assess critical hot spots in their specific supply chains. Established on the basis of the four critical aspects of supply chain risk – operations, hazards, socio-political and market risks – the tool links information on natural disasters, theft, geopolitical and other risks with a customer’s manufacturing and distribution footprint.

Following a structured approach, from scoping the risk analysis, mapping the supply chain footprint, assessing individual risks, to identifying single points of failure, the user gets much better transparency on the risk profile of their supply chain, in order to initiate potential mitigation activities. First insights from ongoing pilots with selected technology customers were also shared, giving the audience a visual understanding of the solution.

LEARNING FROM A LEADING EXAMPLE – JOHAN JEMDAHL, VP EMEA SUPPLY CHAIN OPERATIONS CISCO

For Cisco, supply chain risk management is not new, as the company has gone through the various stages – from reactive, proactive, and then innovative risk management – alongside its business expansion. Today, Cisco’s risk management approach is largely embedded in the company’s business continuity planning and incident management processes.

As an acknowledged leader in supply chain risk management, Cisco unveiled its resiliency dashboard according to time-to-recover goals. Assessed by its key metric, the Resiliency Index, Cisco innovates to go beyond proactive risk management through focusing on product and supply chain resiliency, which integrates risk management elements into product development and re-design of its global supply chain.

CUSTOMER PANEL DISCUSSION – DELL, IBM, APPLE

Panelists emphasized the importance of supply chain risk management for their companies, at an operative and strategic level. Businesses operating in emerging markets, especially, must also ensure they have a good record in terms of compliance management along the entire supply chain.
EMERGING MARKETS – OPPORTUNITIES & CHALLENGES

From political perspective to practical experiences

Emerging markets are the key growth driver for the technology sector. Rising middle class incomes, increasing foreign direct investment and removal of trade barriers are making many companies rethink their emerging markets strategy.

INVESTMENTS FROM A POLITICAL PERSPECTIVE – TOM WHEELWRIGHT, HEAD OF DHL CORPORATE PUBLIC POLICIES FOR EASTERN EUROPE, MIDDLE EAST, AFRICA AND ASIA PACIFIC

The regulatory and political environment often determines the attractiveness of emerging markets, Tom Wheelwright told the gathering. Governments are taking active steps to influence business developments, either by removing trade barriers or implementing protective regulations. This is important to understand when making the right investment decisions in these markets.

Tom gave the audience a valuable perspective on emerging market challenges and opportunities, with a focus on Asia Pacific. He indicated that some rising stars actually present contradictions in terms of their respective investment and regulatory attractiveness, such as China and Indonesia.

China, as the center of global attention, has been posing more challenges for foreign investment in recent years. According to the European Chamber of Commerce Business Confidence Survey 2012, more than 40% of respondents said the regulations have become worse for their business. Moreover, developments over the next two years should be watched closely, as “reform and opening up” strategies are being revisited in Beijing.
As for Indonesia, the regulatory environment for global organizations may color the current level of investment excitement towards the country. "Understanding what the government wants is key to getting what business wants," said Tom. He also suggested different approaches that could help business in these markets, pointing out that supply chain cost optimization is expected to play a stronger role in cost control than wage levels in these countries.

**DOING BUSINESS IN EMERGING MARKETS – BERND MEYER, BAT**

A speaker with extensive experience in doing business in emerging markets was Bernd Meyer, who led the transformation of the BAT Supply Chain in Africa. Bernd shared his personal views on the opportunities and challenges in this fast growing but difficult market. He described how doing business in Africa means dealing with continuous operational surprises, security disruptions, diverse cultural realities and strong competition from existing players.

Recognizing the importance of South African business to the company, BAT was determined to solve the challenges of supply chain overcapacity, low efficiency, security and complexity issues. “If your supply chain is not up to scratch, there’s a high chance you will drop the ball there,” said Bernd. The business focused on closing the gap in terms of people and culture, technology and strategy, and processes and IT. Focusing on these three areas resulted in increased productivity, employee engagement and customer service levels, as well as fewer accidents and complaints, contributing to a solid base for growth in Africa.

**CUSTOMER PANEL DISCUSSION – HP, ERICSSON, CISCO, APTEC**

The importance of emerging markets to corporate growth strategies is well recognized across the technology industry, which naturally formed one of the hottest topics in this conference. Through interactive voting, some 45% of the customers at the conference said they have a dedicated strategy for emerging markets, while fully 65% declared that emerging markets are highly important in their corporate strategies. The top focus markets for the sector are China, India, Russia and Africa.

One of the remarks during the panel discussion was how tough it can be to go to a country and build up the supply chain completely from scratch, but that, at the same time, it presents a big opportunity to collaborate with partners from the start and avoid redundancy.

Representing the networks business, **Ericsson’s Jonas Cederhage** pointed out that they see a clear need for segmented supply chain strategies as the characteristics of emerging markets are very different from those of mature markets, and that China will be one of the biggest markets going forward.

Not only do emerging markets offer opportunities, but they also pose challenges and the live polling showed that supply chain decision-makers consider the main barriers to achieving success in those markets to be customs, regulatory environments, and security issues. In addition, bringing the global business into a local context quickly and effectively is also another key success factor.

Being active in the Middle East and Africa market for some 30 years, **Aptec** has successfully established itself as one of the early birds, according to **Mario Veljovic**. He added that the main challenge now for his company is to become more local, finding the right partners to establish local networks.

“For Cisco, leveraging the local talent and expertise of our key partners, such as DHL, is critical for their emerging market business success,” said **Dave Harbath**, joining the discussion virtually from his office in Istanbul.

**GLOBALIZATION – KEY DRIVER FOR THE TECHNOLOGY INDUSTRY – Prof. Pankaj Ghemawat, Iese Business School**

Globalization and international supply chains are nothing new for the technology industry. But how connected are we really and what are the implications for future growth opportunities? Prof. Pankaj Ghemawat shared the fascinating findings from the work he has done on the DHL Connectedness Index.

The data of the index illustrated the extent of cross-border movement of trade, information, capital and people globally and on a country basis. To the surprise of many, the level of globalization in real terms is far from what we would expect, leaving plenty of room for growth through further global integration.

“The world is far from being flat,” declared professor Ghemawat. The real context of the global supply chain is indeed heavily impacted by cultural, administrative, geographic and economic distances in our daily lives. And, this is especially vivid in emerging markets. Building the supply chain of the future means ditching today’s monolithic model in favor of splintered supply chains that do away with complexity, and using manufacturing networks to hedge uncertainty.

For more on the DHL Global Connectedness Index, see:

How should we transform the technology supply chain to meet the needs of today’s dynamic industry? Supply Chain executives from Nokia, RS Components and Lenovo explored several relevant hot topics with the audience, sharing ideas and best practices to address issues such as logistics operational excellence, after-market services and building demand-driven supply chains.

LOGISTICS EXCELLENCE – ANNE BRUGGINK, GENERAL MANAGER SUPPLY CHAIN ELECTROCOMPONENTS, RS COMPONENTS

For Anne, who won the “Operational Excellence” award for his organization, an optimized supply chain is essential to support business success through downturns and upticks. The sales, inventory, operations planning (SIOP) process has become fundamental to the company’s business model as a distributor, to connect planning with logistics. “In order to have a credible planning process, you must start with a credible forecast,” he said, indicating that the tools they have invested in work well for the company. RS Components has also been benefiting from its e-commerce approach, which creates transparency through tracking the customer’s online buying journey, and helps the business to better sense and shape demand from a supply chain point of view.
Challenges and Trends in Aftermarket Service in Emerging Markets – Sudipto Ghosh, Lenovo

“By 2017, organizations that do not include social CRM are expected to be extinct,” declared somewhat provocatively Sudipto Gosh, Executive Director Services, Lenovo India.

Companies have already for some time now been scanning social media community sentiment that is shared by customers and using the Net Sentiment Score to monitor customer satisfaction, in order to get a better feel for their service level and its real impact. As voice calls are no longer the preferred service approach by customers, the importance of online product support is gaining momentum, as a new generation of customers seeks self-empowerment. This creates diverse touch points, which also increases aftermarket service challenges.

Sudipto shared his views on these trends and his experience leveraging DHL after-market services to consolidate touch points and create all-in-one support for diverse markets across Asia Pacific. The region is unique in terms of aftermarket service requirements due to its geographic diversity, regulatory mandates, time-definite service requests, and need for ongoing customer relationship building. Experience in Asia Pacific provides a host of examples and practices that are applicable worldwide. “Nowadays, it is all about achieving high service efficiency,” he added, “which means increasing service levels while maintaining or lowering service cost.”

Demand Driven Supply Chains – Henry Ho, Director of Distribution Services, Nokia

Differentiating services to fulfill customers’ needs in terms of availability, customization, and service efficiency defines the competitive landscape of a demand-driven supply chain approach, which is ever more critical in the technology industry. Henry described how Nokia is building good practices in this field through deeper collaboration on supply chain strategies. This supply chain collaboration, with business units, sales and finance, enables better product availability and late customization, reduces end-to-end inventory, and brings new innovations together with supply chain partners. Facing the dynamics of market change, the supply chain needs to adapt rapidly to different delivery needs based on various products and market preferences.

Industry Trends and Logistic Implications

DHL aims to drive value for the technology industry along the three dimensions of its value proposition:

<table>
<thead>
<tr>
<th>Industry trends</th>
<th>Logistics implications</th>
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<tbody>
<tr>
<td>Revenue &amp; Growth</td>
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<tr>
<td>High innovation cycles making time to market critical</td>
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<td>• More direct deliveries to reduce time to market and inventory levels</td>
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<td>• Product launch support</td>
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<td>New sources for growth in services and emerging markets</td>
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<tr>
<td>• Regional platforms for new market entries</td>
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<tr>
<td>• E2E service solutions, including aftermarket</td>
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<td>Cost Efficiency &amp; Flexibility</td>
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<tr>
<td>Convergence &amp; commoditization of devices leading to increased price pressures</td>
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<tr>
<td>• Shift to more cost efficient mix of transportation modes</td>
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<tr>
<td>• Demand for collaborative solutions</td>
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<tr>
<td>High market volatility with changing consumer demands and buying behaviors</td>
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<tr>
<td>• Multi channel solutions (B2B, B2C)</td>
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<tr>
<td>• High flexibility to adjust for changing demands; regional customization</td>
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<tr>
<td>Simplification &amp; Control</td>
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<tr>
<td>Trend to further outsource manufacturing with shift to new geographies</td>
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<tr>
<td>• Less resilient and less controllable supply chains</td>
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<tr>
<td>• Logistics partner expertise to manage supply chains and support risk mitigation</td>
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<tr>
<td>High value goods as target for pilferage and theft</td>
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<tr>
<td>• Continued high demand on security and visibility of supply chain (real time tracking)</td>
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To find out more about the value proposition, the industry trends and DHL solutions, please refer to ➔ http://www.dhl.com/en/about_us/industry_sectors/technology.html
As telecom customers continue to expand into emerging markets, they are looking to harness DHL’s experience and network in Africa.

IT’S TIME FOR AFRICA
Tobias Huebner and Laetitia Johnson outlined how DHL’s telecom customers see Africa as a high growth market. While network providers have been there for some time, they are increasingly recognizing that some of the inefficiencies in rolling out projects with operators are related to logistics and infrastructure. These occur notably in management of ocean shipments, particularly for inland countries. There are also difficulties in project management, with inadequate end-to-end visibility and the involvement of so many players that teams are not necessarily well aligned with commercial logistics. The result is often a cautious approach with high safety stocks, leading to surplus material and high hidden costs.

Network customers are keen for DHL to organize a follow-up workshop in Africa, initially involving network providers and operators and potentially some local suppliers.

TELECOMMUNICATION – MAKING THE MOST OF GROWTH MARKETS
Laetitia Johnson, DPDHL Inhouse Consulting

OPTIMIZATION OF PACKAGING SOLUTIONS
Green Peas Solutions’ Adrian Clitheroe joined DHL’s Clive Downing in outlining the considerable potential for optimizing packaging to enable cost reduction across the supply chain. A better assessment of end-user needs could avoid a lot of the “air” currently being shipped under box-in-box scenarios, both for B2B and B2C products. Waste management and aftermarket packaging solutions are two additional areas of interest that would merit further review, while optimization of ULD loads can bring immediate savings.

Clive promised that DHL would identify case studies to demonstrate actual value of making changes and drive projects with customers.

“Absolutely fantastic to meet all the colleagues around the world to discuss and share ideas.”
Tero Lunnela, Nokia

TELECOM COLLABORATION MODELS
Scott Allison, DHL SVP Technology Sector and DHL strategist Johan Messing reminded the session that, though awareness of collaboration is increasing, acceptance is still at a lower level within the Telecom subsector. As a logistics provider and freight forwarder, DHL is already on the lookout for consolidation synergies where DHL manages volumes for multiple customers within a given structure. However, greater collaboration would be beneficial in areas where DHL does not have access to the whole picture and changes by the customer could achieve greater consolidation.

DHL will continue to facilitate further discussions with telecom customers to identify potential areas where collaboration could bring them value.
The importance of connecting the dots between OEMs, retailers and logistics providers was stressed at last year’s conference, and this collaborative spirit was carried to the next level this year along with challenges and opportunities in emerging markets.

Emerging Markets Focus: China ‘Go West’ Initiative

Piak-hwee Tan of DHL China outlined the implications of the government’s continuing development push west. Among the challenges raised by this migration of manufacturing to the inland regions was the inconsistency of available capacity, human resource constraints and higher logistics and transport costs. Tan presented a number of initiatives and product developments to address these issues and highlighted the benefits arising from planned upgrades to transport infrastructure, notably in rail services to the region.

Emerging Markets Focus: Russia

With the Russian automotive market set to become the largest in Europe in 2012-13, and its consumer market forecast to overtake others within a decade, Adrian Marley of DHL Express Russia stressed the need to develop a robust go-to-market plan and logistics support structure. He also highlighted the importance of thorough preparation of paperwork in the face of often arbitrary customs procedures, and how inadequate infrastructure can add to the transport challenges of the world’s biggest country.

Outbound Freight Consolidation Concept

David Langford and Jon Horton of DHL Customer Solutions and Innovation (CSI) outlined how proactively consolidating outbound transportation to common destinations for two or more “collaborating” customers can deliver further value. They presented a case study involving three existing customers sharing a distribution center in the Nordics and delivering to a common customer group across the region. A discount mechanism helped them achieve savings of between 7% and 20% in pure cost terms, while DHL manages order consolidation and ensures the integrity of each customer order and transparency of reporting.

The DHL team confirmed that the potential participation of other regions, notably Iberia and Eastern Europe, was under examination. Customers at the session expressed strong support, offering a clear mandate to proceed.

“Today the competitive scenario and the business landscape have become very complex. Collaboration between industry and supply chain operators is definitely a must.”

Salvatore Paparelli, Sony

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“Today the competitive scenario and the business landscape have become very complex. Collaboration between industry and supply chain operators is definitely a must.”

Salvatore Paparelli, Sony
CRAIG CORRY, CONNOR CHARLES, SEBASTIAAN BOLT

SEMICONDUCTORS – COLLABORATION ON CUSTOMS, ZERO DEFECTS AND SUSTAINABILITY

Easing the customs process is of particular interest to the semiconductor industry, while progress towards Zero Defects and environmental sustainability are gaining momentum.

CHINA BONDED SUPPLY CHAIN

Bin Xu, Co-Founder of China Lude Logistics Group, shared his expertise around bonded supply chain logistics in China. He covered the various Trade Zones in China, the U-turn principle to gain VAT advantages for goods manufactured in China for the domestic market, and future trends in customs regulations.

Among the various topics raised by the audience were the issue of “good die/bad die” customs declarations for wafer shipments and preferred areas in China for importing and exporting semiconductors. Bin Xu offered his support for any specific difficulties members of the audience might encounter in the area of bonded logistics in China.

ZERO DEFECTS (ZD@DHL AND ZD@INFINION)

Following on from its launch last year in Frankfurt for Express EMEA, the DHL Zero Defects program will be rolled out to Express globally, before being introduced to other DHL divisions. Account teams will keep customers informed about the development of the program.

Infineon’s Johann Lohner shared his experience with Zero Defects, its importance to achieving the company’s goals and how he intends to take the program to the next level.

“The important thing is we all share similar issues, similar concerns, and therefore we should also find common solutions.”

Karl Haussteiner, Vishay Semiconductor

TRANSPORTATION & 3PL SUSTAINABILITY

Intel’s Randy Eck shared insights into how important this topic has become to his company’s decision-making. The audience welcomed his call for greater cooperation and sharing of experiences in the area, aware that legislation, brand awareness and industry requirements influence returns on investment in sustainable supply chains for each company.

Randy summed up: “We had a great discussion today on environmental social governance. DHL has come up with some great proposals about different solutions for us in different parts of the world. And I’m very confident that, collectively, we will work together to go drive these initiatives. I know DHL will help us to do that.”
Looking for DHL to share a clear roadmap for development and deployment as well as pricing options.

Emerging markets focus: Africa

Peter Metcalfe, Chairman of the Foundation for the Development of Africa, shared some eye opening views on the situation today and the outlook on people, resources, political leadership, infrastructure and competitiveness. Africa is a real area of potential business growth, but companies need to ensure very clear focus and target specific markets and opportunities. Given some of the inherent challenges on the continent, patience, longer term strategy planning and collaboration with local partners are key to success.

Rachelle Woodsford and Dirk van Doorn took the breakout session through case studies of solutions to provide an overview of DHL’s activities on the continent of Africa. Highlighting some of the changes that are underway or can be foreseen in the mid- to long-term, the case studies offered a practical assessment of how DHL perceives doing business in Africa and how the services it provides have eased entry onto the continent for its customers.

The session saw significant value in better communication to customers on developments in Africa, notably in relation to trade blocs and infrastructure, as well as greater awareness among DHL staff of the company’s capacities in Africa.

Customers would also welcome DHL facilitating a workshop for in-depth discussion about how to pursue opportunities on the African continent.
FEEDBACK COLLECTED DURING THE EVENT

The setting, event execution, as well as the agenda of the event and the delivery of the presentations were evaluated by most of the guests as above their expectations. The participants particularly appreciated the split into breakout sessions, which facilitated a deeper dive into the topics as well as networking with their peers. The openness and positive atmosphere, and the collaborative tone of the presentations that matched industry needs were all highly valued.

HOW DO YOU RATE LOCATION AND EVENT EXECUTION

Plenary sessions were all rated highly – some even as exceptional

HOW DO YOU RATE THE PLENARY PRESENTATIONS?

<table>
<thead>
<tr>
<th>Presentation</th>
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<tr>
<td>DHL Sector Strategy for Technology</td>
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<td>Supply Chain Risk Management</td>
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<td>Supply Chain Risks Assessment Tool</td>
<td>4.0</td>
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<tr>
<td>Learning from a Leading Example</td>
<td>4.0</td>
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<tr>
<td>Customer Panel Discussion</td>
<td>3.8</td>
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<tr>
<td>Emerging Markets – Opportunities &amp; Challenges</td>
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<tr>
<td>Investments from a Political Perspective</td>
<td>4.6</td>
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<tr>
<td>Doing Business in Emerging markets</td>
<td>4.2</td>
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<td>Customer Panel Discussion</td>
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<tr>
<td>Technology Supply Chains – Customer Example</td>
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<tr>
<td>Logistic Excellence</td>
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<td>Afterm. Service in Emerg. Markets</td>
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<td>Demand Driven Supply Chains</td>
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<td>Globalization – Key Driver for Technology Industry</td>
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<td>How Connected Are We? – Pankaj Ghemawat, IESE</td>
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HOW DO YOU RATE THE BREAKOUT SESSIONS?

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<tr>
<th>Industry</th>
<th>Top-rated:</th>
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<tr>
<td>Risk Management &amp; Africa</td>
<td>Emerging Markets Africa</td>
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<tr>
<td>Semiconductor</td>
<td>Transportation/3PL Sustainability</td>
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<td>Consumer Electronics</td>
<td>Outbound Freight Collaboration</td>
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<tr>
<td>Telecommunications</td>
<td>Network Infrastructure Africa</td>
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NEW CONFERENCE TECHNOLOGY MADE A DIFFERENCE

In a clever twist, attendees were given handheld devices loaded with extensive information about attendees, agenda and speakers. Participants could use it to give feedback on the various sessions, and even to take part in live, interactive opinion polling. Results were visible instantly, and could be tied directly into the presentations.

CISCO COLLABORATION TECHNOLOGY – VIRTUAL WINDOW TO THE CONFERENCE

We were also able to offer more than 50 registered viewers the opportunity to follow proceedings online, while sessions will be provided as a video on demand after the event.