

HMM Personalia Corner

• High value-added content that extends beyond significant events

Note from the Editor-in-Chief

On November 5, 2020 on the website of The Consumer Goods Forum (CGF, the only CEO-led organization representing both manufacturers and retailers globally), was posted a news article entitled “CGF’s End-to-End Value Chain Director Ruediger Hagedorn Co-Hosts Academic & Business Partnership SCM for ECR Conference” (https://www.theconsumergoodsforum.com/news_updates/cgfs-end-to-end-value-chain-director-ruediger-hagedorn-co-hosts-academic-business-partnership-scm-for-ecr-conference/): << The CGF is delighted to have partnered with SCM-ECR Laboratory in the organisation of their annual conference that took place virtually on 22-23 of October, and to have contributed to the discussions on the Management of Digitisation in Supply Chain with Shoppers and Users. The conference, moderated by Professor Virgil Popa, Ph.D., Valahia University of Târgoviște, aimed to connect business platforms and academia around topics in the area of supply chain... In the ‘AI and Computer Vision’ session, Ruediger Hagedorn talked about the concept of Simple Links, developed by The Consumer Goods Forum, Software-Lab and Intel, which aims to create, manage and analyse digital links in a way to improve item level tracking and monitoring in supply chains, and ultimately gain integral control of a company’s logistics... “There is no doubt that by valourising digitisation new value can be added”, said Professor Theodor Purcărea, Ph.D., Romanian-American University. “The conference unites academia and business in an efficient and unusual way, gathering people who are passionate about logistics and efficient consumer response from all around the globe”, said Ruediger Hagedorn, The Consumer Goods Forum. For more information, please contact Ruediger Hagedorn, End-to-End-Value Chain Director, The Consumer Goods Forum >>.



Theodor Purcărea, Ruediger Hagedorn and Virgil Popa

On October 28, 2024, on the website of the “Holistic Marketing Management” Journal was posted a news article entitled “High-level RAU Conference Presentation at the 15th SCM4ECR Conference, 17–18 Oct 2024, Târgoviște” (<https://holisticmarketingmanagement.ro/high-level-rau-conference-presentation-at-the-15th-scm4ecr-conference-17-18-oct-2024-targoviste/>): << A great conference presentation had been made by the Romanian-American University (RAU) representatives on the occasion of the reputed 15th Supply Chain Management for Efficient Consumer Response Conference, SCM 4 ECR, Business & Academic Partnership 2024, that took place on 17-18 October 2024, in the historic city of Târgoviște – with the theme “How Generative AI supports the optimization of Sustainable and Innovative Value Network Processes”. Chaired by Professor Virgil Popa Ph.D., Valahia University of Târgoviște, Romania, and co-hosted by Ruediger Hagedorn, End-to-End (E2E) Value Chain Director, The Consumer Goods Forum (CGF), Paris (the Global Network Serving Shopper & Consumer Needs), this year conference was again really successfully, the event organizer being, as usual, the Faculty of Economic Sciences, Valahia University of Târgoviște, and special partner The Consumer Goods Forum – E2E Value Chain... Welcome addresses were delivered at the beginning of the conference by the Conference Hosts & Organizers Virgil POPA and Ruediger HAGEDORN, as well as by the Vice Rector Valahia University of Târgoviște, Professor Daniel Emil Constantin DUNEA, PhD. ing. hab., and by the Conference Academic Chairman Theodor Purcărea >>.

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A new reference was made recently (<https://holisticmarketingmanagement.ro/high-level-rau-conference-presentation-at-the-15th-scm4ecr-conference-17-18-oct-2024-targoviste/>) to the renowned Keynote Speaker Ruediger Hagedorn, Director E2E, The Consumer Goods Forum (CGF), who shared, on the occasion of the SCM 4 ECR (Business & Academic Partnership 2024) Conference, valuable knowledge and expertise. Known as the only CEO-led organization representing both manufacturers and retailers globally, CGF brings together senior leaders from over 400 retailers, manufacturers and other stakeholders in 70 countries. CGF events are also known to be designed to promote first class knowledge sharing, networking and collaboration between the wider membership and external stakeholders (<https://www.theconsumergoodsforum.com/event/calendar/>).

The CGF Global Summit was held this year in June in Chicago (bringing together on this occasion over a thousand members of the CPG industry (the most common and most frequently purchased items by consumers being CPG, a subset being FMCG, respectively fast-moving consumer goods), as highlighted on the CGF website (<https://consumergoods.com/consumer-goods-forum-global-summit-2024-takeaways-action-items>), the focus in the debates on more transparency, innovation, leadership and responsibility was obvious, a natural thing in the context the presence of senior leaders of many large manufacturers and retailers (such as: Coca-Cola, PepsiCo, Unilever, Danone, Kraft Heinz, Walmart, Mars, Ahold Delhaize, Haleon and others).

At the end of the following month (<https://www.theconsumergoodsforum.com/video/justin-honaman-from-amazon-shares-his-sentiments-about-ioohorizon-event/>), on July 30, 2024, Ruediger Hagedorn, Director E2E, The Consumer Goods Forum (CGF), interviewed Justin Honaman, the head of the global Retail and Consumer Goods industry strategy and Business Development team at Amazon Web Services (AWS, the most comprehensive and widely adopted cloud in the world, offering over 200 complete services from data centers globally). On this occasion, Justin Honaman shared his feelings about the “IOO HORIZON” event (Sitges, Spain, October 3-5, 2024), CGF’s annual data and supply chain conference, organized by the Data Action Coalition Product, which explores the intersection of data, sustainability and supply chain transformation, while also considering the strategic implications of new business technologies to optimize data-based decisions for a more efficient, resilient and ethical supply chain (<https://www.theconsumergoodsforum.com/events/ioo-horizon/>).

The dialogue between Ruediger Hagedorn and Justin Honaman thus allowed the reflection of the latter’s feelings about the event mentioned above, as follows: “... *Senior, Executive, Engaged, Action oriented, Leaning in, Open, Flexible, want to learn... Plus this whole idea that supply chain is such a priority and so much, change and innovation is happening in it. And then, oh, by the way, you have the data element... really have an opportunity to innovate and come back with like ideas that I can go leverage with customers...*”. In other words, the importance of high value-added content that extends beyond significant events was highlighted.

• Latest E2E News & Updates



[Event] Ruediger Hagedorn Provides Keynote at Academic Partnership 2016 SCM4ECR Conference

The Academic Partnership 2016 SCM4ECR Conference took place from 28th-29th October 2016, and was attended by the globally recognised Keynote Speaker Ruediger Hagedorn, Senior Manager, Collaborative Value Chain Initiatives & Projects, The Consumer Goods Forum. Ruediger delivered a high-profile talk of real interest.

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Source: <http://www.theconsumergoodsforum.com/e2e-value-chain-news>

