

INVITATION



HONORARY DOCTORATE SYMPOSIUM  
PROF. HAU LEE

# Creating the Future in Global Trade & Logistics

FRIDAY NOVEMBER 7<sup>TH</sup> 2008, 09.00 HOURS  
ROTTERDAM SCHOOL OF MANAGEMENT  
ERASMUS UNIVERSITY

Prof.dr. George S. Yip, Dean of the Rotterdam School of Management, Erasmus University, has the honour of inviting you to attend the symposium:

## Creating the Future in Global Trade & Logistics

on Friday November 7<sup>th</sup> 2008

In the M-building of the Erasmus University Rotterdam,  
Woudestein Campus, Burgemeester Oudlaan 50,  
3062 PA Rotterdam.

On the occasion of the Honorary Doctorate to be awarded to Professor Hau Lee, the Rotterdam School of Management, Erasmus University will organise a symposium featuring eminent speakers who have made significant contributions both to practice and academic discourse. The intended audience consists of representatives of the logistics industry, government, and knowledge institutes.

Global trade needs to be facilitated. One paramount factor is logistics performance in global supply chains. With increasing demand on security, sustainability and operational excellence, there is a growing dependence on information and coordination in networks. The objective of this symposium is to provide you with the newest insights and to provide a floor for discussion with your peers.

**R.S.V.P.** before October 31st by sending a response mail to [hauleeworkshop@rsm.nl](mailto:hauleeworkshop@rsm.nl) indicating your first and last name and affiliation. Further details will then be sent to you.

## Creating the Future in Global Trade & Logistics

09.00 **Welcome, coffee and tea**

09.30 **Opening and welcome address**

*by Prof.dr. George S. Yip, Dean of RSM*

09.45 **“Innovations in Global Supply Chains”**

*by Prof.dr.ir. Jo A.E.E. van Nunen (RSM)*

Professor Van Nunen is involved in numerous innovative initiatives in global supply chains in his role as scientific director of the national program "Transition to Sustainable Mobility". Jo van Nunen is Chairman of the Department of Decision and Information Sciences of RSM. Logistic organisations in the Port of Rotterdam are an important source of inspiration for his research.

10.15 **“Creating Economic Value Through Efficient Trade Logistics”**

*by Prof. Hau L. Lee (Graduate School of Business, Stanford University)*

Professor Lee has provided ground breaking academic and managerial insights in important issues such as the bullwhip effect, benefits of RFID, and trade facilitation by operational excellence in global supply chains. He is the Thoma Professor of Operations, Information, and Technology at the Stanford Graduate School of Business. He is the founding and current Director of the Stanford Global Supply Chain Management Forum, an industry-academic consortium to advance the theory and practice of global supply chain management.

11.00 **Coffee break**

11.15 **“Tracking and Tracing in Supply Chains”**

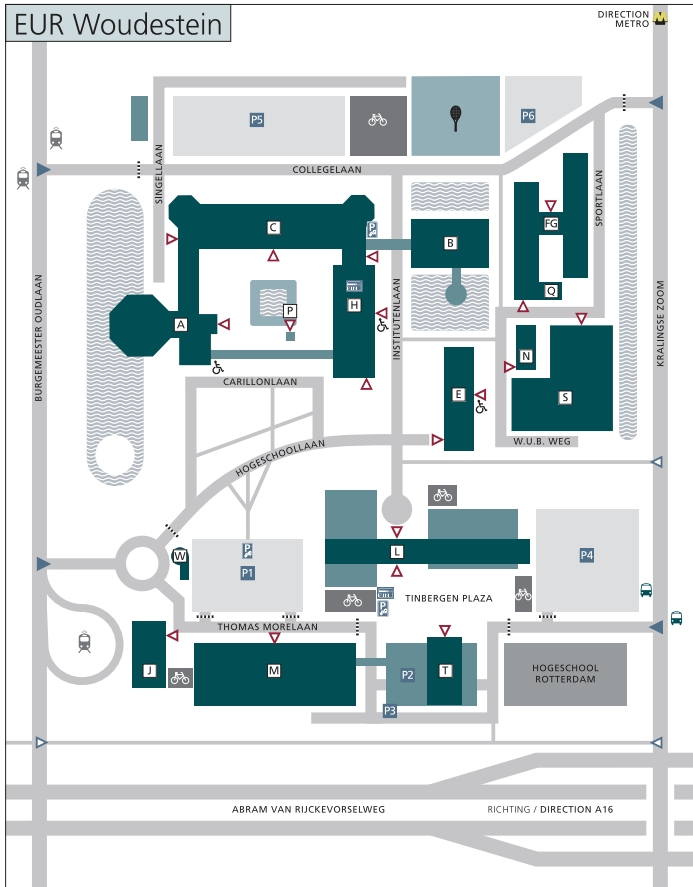
*by Prof. Duncan C. McFarlane (Institute for Manufacturing, University of Cambridge)*

Professor Duncan McFarlane has made important contributions to the development and application of RFID in supply chains. In particular, he is Director of the Cambridge Auto-ID Lab and he has been the European Research Director of the Auto-ID Center. Duncan McFarlane is Professor of Service and Support Engineering at the Cambridge University Engineering Department, and head of the Distributed Information & Automation Laboratory within the Institute for Manufacturing.

11.45 **Interactive panel discussion with speakers and audience**

*led by Prof.dr.ir. Jo A.E.E. van Nunen (RSM)*

12.30 **Wrap up and lunch**



### BY CAR

From the A-16 motorway take the exit 'Centrum' (exit number 25). Follow 'Centrum', also on the roundabout Kralingse Plein (Abr. van Rijckevorselweg). At the first traffic lights turn right (Burgemeester Oudlaan). Turn right immediately after tram terminus (see map EUR Woudestein).

Parking (parking fees will be charged).

### BY PUBLIC TRANSPORT

#### From Rotterdam Central Station

- with tram 21 in direction of De Esch. Get off at stop Woudestein.
- with tram 7 in direction Woudestein or Burg. Oudlaan. Get off at terminus.
- with metro in direction of Spijkenisse/Slinge. Change at station Beurs on metro in direction of Capelle a/d IJssel, Ommoord or Nesselande. Get off at stop Kralingse Zoom.

#### From station Rotterdam Alexander

- with metro in direction of Schiedam Centrum/Spijkenisse. Get off at stop Kralingse Zoom.