

**1st International Workshop on
“Assessing the benefits of supply chain data in Product Lifecycle Management”**

20-21 March 2007, RSM Erasmus University, Rotterdam, The Netherlands

INVITATION TO ATTEND WORKSHOP

**We cordially invite you to attend the first workshop on
“Assessing the benefits of supply chain data in Product Lifecycle Management.”**

There will be

- **Business Cases presentations:**
IBM, PROMISE European project, and aviation sector among others

- **Break-out Sessions on closing the gap between industry needs and research**

Speakers include Dr. Ajith Parlikad from the University of Cambridge and Dr. Dimitris Kiritisis from EPFL-Lausanne.

**We invite you to come to Rotterdam, 20-21 March.
Please find attached details on how to register for this event.**

**We hope to meet you in Rotterdam,
*Marisa de Brito (OTB-TU Delft; ECO & PILOT TRANSUMO projects),
Ajith Parlikad (IfM-University of Cambridge; AutoID Lab, PROMISE project),
Rob Zuidwijk. (RSM-Erasmus University; ECO & PILOT TRANSUMO projects)***

For more information on the projects and frameworks in which business cases have been studied, please visit www.transumo.nl, www.autoidlabs.org.uk/ and www.promise.no/

Preliminary Program

March 20 – Day 1

- 13:30 Registration and coffee/tea
- 14:00 Opening and introduction of participants
- 15:00 Industrial business cases and key issues in industry (in plenary)
- 16:15 Break
- 16:30 Parallel break-out sessions “methodologies/tools to address the key issues in industry, and gap analysis: industry needs vs. state of research”
- 18:00 End program Day 1
- 19:00 Dinner



March 21 – Day 2

- 09:00 Industrial business cases and key issues in industry (in plenary)
- 10:15 Break
- 10:30 Parallel break-out sessions “methodologies/tools to address the key issues in industry, and gap analysis: industry needs vs. state of research”
- 12:00 Lunch
- 14:00 Reporting back on the break-out sessions findings + discussion (in plenary)
- 15:30 Break
- 15:45 Wrap-up and potential collaboration
Objectives/scope/date of the next workshop
- 17:00 End workshop program



The aim is to convene with a limited number of participants, thus please **register** by sending an email to Naima Zerhane nzerhane@rsm.nl with your Name and Affiliation stating which parts of the program you would like to attend.

Upon registration, you will receive a confirmation with a route description.

Further information on the content of the program:

Rob Zuidwijk (RSM Erasmus University) rzuidwijk@rsm.nl or +31 10 408 2235

Workshop secretariat for practical issues:

Naima Zerhane nzerhane@rsm.nl or +31 10 408 2315