

20  
YEAR  
ANNIVERSARY

Automotive  
LOGISTICS  
& SUPPLY CHAIN  
EUROPE

RESILIENT TODAY, FIT FOR THE FUTURE

21 – 23 March 2023 | Kameha Grand Bonn, Germany

**POST EVENT REPORT**

# EVENT OVERVIEW

The 20<sup>th</sup> anniversary ALSC Europe was the largest, most significant version of the event so far. With major speakers and attendees from virtually all of Europe's major OEMs and startups, and many tier-1s and LSPs, the community came together to address issues from capacity to new technology opportunities to changing trade and localisation topics around electrification and sustainability.

Following years of disruption, cost rises and complex geopolitics, OEMs like BMW stressed that logistics is now a competitive advantage and needed to lead from the front when it comes to manufacturing and strategy decisions. That was also why Aston Martin and Toyota stressed the role that logistics & supply chain should play at board level and in driving investment decisions, and why JLR is investing so heavily in upgrading its manufacturing and logistics systems.

Audi made it clear that for automotive supply chains to be truly sustainable, companies needed to follow long-term strategies and embrace a holistic view of costs and risks, including energy sources. Renault and Bosch each demonstrated the advantages of their digital transformation, including more predictive logistics management. JLR and tier-1 Plastic Omnium, meanwhile, stressed the importance of close sharing and communication between OEMs, suppliers and LSPs. And many OEMs and providers made it clear that long-term partnerships would be necessary to secure the confidence to invest in capacity, technology and services.



# SPEAKER HIGHLIGHTS



Dr Michael Nikolaides

Senior Vice-President Production Network,  
Supply Chain Management  
**BMW Group**



Dieter Braun

Head of Supply Chain  
**Audi AG**



Jean-François Salles

Global VP of Supply Chain  
**Renault Group**



Giulia Gherardi

Global Head of Outbound Logistics  
**Volvo Cars**



Paulina Chmielarz

Manufacturing Director  
**Jaguar Land Rover**



Levent Yuksel

Freight Operations Director  
**Jaguar Land Rover**



Jean-Christophe Deville

Head of Production and  
Vehicle Logistics  
**Toyota Motor Europe**



Marjorie Vanhoucke

Head of FVL Operations  
**Renault Group**



Martin Corner

Head of Supply Chain and Logistics  
**Aston Martin**



Marzell Bandur

Vice President Transport  
Management & Interlogistics  
Solutions  
**Robert Bosch**

[VIEW MORE SPEAKERS](#)

[VIEW EVENT HIGHLIGHTS](#)



**20**  
YEAR  
ANNIVERSARY

**Automotive  
LOGISTICS  
& SUPPLY CHAIN**  
EUROPE



**632**

**REGISTRATIONS**  
(435 in person, 197 virtual)



**36**

**COUNTRIES**



**180+**

**COMPANIES & INSTITUTIONS  
REPRESENTED**



**40**

**INDUSTRY LEADING  
SPEAKERS**



**445**

**ATTENDEES**  
(374 in person, 71 virtual)



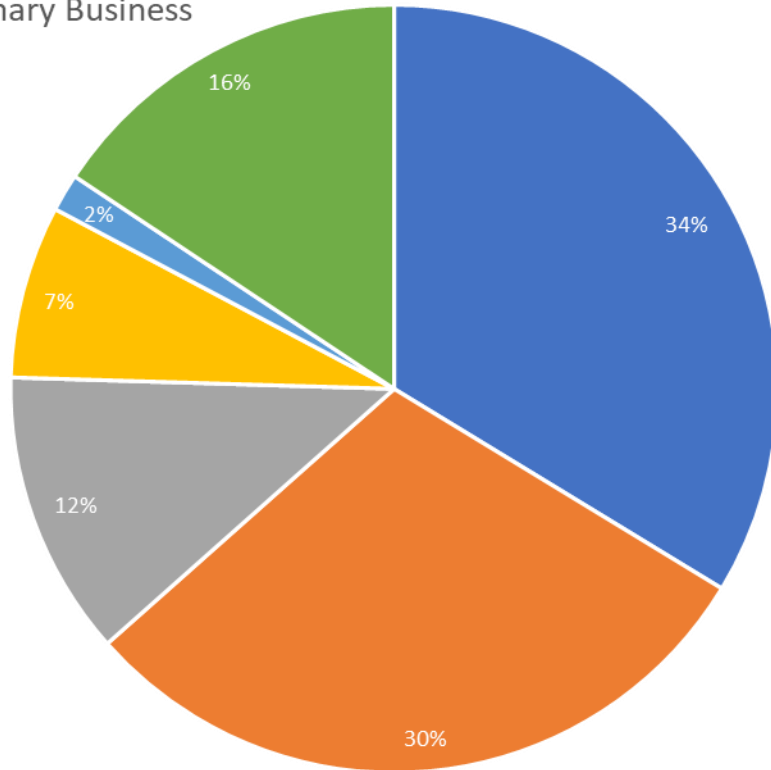
**14+**

**HOURS OF CONTENT**

[#ALSCLIVE](#)

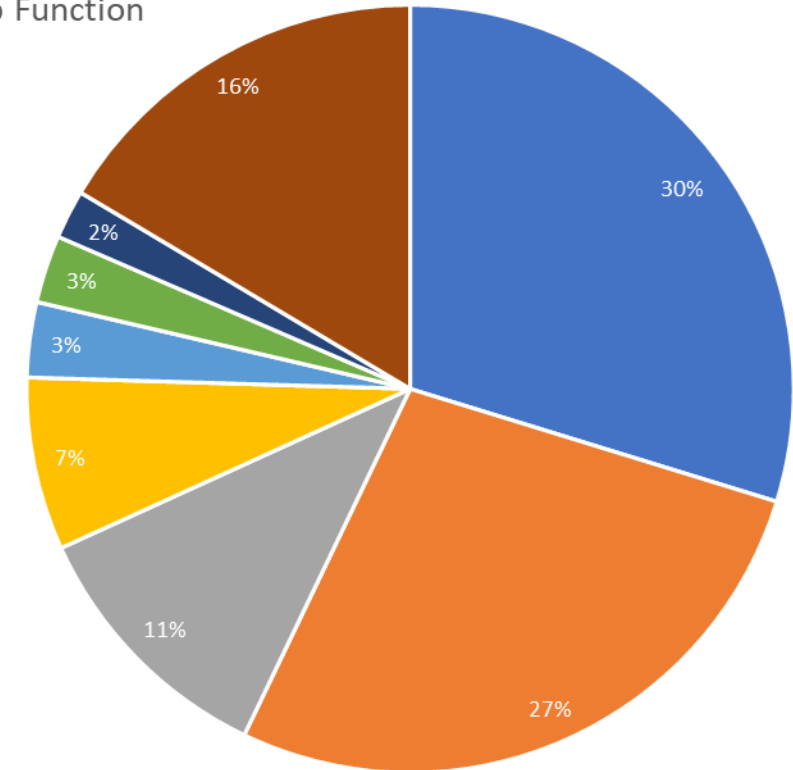
# AUDIENCE REGISTRATION BREAKDOWN – Primary Business and Job Function

Primary Business



- Logistics service provider
- Tier or Component supplier
- Distributor/Importer of vehicles
- Vehicle manufacturer
- Technology/Software provider
- Other / not stated

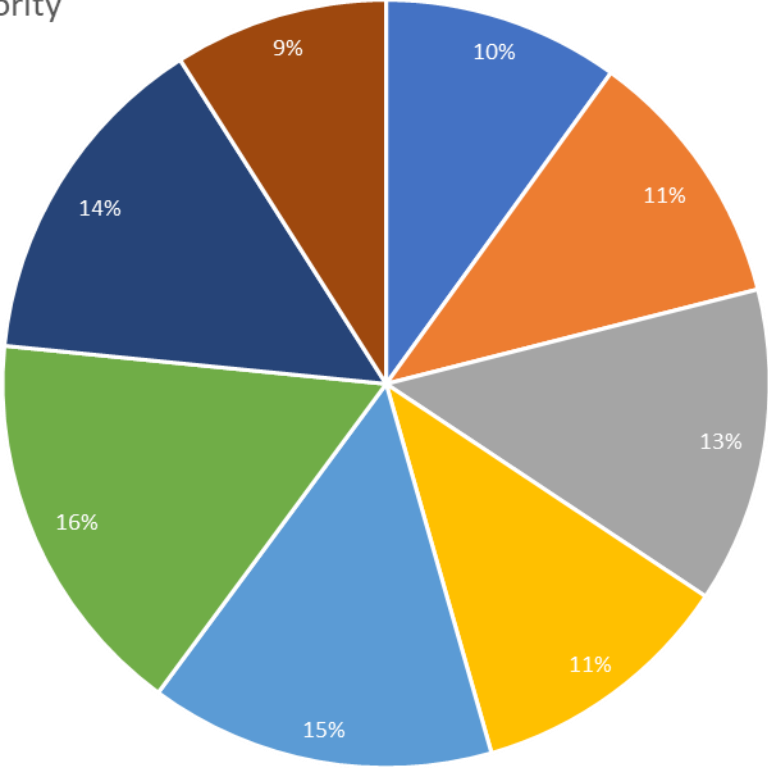
Job Function



- Logistics/distribution
- Corporate/General management
- Consulting
- Production/manufacturing
- Sales/ business development
- Purchasing & procurement
- Marketing
- Other / not stated

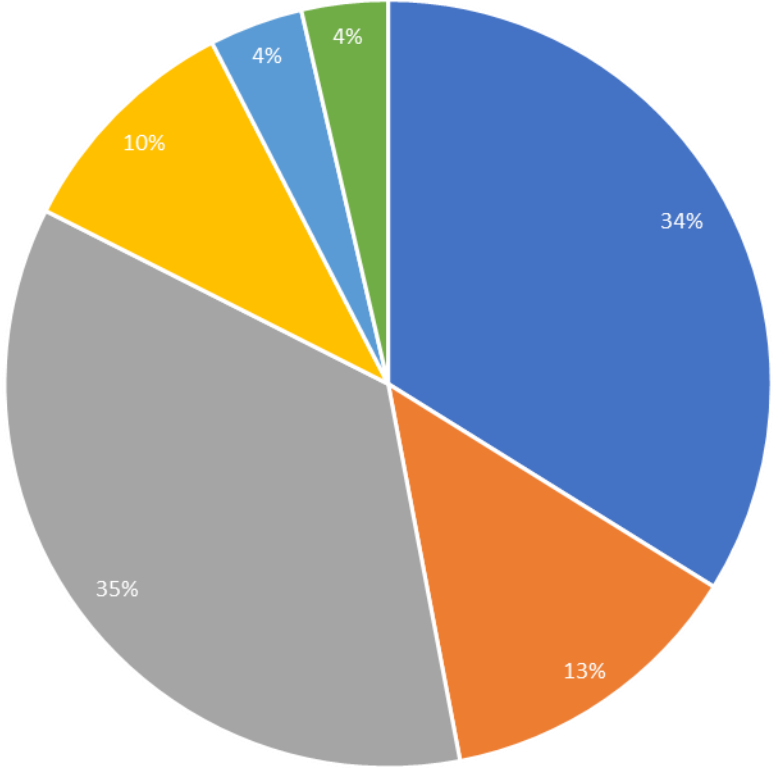
# AUDIENCE REGISTRATION BREAKDOWN – Seniority and Region

Seniority



- C-Level (CEO/CIO/CTO/COO etc)
- Director
- Senior Manager
- Specialist
- Global Director
- Head of Department
- Manager
- Other

Geo



- Germany
- United Kingdom
- Rest of Europe
- North America
- Asia
- RoW

20  
YEAR  
ANNIVERSARY

Automotive  
LOGISTICS  
& SUPPLY CHAIN  
EUROPE



638,800  
EMAILS SENT



150,400  
EMAIL OPENS



31,400  
EMAIL CLICKS



10,631  
EVENT SITE VISITS



15,841  
UNIQUE PAGE VIEWS



131,000  
GOOGLE SEARCH IMPRESSIONS

# SOCIAL MEDIA



70.2K

ORGANIC IMPRESSIONS



106K

PAID IMPRESSIONS



2.600

ORGANIC IMPRESSIONS



The collage features several social media posts and promotional graphics for the Automotive Logistics & Supply Chain Europe 20th Anniversary event. The posts include:

- A LinkedIn post from Automotive Logistics (10,023 followers) dated 8h, announcing the 20th Automotive Logistics Supply Chain Europe in Bonn, mentioning 350 delegates and sponsors, and a welcome reception sponsored by timematters.
- A LinkedIn post from Automotive Logistics (10,023 followers) dated 2mo, announcing DB Schenker as a Premier Partner to the ALSC Europe 2023!
- A LinkedIn post from Automotive Logistics (10,023 followers) dated 2mo, mentioning a virtual opening session live on LinkedIn.
- A LinkedIn post from Automotive Logistics (10,023 followers) dated 2w, mentioning a panel discussion on "The next logistics leaders".
- A LinkedIn post from Automotive Logistics (10,023 followers) dated 1w, mentioning a registration deadline for the event.

The promotional graphics include:

- A main event banner: "20th Anniversary Automotive LOGISTICS & SUPPLY CHAIN EUROPE. RESILIENT TODAY, FIT FOR THE FUTURE. 21-23 March 2023 | Kameha Grand Bonn, Germany. PREMIER PARTNER DB SCHENKER. #ALSCLIVE".
- A panel discussion graphic: "20th Anniversary Automotive LOGISTICS & SUPPLY CHAIN EUROPE. PANEL DISCUSSION The next logistics leaders. Kameha Grand Bonn, Germany. 21-23 March 2023. JOIN NOW #ALSCLIVE". Panelists include Martin Corner (Head of Supply Chain & Logistics, Aston Martin) and Ken Allen (Chairman of the Board, CNW).
- A "Who is attending #ALSCLIVE" graphic showing logos of participating companies: Ford, Renault, VW, Bentley, Lotus, Basquelet, Audi, Jaguar Land Rover, Bosch, Mercedes-Benz, Opel, Continental, Goodyear, Yazaki, Toyota, Powerco, GM, BYD, Vinfast, Magna, ZF, Sert, Stellantis, and Tesla.

#ALSCLIVE



20  
YEAR  
ANNIVERSARY

Automotive  
LOGISTICS  
& SUPPLY CHAIN  
EUROPE

## TESTIMONIALS



It was a great pleasure being at the #ALSCLive in Bonn. As always, a highly professional congress with a lot of interesting discussions and even more interesting people to talk to.



High class event with top speakers and networking with decision makers.



Covering all the hot industry topics and gathering together the key people, it was once again one of the most valuable events of the year.

100%

of attendees would  
recommend  
ALSC Europe to a  
colleague

#ALSCLIVE

# EVENT PARTNERS

## PREMIER PARTNER

 **SCHENKER** | **automobility+**

## KNOWLEDGE PARTNER



**DP WORLD**

## GLOBAL PARTNERS

**CARGOBASE**  **AIRSPACE**   **COURIER NETWORK**  
Redefining ASAP  **cognoscos**  **ascent**

## GOLD PARTNERS

 **EVOLUTION**  
TIME CRITICAL  **INFORM** **time:matters**  **ermewa**  
Let's (re)invent  
the railway together  **CEVA**  
LOGISTICS

 **RPM**  
The Driving Force in Logistics™  **Prilo**  
Car Transport  
Exchange **KUEHNE+NAGEL**  **Priority  
Freight**  
YOUR FREIGHT, OUR PRIORITY.  **HÖEGH AUTOLINERS**

 **Royale Internatio**  
MAKING IT HAPPEN SINCE 1993 **4FLOW**  
Your supply chain solution **UNIPART**  
LOGISTICS  
Experience. Innovation. Advantage. **ALPSALPINE**

## SILVER PARTNERS

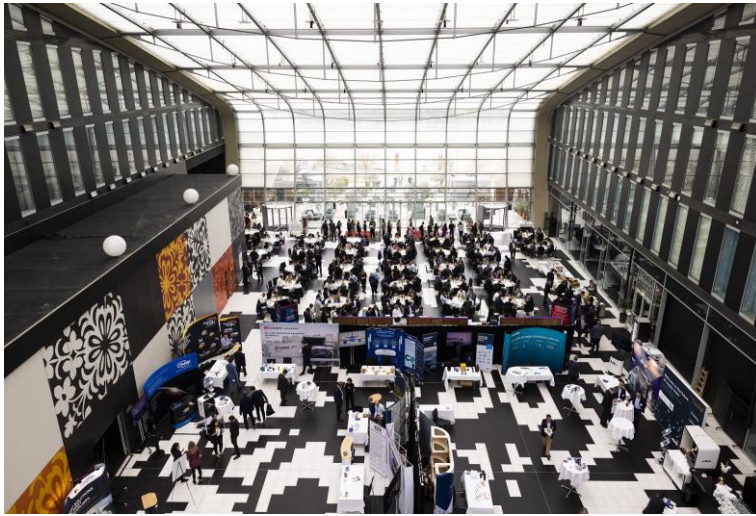
 **Freightline**  
Dedicated Logistics Specialists  **CR**  **DFDS**

 **ProACT**  
GLOBAL SOLUTIONS  **FedEx**  
Express  **FRACHT**  
logistics solutions

## BRONZE PARTNER

 **BlueYonder**

# EVENT PHOTOS



[VIEW ALL PHOTOS ON FACEBOOK](#)

[#ALSCLIVE](#)



20  
YEAR  
ANNIVERSARY

Automotive  
LOGISTICS  
& SUPPLY CHAIN  
EUROPE



@automotiveanalytics

## SAVE THE DATE

#ALSCLIVE

**Automotive Logistics & Supply Chain Europe 2024**  
**19 -21 March 2024 | Kameha Grand Bonn, Germany**

For information on future events, please get in touch:



**Matt Allard**  
Head of Commercial Development  
[matt.allard@automotiveanalytics.media](mailto:matt.allard@automotiveanalytics.media)

+44 (0) 20 8987 0981



**Alistair Newton**  
Head of Commercial Development  
[alistair.newton@automotiveanalytics.media](mailto:alistair.newton@automotiveanalytics.media)

+44 (0) 20 8987 0936



**Gavin Andrew**  
Head of Commercial Development  
[gavin.andrews@automotiveanalytics.media](mailto:gavin.andrews@automotiveanalytics.media)

T: +44(0) 208 987 0908



**Daniel Wood**  
Head of Commercial Development  
[Daniel.wood@ultimamedia.com](mailto:Daniel.wood@ultimamedia.com)

T: +44 (0) 208 987 0900