

Global Opportunities and the Value Chain

Past, Present and the Future

Cross-Border Business Conference

19th November 2014 at Alsion U109

The [Danfoss Center of Global Business](#) (DCGB) is proud to present 4 exceptional speakers for this Cross-Border Business Conference.

It's free to join, but please sign up [here](#) before the 17th of November at 12:00

Today's business is global. A company can choose to have its headquarters in one part of the world, its production facilities in another and sell its brands in all markets. The container shipping industry has been one of the main facilitators of the globalisation of trade. How does the future look like? How to take advantage of the opportunities in the future? Here is a chance to learn from some of the leaders in the industry.

Program

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| 12:00 | Buffet-style Lunch |
| 13:00 | Welcome by Professor Bodo Steiner, Danfoss Center of Global Business (DCGB) |
| 13:15 | A.P. Moller Maersk: Chris Jephson, Director and Henning Morgen, General Manager
<i>"Creating Global opportunities, past, present and future"</i> |
| 14:00 | Danfoss: Bent Schrøder, Senior Director, Global Fulfillment
<i>"How we improve the performance of our global supply chain"</i> |
| 14:45 | Maersk Line: Stig K. Jensen, Area Manager
<i>In an always changing world of shipping, an innovative logistics partner is essential.
But what are the challenges faced by the exporters?"</i> |
| 15:30 | Break |
| 15:45 | Round table discussion with Q &A (all speakers) |
| 16:30 | Drinks and networking opportunities |

Our story will trace the rise to prominence of Maersk Line - the world's leading container operator – between 1973 and 2013 and will put this in the context of globalisation. Based on company archives, interviews with current and former employees, and extensive statistical information provided by The Economist Intelligence Unit, Containerisation International and Lloyd's Register, we will describe some of the challenges of building a global business.



Chris Jephson was until recently Director of Learning at Maersk Line. Following graduation in the UK in 1969, he worked in Taiwan, then in Copenhagen and the UK until 1990 when he became part of the global management team of Maersk Logistics before moving back to Maersk Line in Copenhagen in 2004. He has been a long time member of the US based Council of Supply Chain Professionals (CSCMP) as well as the Cranfield Centre for Logistics and Supply Chain Management Advisory Board (CLSCM).



Henning Morgen is General Manager in Group Communications and Branding at A.P. Moller – Maersk with responsibility for archives management and history documentation and communication. Henning was employed with A.P. Moller – Maersk in 1998 and is the author of several shorter accounts on the Maersk history, based on research in the Maersk archives. Henning is a member of archives and records management associations in Denmark, Germany and the United States and is a member of the Section of Business and Labour Archives in the International Council of Archives.

The second point on the agenda focuses on the business opportunities which a global supply chain creates, as well as the challenges experienced.

Major KPIs are Customer Delivery Service, Inventory and Cost to Serve. Categorization of products for global distribution, optimization of the distribution network and modes of transportation will be discussed together with specific initiatives for improving KPIs.



Bent Schroeder is a Senior Director, Global Fulfillment within Danfoss Refrigeration and Air Conditioning Controls and takes care of Global Outbound Logistics - From the finished goods ready in factories to arrival at Customer.

Danfoss Refrigeration and Air Conditioning Controls' Global Supply chain services its Global Customers in more than 125 countries. Manufacturing in all regions combined with a global distribution network provides an efficient basis for customer service.



Stig K. Jensen is an Area Manager at Maersk Line.

He has seven years of progressive experience in the field of forwarding and global distribution.