

Final Press Release  
April 27, 2007



## **EASTLOG 2007**

**The 10th Annual International Logistics & Transport Event  
April 18–20, 2007, TOP HOTEL Prague**

### **The Jubilee Anniversary of Innovation!**

The tenth annual international logistics and transport event, EASTLOG, took place in the congressional halls of the TOP Hotel Praha on April 18-20, 2007. The three-day program featured a traditional itinerary of conferences, workshops, exhibitions, the Logistics Business Mixer and excursions to select logistics centers as well as a host of other innovations. The most notable additions to the forum were the Logistics HR Forum, Austria Day presented by GEFCO and a seminar on "Warehouse Management" conducted by CCV.

*"In 2007, EASTLOG introduced a number of innovations: A new place, the Logistics HR Forum and Czech/Austria Day reminded us of the dynamic development of this event, which continues to gain popularity in our country. These characteristics are not unlike the strategy of GEFCO in the Czech Republic and they explain why we want to continue as a major partner of the EASTLOG forum," said Christophe de Korver, General Manager of GEFCO Czech Republic.*

**The two-day conference and workshop program** focused on many of the hottest logistics industry topics presented as case studies and panel discussions. The program began with a contribution on the subject of Transport Policy in the CR presented by Deputy Transport Minister, Petr Šlegr, followed by a panel discussion on "The impact of road tolls on logistics and transport" with contributions by Martin Šprynar of Cesmad Bohemia and Josef Melzer from M+L Logistik among others. The first day of conferences was led by a number of distinguished speakers including Petr Kunc from Nestlé Cesko, LEGO Company's Egil Møller Nielsen and Ferdinand Hlobil of Cushman & Wakefield, who tackled themes ranging from performance evaluation of logistics service providers, to the automation of cost controls on logistics and legal issues in the area of logistics. Day two was presented in four main practical-application workshops (new IT solutions, cooperation in the transport business, optimization of logistics costs and logistics in industry). Presentations by Andreas Windischbauer from Dr. Franz Feurstein (Complex solutions for automated elevated warehousing at the Feurstein production plant), Milan Thorovský of Continental Automotive System Division (Why KANBAN for production supply management?) and Libor Procházka with Marketing Systems International (Warehouse optimization and distribution of confectioneries in the Central Europe region). Two captivating panel discussions on the topics of EDI Communication (with contributions by Pavla Cihlářová of GS1 Czech Republic, Jan Dařík from Globus CR or Procter & Gamble's Jan Felcman) and the development of transporter/customer relations (with Jirí Vácha of Zentiva, Subodh Kumar of CSOB and Pavel Fajt from Šmídl).

**The Specialized EASTLOG trade fair** presented 50 exhibitors, all major players in logistics both in the Czech Republic and Europe. One addition to this year's forum was an extended side program to the trade fair available to all visitors as an added bonus: the Logistics Providers Forum, a series of professional seminars by exhibiting companies, Austria Day by GEFCO, an entertaining look at Czech/Austrian business relations, a seminar by CCV on the subject of warehouse management and a Job Fair, where students and logistics pros discussed actual employment opportunities and educational possibilities in logistics. Wireless Internet access at the event's own WiFi Hotspot was provided once again by Barco.

*"For me, EASTLOG is a really useful platform for meeting logistics professionals. It's also an opportunity to learn about what's new in the logistics business and how future trends are shaping up. I also find it significant that I can meet the suppliers of so many logistics products and services as well as colleagues from the field, to exchange practical experiences and share ideas. This year's event was really well organized. The coordination of individual activities was done well and the breakdown of participants was very well thought out."* **said Milan Thorovský, Logistics Manager at Continental Automotive System Division.**

On the third day of EASTLOG participants visited **several logistics centers**, selected from three available excursions: The TESCO distribution center in Postržíná and the VF Czech Services logistics center in Zdiby, The dm central warehouse and the Jipocar Transport & Logistics complex in Jihlava, or the Maersk Logistics / FOXCONN logistics center in Pardubice.

**The VI. Logistics Business Mixer**, a VIP gathering of logistics professionals, took place in the modern setting of the Kinnarps showroom in Pruhonice / Cestlice. This entertaining evening of games and contents, culinary delights, live music, wine tasting and raffles, proved once again to be an unforgettable event in an informal setting highly conducive to making new business contacts. The general partner of the business mixer was Pinnacle. Partners included CID International, Kinnarps, ND Logistics CZ and Oltis.

**Logistics HR Forum** was the most successful new addition to the tenth annual EASTLOG forum. The program was divided into three parts: a pre-lunch seminar for students of select colleges and universities with a focus on logistics and transport. Students received practical information on how to build a career in logistics and what areas to focus on in their studies. The second pre-lunch segment opened with a discussion forum for HR Managers and logistics managers. Participants were given tips on how to build a HR division in logistics companies, developing human-resources management, the opportunities and tools of modern HR, accreditation study programs for dispatchers and practical examples of HR projects introduced in logistics companies.

The afternoon segment opened with a Job Fair, allowing representatives of participating companies to exchange contacts with potential employees from a pool of college, university and training-school graduates who are considering entering the field of logistics. Eighteen top companies from the field of logistics presented themselves at the job fair to 200 visiting students and current logistics professionals.

*"For personnel workers in logistics the Logistics HR Forum was very useful, especially as another component of the EASTLOG forum. The unanimous opinion from the majority of participants was very positive. Inquiries from the majority of participants of the Logistics HR Forum was important for me, for the continuation of events devoted to HR and cooperation with schools offering education in logistics and freight forwarding."* **said Jarmila Valešková, Director and Executive of HR logistic support, a partner of the Logistics HR Forum.**

EASTLOG appreciates **the generous support of major companies from the logistics and transport sector.** Gold Sponsors were GEFCO Česká republika and BT Česká republika. Silver Sponsors included BARCO, CCV, Cushman & Wakefield, DHS, GS1 Czech Republic, SAP CR and SEGRO Group.

**EASTLOG 2007 in numbers:**

50 exhibitors

180 conference participants

400 trade-fair visitors

39 conference and workshop speakers

14 presentations at the Logistics Providers Forum

310 guests at the VI. Logistics Business Mixer

Logistics HR Forum - 18 exhibitors, 200 Job Fair visitors, 45 HR/Logistics Managers on the discussion forum, 55 students at the pre-lunch seminars for students

**For more information, please, contact the organizer:**

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**About ATOZ EVENT:**

ATOZ EVENT is one of the leading companies in the areas of logistics, retail and marketing on the Czech market. It specializes in the organization of professional conferences, workshops, trade fairs and social events. Among its many long-term projects are the EASTLOG and LOG-IN forums, the logistics golf tournament golfLOG, the Retail Business Mixer (a VIP gathering of retail professionals) and the Logistics Business Mixer (a VIP gathering of logistics professionals). ATOZ EVENT is a member of the Atoz Group, to which Atoz Publishing, publisher of such titles as Zboží & Prodej, Horeka, Spiritor and Systémy Logistiky, also belongs. The Atoz Group has been active on the Czech market since 1993. In 2006 it entered the Slovak market. For more information on the Atoz Group go to [www.atoz.cz](http://www.atoz.cz).