

Business Forecasting in Industry

Meeting of the German OR Society (GOR) working group on Forecasting Methods
December 5th & 6th 2013, Leverkusen, Germany



You are invited to join the next meeting of the German OR Society (GOR) working group on Forecasting Methods. The meeting will be held December 5th & 6th 2013, and is hosted by the Bayer AG in the Kasino Hotel in Leverkusen, Germany. Due to the international background of the speakers, the meeting will be held in English. The provisional agenda of presentations is below. Seminar Lunch and coffee breaks will be provided.

Thursday, 5th December 2013

11:00 am Welcoming

„Operations Research at Bayer“

Franz-Josef Tölle, Bayer Business Services GmbH

„Challenges in Forecasting and Analytics at Bayer“

Anupam Samanta, Bayer Business Services GmbH

„Sales Forecasting at Bayer Health Care“

Jens Hoppe, Bayer Business Services GmbH

„Sales and Demand Planning at Bayer Crop Science“

Simon Schaefer, Bayer Business Services GmbH

„Best practices in Integrated Sales Forecasting? The journey of Beiersdorf towards world-class S&OP“

Radoslaw Nowak, Beiersdorf AG

„Forecasting 2020 costs for PEM fuel cells and lithium-ion batteries based on a new two-factor experience curve approach“

Thomas Mayer, Daimler AG

„Rapid Designs, Scenarios, Forecasts and risk based Schedules with extended simulation“

Markus Bans, ATS Prozessoptimierung Mönchengladbach

7:00 pm Social get-together for Networking

Friday, 6th December 2013

9:00 am Election

„Sales forecasting: accuracy, learning effects and some suggestions – a case study of a German automotive company“

Robert Rieg, Hochschule Aalen

„Demand Planning – an integrated software system for optimized sales planning within the supply chain“

Roland Künzel, FHDW Bergisch Gladbach

„Scientific S&OP at Sanofi Aventis: the effective combination of Statistics and Judgment to improve forecast accuracy with SAP APO DP“

Sven F. Crone, Lancaster University

„Managing Passenger Forecasts at Lufthansa German Airlines“

Holger Lies, Lufthansa German Airlines

„Impact of the German ‘Energiewende’ on day-ahead and intra-day load forecastings: the challenges related to large industrial customers in the German power grid“

Ulrich Reincke, SAS Institute Inc.

1:30 pm Networking Lunch

Registration deadline is 15th November 2013. The number of attendees is limited. Registration is free for members of the German OR Society (application forms can be found online: www.gor-ev.de), workshop presenters and employees of the hosting organisation only. Registration for all others costs €100.- (academic institutions) or €200.- (company representatives). Payment details are provided upon registration.

To register for the workshop, please email your Name, company, German OR-membership details (if applicable) and full address details (for invoicing) to Holger Kömm: holger.koemm@ku.de. For all other enquiries please contact the local chair, Dr. Sven F. Crone: s.crone@lancaster.ac.uk.