



You are invited to join the next meeting of the German OR Society (GOR) working group on Forecasting Methods. The meeting will be held May 3rd & 4th 2012, and is hosted by the Beiersdorf AG in their headquarters in Hamburg, Germany. The topics of this meeting will focus on forecasting for fast moving consumer goods manufacturers, in line with the expertise of our hosts. Due to the international background of the speakers, the meeting will be held both in English and German. The provisional agenda of presentations is below. Lunch and Coffee breaks will be provided.

Thursday, 3rd May 2012, Tutorial & Presentations

9:00 – 12:00

Tutorial on Forecasting with SAP APO DP – an Introduction to Exponential Smoothing for Business Practitioners (optional, ca. 180 minutes)

Dr. Sven F. Crone, Assistant Professor & Director of the Centre for Forecasting, Lancaster University

13:00 – 14:00

Welcome Address & Advanced Planning at Beiersdorf: Integrating Forecasting into Demand, Supply, Production and Network Planning

Ralf Wielage, Director SCM Plan, Beiersdorf AG, HQ, Hamburg

14:00 – 15:00

Forecasting with SAP APO-DP: A tale of Human Experts vs. Automated Systems?

Michael Tramnitzke, Global Category Team Leader Packaging Materials, Beiersdorf AG, HQ, Hamburg

15:30 – 16:30

Demand Sensing: Better Math to Navigate Volatile Markets

Robert F. Byrne, Chief Executive Officer, Terra Technology, Norwalk, CO, USA

16:45 – 17:45

Improving Supply Chain Forecasting

Prof. Robert Fildes, Distinguished Professor, Lancaster University Management School, Centre for Forecasting, Lancaster, UK



Social get-together for Networking

Fischereihafen Restaurant Hamburg,

Friday, 4th May 2012, Presentations & Discussions

9:00 – 10:00

The Impact of Cross-functional Forecasting for Logistics at Coca-Cola AG (presented in German)

Dr. Michael Bell, Head of Logistics (Bavaria), Coca-Cola AG, Erlangen

10:00 – 11:00

Automatic Forecasting & Replenishment of Weather Dependent Products with SAP F&R (in German)

Dr. Norman Götz, Head of Logistics, Forecasting & Replenishment, EDEKA LUNAR GmbH, Hamburg

11:15 – 12:15

Daily Web Crawling & Scraping to Forecast Market Trends and Disruptions in Real Time

Janko Thyson, Research Associate, WFI Catholic University of Eichstätt-Ingolstadt, Ingolstadt

12:15 – 13:15

Best Practices in Supply Chain Forecasting? First Insights from Survey Feedback of 200+ Companies

Dr. Sven F. Crone, Matt Weller, Lancaster University Management School, Centre for Forecasting, UK

Registration deadline is 25th April 2012. 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-eichstaett.de

Workshop Location

Beiersdorf AG, Head Office
Unnastraße 48
20253 Hamburg

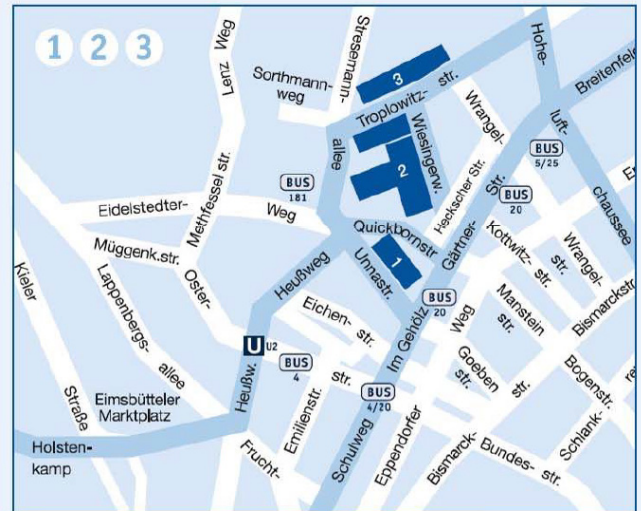
Building 1, Room VA 113

Please go to the reception in Building 1 to receive your visitor pass, then follow the signs to the workshop auditorium

You can best reach Beiersdorf by public transport:

- **by Underground:** take U2 from "central station" towards "Niendorf", exit at stop "Osterstraße" and walk for 10 minutes along the "Heussweg" to the HQ in "Unnastraße"
- **by Bus:** take busses number 20 or 25 from station "Altona" until stop "Goebenstraße", directly opposite "Unnastraße" and walk for 2 minutes to the HQ in Unnastraße
- **by Car:** very limited parking is available in this area of Hamburg; if you plan to arrive by car, please enquire about a parking spot at the time of your registration

- 1 Zentrale Head Office
- 2 Bürogebäude Wiesingerweg Offices Wiesingerweg
- 2 Forschungszentren Research Centers
- 3 Produktion Lokstedt Production Lokstedt
- 4 Produktion Billbrook Production Billbrook
- 5 Produktion Hausbruch Production Hausbruch



Hotel Recommendations

As room prices of agreed conference allocations are regularly undercut on portals of www.HRS.de, or www.TriVaGo.de we decided not to pre-book a dedicated conference hotel. The hotels on the right serve as initial recommendations based upon their fair prices & quality, central location, and proximity to Beiersdorf (driving against traffic in rush hour).

Mercure Hamburg an der Messe
Schröderstiftstraße 3, 20146 Hamburg
Tel: +49 (0)40 45069-0, www.accorhotels.com

Mövenpick Hotel Hamburg
Sternschanze 6, 20357 Hamburg
Tel +49 (0)40 3344110, www.moevenpick-hotels.com

Fairmont Hotel Vier Jahreszeiten
Neuer Jungfernstieg 9-14, 20354 Hamburg
Tel +49 (0)40 34940, www.fairmont.com

To register for the workshop please contact Holger Kömm: holger.koemm@ku-eichstaett.de. For all other enquiries please contact the local chair, Dr. Sven F. Crone: s.crone@lancaster.ac.uk

We look forward to welcoming you in Hamburg.

Dr. Sven F. Crone
Assistant Professor in Management Science, Lancaster University
Director of the Lancaster Research Centre for Forecasting
Local Workshop Chair

Prof. Dr. Ulrich Küsters
Catholic University Eichstätt-Ingolstadt
Chair of the GOR working group on Forecasting Methods

Holger Kömm
Catholic University Eichstätt-Ingolstadt
Official coordinator of the GOR working group on Forecasting Methods

Dr. Stefan Gnutzmann
Daimler AG
Co-Chair of the GOR working group on Forecasting Methods

