



CALA

Corporate Automotive Logistics Academy



GET UNIQUE
INSIGHTS AND INSPIRATIONS

LAB | INDUSTRY 4.0

LAB | TRENDS AND STRATEGIES IN AUTOMOTIVE LOGISTICS

LAB | GLOBAL SUPPLY CHAIN MANAGEMENT

BVL
School of Logistics

DHL

iubh INTERNATIONALE
HOCHSCHULE
DUALES STUDIUM

MY-CALA.COM

COME TO MY CALA AND WORK WITH US ON MOBILITY LOGISTICS



WHO WE ARE

FUTURE LABS FOR FRONT-RUNNERS IN SUPPLY CHAIN

Come to the Corporate Automotive Logistics Academy (CALA) to open your mind to new paradigms of logistics in the new mobility world with premium knowledge, innovative learning formats, think tank rooms and global networking options. Meet with visionaries in the automotive logistics, learn more about the hottest technologies in logistics and brainstorm strategic directions for your company.

CALA was developed in cooperation with DHL Global Forwarding and the BVL School of Logistics. The LAB concept is a learning model, which is based on an ongoing interactive process of thinking, acting and reflecting in a group. It combines theory with real-time management. The LAB experience means to learn from each other, from different organizations and cultures. The first modules were tested in Europe, America and Asia. The newest findings were integrated into the new concept.



WHAT WE DO

THE LABS I GET UNIQUE INSIGHTS AND INSPIRATIONS

CALA offers three LABs along the automotive supply chain. First get exclusive, high quality information of the latest developments from the best-in-sector. In the next step, the top issue will be discussed by leading industry practitioners and experienced scientists.

Afterwards, it continues with think tanks on various topics around the key topic. Cooperative learning with all parties involved in the supply chain provides the speed and the 360 degrees view to re-design the logistics of the future.



LAB | TRENDS AND STRATEGIES IN AUTOMOTIVE LOGISTICS

PROGRAM DURATION: 1 day

METHOD: Interactive lectures, fishbowl discussion, case study work

ACADEMIC DIRECTOR: Prof. Bernd Hellingrath, PhD

CERTIFICATE: CALA Education Program Certificate (BVL School of Logistics)

LAB

The LAB "Trends and Strategies in Automotive Industry" focuses on today's major trends in automotive industry and the resulting challenges for the automotive supply chain in the upcoming years. One of the main tasks for the automotive industry is the development of sophisticated strategies to cope flexibly with this ever-increasing complexity of their products, markets and supply chains.

CONTENTS

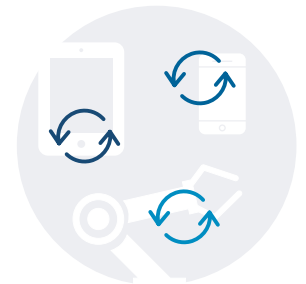
- Growth of complexity
- E-Mobility
- Digitalisation
- Convergence of Mobility Solutions
- Urbanisation

TARGET GROUP

- OEMs
- Tier 1 suppliers
- Tier 2 suppliers
- Logistic service providers

EARNING OUTCOMES AND BENEFITS FOR YOUR COMPANY

Participants will leave the LAB with the readiness to create future-oriented strategies in their companies together with partners in a professional and collaborative process. They will be able to generate sustainable strategies in new business models in a dynamically developing digital world.



LAB | GLOBAL SUPPLY CHAIN MANAGEMENT

PROGRAM DURATION: 1 day

METHOD: Interactive lectures, fishbowl discussion, case study work

ACADEMIC DIRECTOR: Prof. Michael Henke, PhD

CERTIFICATE: CALA Education Program Certificate (BVL School of Logistics)

LAB

Digitisation of the industry and the new trends in mobility are changing the logistics, especially in the automotive sector. E-Mobility is affecting the supply network because fewer parts are needed in electric cars. New technologies as 3D printing significantly reduces the handling of prefabricated parts. As a result, the collaboration between logistic service providers and automotive companies within the supply chain is changing and gaining in importance for the business.

CONTENTS

- Global market and regional shifts
- Collaboration in global supply chain
- Risks and opportunities
- Adaptive and agile global supply chain
- Supply development and partnership

TARGET GROUP

- OEMs
- Tier 1 suppliers
- Tier 2 suppliers
- Logistic service providers

EARNING OUTCOMES AND BENEFITS FOR YOUR COMPANY

Participants will leave the LAB with powerful insights into logistic issues in a digital industry and a new awareness of additional ways to drive business results via strategic supply chain choices. This will be familiar with future trends on supply chain management and develop ideas on how to master the challenges of digital transformation. The results impact their daily work in order to make more profitable decisions of their companies.



LAB | INDUSTRY 4.0

PROGRAM DURATION: 1 day

METHOD: Interactive lectures, fishbowl discussion, case study work

ACADEMIC DIRECTOR: Dr. Alexander Bode, PhD

CERTIFICATE: CALA Education Program Certificate (BVL School of Logistics)

LAB

The LAB "Industry 4.0" introduces managers to the dynamic world of digital transformation with the special focus on industry 4.0 applications in automotive production. The participants will get a broad view of the actual developments as well as the trends for the future. Practical examples and experiences from the automotive sector and other leading branches will provide a deeper insight of realistic realization scenarios for the own company. The LAB will tremendously increase the creativity and the innovative power for designing the digital future in the own environment.

CONTENTS

- Internet of things
- Latest technological developments
- Human-robotics interaction
- Adaptive production and additive manufacturing
- Predictive analytics in production

TARGET GROUP

- OEMs
- Tier 1 suppliers
- Tier 2 suppliers
- Logistic service providers

EARNING OUTCOMES AND BENEFITS FOR YOUR COMPANY

Participants will leave the LAB with inspiring ideas for practical solutions for digital transformation in production and logistics. They will be able to identify new business models on the basis of digital value creation processes. This boosts the pro-active competitive advantages in a dynamically developing digital world.

WHY SHOULD YOU ATTEND

SIX REASONS TO PARTICIPATE

- 1 | **LISTEN** to the latest topics from key-note speakers from science and best practice companies.
- 2 | **SHARE** challenges and experiences with professionals and industry experts.
- 3 | **USE** the LAB as a platform for exchange and networking.
- 4 | **GET** new ideas and let them inspire you to think out of the box and innovative.
- 5 | **DISCUSS** current topics and trends in the automotive industry in small groups. Get deeper into the challenges of the industry and learn to face them innovatively in think tanks.
- 6 | **BECOME** a part of an exclusive circle.

HOW TO REGISTER

REGISTER with name, phone number, e-mail and company name
post@my-cala.com or directly on
www.my-cala.com

CONTACT US

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