



BRIEF
THE SECRET OF THE BIG PLAYERS

“Logistics as a competitive edge”

University Encounter of Industrial Engineers – EUDII XXV

DESCRIPTION OF THE EVENT Every semester, Icesi University and its Industrial Engineering Program open a space in order to get their students related to key subjects, selected according to their impact within the industrial context in the region, the country and the world. The Graduation Project I students (8th Semester) are in charge of the execution of EUDII: University Encounter of Industrial Engineers.

This is an academic event that is intended for students, teachers and entrepreneurs in the region. EUDII aims to provide a space for attendees to relate to current issues and importance around Industrial Engineering.

The event will be expounded on a series of different lectures, given by speakers with great experience in topics selected for their relevance and impact, to which all interested parties can attend. Moreover, it is our intention to create a Discussion Group so that the businessmen and entrepreneurs of the region, who are interested, may be able to interact, share and learn from the different experiences and points of view of the main speakers.

DATE October 9th and 10th 2013

PLACE Icesi University –Manuelita, SIDOC, Fundación Valle del Lili and Varela auditoriums.

VALUE PROMISE OF THE EVENT Participating in the EUDII brings to the business community, professors, undergraduate and postgraduate students of Colombia, the opportunity to find out and get feedback on knowledge and experiences coming from experts in the specified fields, who implement different aspects of engineering to achieve differentiated advantages.

ACADEMIC OBJECTIVE The EUDII pretends that the students who organize the event can develop teamwork, planning and project management skills.

Additionally, the event provides relevant and updated information to the industrial engineering students, as well as to the participants of the event, about the latest subjects in industrial engineering, with high quality speakers and without any cost.

FINAL OBJECTIVE The EUDII gives the opportunity to all the participants of this event to get a closer approach and learn from the experiences coming from great and distinguished companies. Moreover, it generates a space to share knowledge, to know different challenges that the companies have to deal with, to get an updated information within different industries, and finally, to get a global vision about industrial engineering.

CURRENT VERSION In this opportunity, the main subject of the twenty-fifth version of EUDII will be: "The Secret of the Big Players: Logistics as a Competitive Edge". Nowadays, the success of a company lies on finding and taking advantage of a competitive edge that generates value to the final customer. One way to do it is by the creation of exchange relationships that may create value on the acquisition, the consumption and disposal of a product and service through the supply chain, which can be accomplished through logistics. It is an industrial engineering function to serve to all the logistics requirements, in order to create new competitive advantages through the efficient management of each operation, with the purpose of satisfying the customer. Therefore, this encounter will be a great space so that professors, businessmen, undergraduate and postgraduate students of the region, get the opportunity to know the value proposal of great companies, and the way how they use their logistics processes as a differentiator factor. Taking in consideration the national and international trends, we have defined the next thematic associate axes:

- **Massive consumption:** product innovation, planning production, distribution and demand management.
- **Fashion industries:** distributions channels and world trends.
- **Services:** supply strategies, coverage and execution.
- **Transport:** personnel, physical resources and information transfer strategies.

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TARGET PUBLIC The EUDII seeks the participation of students from different universities in the region, belonging to Industrial Engineering Program, but also those located in other cities around the nation, belonging to Industrial Engineering programs, related careers and other people interested in logistics. It is also expected to have the participation of

event sponsors, entrepreneurs and enterprises interested in the proposed topic. At least eight hundred people are expected to take part of this event.

DIFFERENTIATION EUDII, in its twenty-fifth version, wants to approach the participants to the reality that faces different successful industries, giving them the chance to learn through experiences that the lecturers share. Moreover, we intend to reach a more diverse public, and we want to create spaces that allow us to link regional companies to the knowledge of our speakers.

BUDGET For this version, we have elaborated a budget of 60 million Colombian pesos that includes allowance, accommodation and transportation for the lecturers (minimum 3 internationals), food for the lectures and special guests, adaptation and setting of the auditoriums, dressing, advertising elements, and more.

In order to achieve our financial goals, a party will take place in Cali with the purpose of raising funds (it must not exceed the 20% of the established budget), and the rest of the budget will be cover by sponsor companies, through different options and packages that we have designed for them.