

EVENT DESCRIPTION

Every time that Icesi University's Industrial Engineering students arrive at the Engineering Project Management course, they face a situation of a real environment, where they encounter the experience of organizing and completing a project along with the obstacles that it may have. This project, as it has been customary for 39 editions, is the **"Encuentro Universitario de Ingenieros Industriales (EUDII)"**, will take place without exception in this new semester.



EVENT DESCRIPTION

This event will be held with the presence of important **national** and **international** speakers who will present key topics related to the world of industrial engineering, where it seeks to connect the student community with the organizational field in which they will possibly develop at the end of their educational process. Likewise, to complete the project, its organizers have the challenge of correctly and thoroughly **planning** each detail of the event from **logistics, academic, commercial, and communication fields**. Therefore, bringing this experience close to a real scenario encourages the development of soft and hard skills in students, which will be very useful in a real environment.



EVENT DESCRIPTION

This project, called **EUDII 40 E-commerce, ¿Herramienta o clave para el éxito?**, will be carried out on May 27th through the digital platforms that Icesi University has been using since the beginning of the COVID-19 pandemic. Here, national and international speakers will talk about how e-commerce became a key factor in the success of companies, and in turn, will show the logistics behind online sales, which is the main reason for companies' success. Throughout the conferences, a little known facet of the industrial engineer will be revealed.

WHAT DOES EUDII 4.0 BRING?

Shopping has never been easier than today, just one click is enough for a customer to have the product that meets their needs at their residence. However, it is common to ignore the **internal process** followed by the company that offers the goods and services to the consumer to achieve such a feat. In the same way, it is regular to unknow what **logistical and IT processes** need to be carried out to complete the **purchase** successfully. Likewise, it is also common to ignore the management and development that organizations must carry out so that their sales orders arrive just in time at each consumer's home in **perfect condition** and complying with the standards specified by the buyer.



WHAT DOES EUDII 4.0 BRING?


Digital commerce is well known for involving three steps: **promotion** of a product or service, its **sales**, and its **distribution**. However, all of this is immersed in a very diverse scenario, full of tools and processes which must be executed correctly to obtain a proper distribution of the product and to obtain customer satisfaction at the desired level.

WHAT DOES EUDII 40 BRING?

Therefore, **EUDII 40** will provide a broad view of the new business world, as it will bring the knowing and understanding of what happens with the **logistics processes behind e-commerce** and how they are carried out. Being more specific, this project will provide a more complete horizon to the **logistical challenges** faced every day by organizations that have processes related to **e-commerce** and, in turn, those organizations that are implementing them. Likewise, it will give a broader look at how these organizations have **innovated** and adapted to the different world and market changes, all these possible thanks to the talks of various speakers from the most prestigious companies.



OBJECTIVE



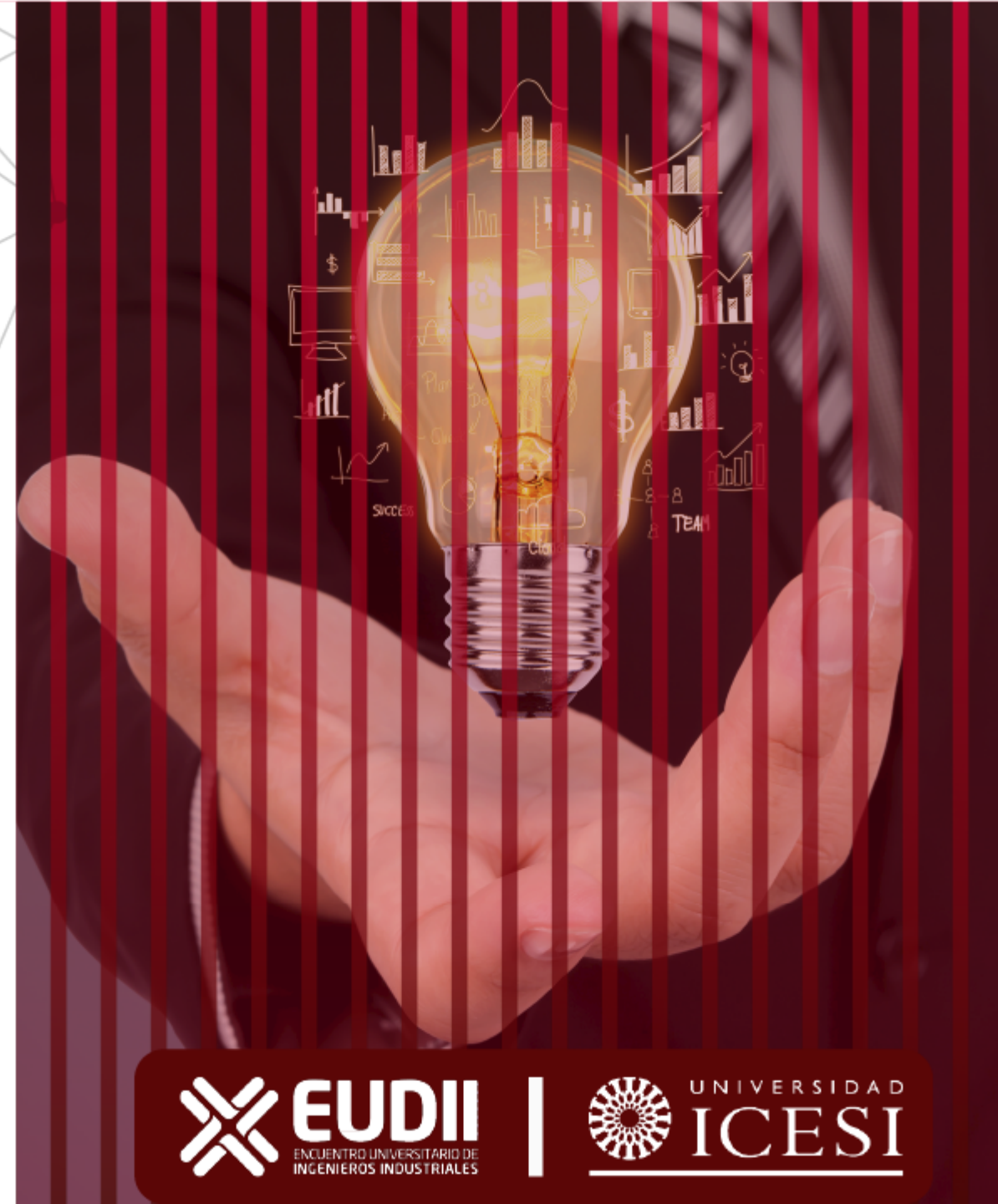
For **EUDII 40** organizers, the goal is to allow the spectators to learn about the functioning **behind the logistical processes of e-commerce** and how they have been innovating and adapting to what we know as “**the new normality**”. All of this by the exposition of several experiences of national and international speakers. As this is a topic that encompasses everyone, it is intended that the viewer have a broader vision of how from the contingency of COVID-19 the functioning of e-commerce had a **great impact** and importance on **everyday life**.



THEMES

INNOVATION

It is well-known that all kinds of organizations have had to **adapt** themselves to the new demands provoked by the contingency that the **global economy** is currently going through. A few decades ago, it seemed unthinkable to make purchases from home with comforts, however, today it is a **reality** due to the **transformation**, the ability to adapt, and the hard work that organizations had been doing to provide a new and **improved customer experience**.



INNOVATION

As a result, the opening to **new** marketing **channels**, the **improvement in logistics processes**, and the new marketing strategies are just a small look at this set of imperceptible processes that generate **added value** to the customer. In summary, "**whoever survives is not the strongest or the smartest, but the one that best suits change**". There is still a long way to go, where innovation and adaptation play a key role in the **development** and exercise of organizations.

SUPPLY CHAIN

Due to the emergency state because of COVID-19, **e-commerce** is just positioned as the **main** channel for people to meet their needs, avoiding the entire stop of the commercial activity. These changes affected both the people who already had this type of trade integrated into their **supply chain** and those who did not, forcing them to implement this new methodology in their chain, modifying and updating it according to the new **market** conditions.



SUPPLY CHAIN

Therefore, this **theme** seeks to delve into the characteristics of supply chains that manage e-commerce, from its **planning and design** processes to its **execution**, and besides, to know the characteristics that make a **successful** supply chain with e-commerce and the aspects that influence its entire operation, from the arrival of **raw materials** to delivery to the **end consumer**, from the point of view of the implementation and application of **e-commerce**.



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A handwritten signature in black ink, reading 'Sebastian V', is positioned on the right side of the page. The signature is written in a cursive style and is placed above a horizontal line.

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