

# Wood Supply Chain Optimisation



# 2010

Forest to Market – Innovations to Improve Logistics & Operations

Rotorua, New Zealand  
24 - 25 May 2010



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**DAY ONE – MONDAY 24 MAY 2010**

**8.30am Welcome & Introduction** *FIEA*

**8.45am Key Note Address: Increasing the Productivity of New Zealand's Supply Chains**  
*Nigel Jones, General Manager Strategy, Fonterra Trade and Operations*

**SESSION 1: THE LATEST INTERNATIONAL TRENDS IN LOGISTICS AND SUPPLY CHAIN MANAGEMENT**

**9.30am Managing Supply Chain Emissions to Gain Competitive Advantage.** Results from the first integrated "forest to market" study of its type in Australasia  
*Andrew Karalus, Estate Value Manager, Nelson Management Ltd*

**10.00am Morning Tea & Networking**

**SESSION 2: TOOLS TO MAXIMISE EFFICIENCIES THROUGH THE ENTIRE WOOD SUPPLY CHAIN**

**10.30am Optimising the Manufacturing Process... from Log Procurement through to Timber Sales**  
How to achieve optimum returns through, rather than within, sections of the wood supply chain  
*Brad Turner, Principal, HALCO Software Systems, Canada*

**11.15am Success in Wood Supply Optimization.** Case studies of forestry companies using collaboration and optimisation tools to maximise production of the right products, in the right place and at the right time  
*Greg Singleton, Global Director, Forestry and Environment, Remsoft, Canada*

**12.00pm Lunch & Networking**

**SESSION 3: FOREST TO SKID - INCREASING VALUE RECOVERY THROUGH IMPROVED HARVESTING SYSTEMS AND SCHEDULING**

**1.00pm Log Merchandising Operations.** Optimising log value recovery as a catalyst for improving efficiencies through the wood supply chain  
*Andy Dick, Managing Director, Logjitzix Ltd*

**1.30pm Harvest Optimisation:** A case study of Hancock Forest Management's introduction of optimisation systems for their Northland harvesting crews  
*Neil Geerkens, Resource Support Team Forester, Hancock Forest Management*

**2.00pm Sales and Operational Planning.** A new IT-based system to optimise customer log order files with resource and harvesting potential  
*Stephen Bennison, National Supply Chain Manager, PF Olsen*

**SESSION 4: FOREST TO MILL - OPTIMISING TRANSPORT AND DELIVERY TECHNOLOGIES**

**2.30pm Integrated IT Solutions for Effective Cost Management of Your Incoming Wood Fibre Streams**  
*Jim Pigott, Vice-President, Marketing & Sales, Tieto Forest & Manufacturing – Americas & Australasia, USA*

**3.15pm Afternoon Tea & Networking**

**3.45pm Using an Integrated Forestry Transport System to Maximise Wood Transportation Capacity**  
*Simon Best, National Mapping & GIS Product Manager, Ultimate Positioning, Australia*

**4.15pm Driving Forest Supply Chain Efficiency.** Mobile data integration and GPS tracking to Improve transport logistics. A case study on HVP Plantations implementation of a new distribution model  
*Neil Churton, Tactical Operations Manager, HVP Plantations, Australia*

**5.00pm Refreshments**

**6.30pm Conference Dinner**

**DAY TWO: TUESDAY 25 MAY 2010**

**8.30am Trends Reshaping the Supply Chain & Logistics Landscape in New Zealand**  
*Walter Glass, Director, Corporate Logistics*

**SESSION 5: MILL TO MARKET - OPERATIONS PLANNING, MATERIALS HANDLING, PACKAGING, FREIGHT FORWARDING & DISTRIBUTION DEVELOPMENTS**

**9.15am Enterprise Resource Planning for Primary and Secondary Wood Products Companies.** Australian, North American and European case studies detailing how an integrated approach optimises business returns  
*Ward Mintzler, Product Manager, Progressive Solutions Inc, Canada*

**10.00am Morning Tea & Networking**

**10.30am Managing Timber Sales and Operations Systems to more Effectively Link Orders to Log Inputs - a Sawmill Case Study**  
*Paul McCreedy, Director, Timber Management Solutions & Jon Dey, Director, FORME Consulting Group*

**11.00am Technology Showcase - Managed Exhibitions**

**12.00pm Lunch & Networking**

**SESSION 6: MAXIMISING TRANSPORT & DISTRIBUTION EFFICIENCIES**

**12.45pm Changes to Weight and Dimension Limits for Log Transport Operations.** What are the changes and what do they mean operationally to forest owners, road transport operators and wood processing companies?  
*John Galbraith, Business/Forestry Consultant*

- 1.15pm Rail Transport Options.** Improving infrastructure and building strategic alliances to handle increased wood flows  
*Aaron Temperton, General Manager Operations, KiwiRail*
- 1.45pm Shipping – Riding the Waves of Uncertainty of Shipping Services and Export Ports.**  
*Phillip Corboy, Director, Horizon Shipbrokers Ltd*
- 2.15pm Case Study: Eastland Port – New Zealand’s second busiest log exporting port.** Infrastructural and logistics issues being faced with a doubling of wood harvest from the region being projected within 5 years  
*Andrew Gaddum, General Manager, Eastland Port*
- 2.45am Afternoon Tea & Networking**

**SESSION 7: TRACEABILITY IN THE SUPPLY CHAIN**

- 3.15pm Product Tracking through the Mill Using Vision and RFID Applications**  
*Zdenek Kulle, President, Z-Tec Automation Systems Inc, Canada (by phone)*
- 3.45pm Developments in Electronic Product Coding and Radio Frequency Identification in the Forest Products Industry.** Opportunities for innovative data collection and transfer from forest to mill  
*Erik Sundermann, RFID Group Leader, GS1 New Zealand*
- 4.15pm Improving Co-operation through NZ’s Wood Supply Chain – the way forward**  
*Doug Ducker, Chairman, WoodCo*
- 4.50pm Conference Concludes**

**What is Wood Supply Chain Optimisation 2010?**

Volatile wood fibre costs, increasing energy costs and shifting product demand have created significant pressures on forestry and wood products companies to reduce costs and take advantage of demand opportunities. The structure

of the supply chain has been a major issue for the sector maintaining its international competitiveness. In Australasia it tends to be horizontal rather than vertically stratified between each of the major players; forest owners, wood processors, manufacturers and distributors. Consequently, there is a high degree of separation between each of these operations.

The sector doesn’t have an integrated production model. Rather than maximising the overall net return to each company, New Zealand and Australian operations largely look to access margins at each stage of the supply chain. The result has been a fragmented industry with few end-to end supply chain participants.

This technology programme will be targeting key decision makers from forestry and wood products companies in New Zealand and Australia. It will provide practical updates on innovations that are being used by leading forest products companies and technology providers to improve planning, logistics and operations within and through the wood supply chain.

Venue: Novotel Lakeside Rotorua, Tutanekai St, Rotorua, New Zealand

Website: [www.accorhotels.co.nz/1874/detail](http://www.accorhotels.co.nz/1874/detail)

Accommodation: A special room rate of \$155 (incl GST) has been negotiated at the Novotel Lakeside Rotorua. There is also a special room rate of \$125 (incl GST) for the adjoining hotel, The Ibis Hotel Rotorua. These rates are only available if you state you are attending the Wood Supply Chain Optimisation 2010 conference. Further details on the hotels can be found at [www.novotelrotorua.co.nz](http://www.novotelrotorua.co.nz). For room reservations for both hotels please book directly on (+64) 7 346 3888 or email [h1874-re01@accor.com](mailto:h1874-re01@accor.com). Other accommodation is readily available within a short walking distance and can be found on [www.rotoruanz.com](http://www.rotoruanz.com)

Presented by: Forest Industry Engineering Association (FIEA), a division of Innovatek Ltd. Please note that FIEA reserves the right to change the programme, if required, without prior knowledge to event delegates.



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# Wood Supply Chain Optimisation 2010

24 - 25th May 2010, Novotel Rotorua Lakeside, Tutanekai Street, Rotorua, New Zealand

## Conference Registration Form

SPECIAL Early Bird Discount: Register BEFORE Friday 16 April 2010

### Delegate Details:

Name	Position	E-mail
Company:		
Postal Address:		
Tel:		Fax:

### Programme Rates:

Activities	Rate Per Delegate	# of Delegates	Total
Early Bird Conference Rate (Before 16 April) - per Delegate	NZ\$720		\$
Standard Conference Rate (After 16 April) - per Delegate	NZ\$880		\$
Group Conference Rate (when booking three or more delegates from the same office or site) – per Delegate	NZ\$660		\$
Conference Dinner Partner Rate	NZ\$60		\$

SUBTOTAL	\$
+ GST (12.5 %)	\$
GRANDTOTAL	\$

- All prices exclude GST.
- Forest Industry Engineering Association (FIEA) member discounts of up to **25%** apply off the standard rate only. Membership status can be checked by calling our FIEA offices.
- To be eligible for the Early Bird Rate, registrations must be received by FIEA **by Friday 16th April 2010**.
- Your conference registration payment covers morning and afternoon teas, lunches the conference dinner, refreshments and a hardcopy of the detailed event proceedings.

Note: Because of the expected interest in the programme, 50% of the fee will be refunded for late cancellations if notice is received before **Friday 16 April 2010**. Cancellations after this date will not qualify for a refund. However, other persons within the same company can attend in place of the cancelled registered delegate.

### Payment:

<input type="checkbox"/> Cheque payable to Forest Industry Engineering Association enclosed, or
<input type="checkbox"/> Direct credit our Westpac Account: 031552-0257749-00, or
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