

## PRESS RELEASE

# 3<sup>rd</sup> WORKSHOP FOR INDUSTRIAL PARTNERS IN VALENCIA

In the context of a workshop with the industrial partners committed in the project, the researchers will **deepen into obstacles and solutions** (detected in previous workshops) for interconnection in FMCG logistics. A number of key steps and actions will be identified together with their benefits. This will lead to the validation of a **strategic roadmap towards interconnected FMCG logistics in 2030**.

A particular attention will be put on transport efficiency (e.g. t.km, truck load, modal shift). These analyses will bring to the project the critical success factors but also the obstacles and barriers towards an implementation of the Physical Internet concept, firstly with regard to the MODULUSHCA demonstration pilots and subsequently throughout the FMCG industry.

All industrial partners interested in the project are invited to join us.

### **MODULUSHCA Workshop (official language Spanish)**

10<sup>TH</sup> July in Valencia

ITENE

Albert Einstein, 1

46980 Paterna (SPAIN)

### **Target audience:**

- Manufacturers FMCG (P & G, Coca-Cola, Nestle, Mahou, Mercadona suppliers ...)
- Logistics service providers (SDLogística, Acotral, ...)
- Distributors or retailers (Mercadona, Consum, Eroski, Caprabo, Mas y Mas ... also e-retailers / e-commerce)
- IT providers
- Standardization organizations (AENOR, GS1, ...)

**Agenda:**

09:00 Opening

MODULUSHCA Workshop

09:10 Introduction

Expectations & Agenda

09:30 Fast Moving Consumer Goods

Current Situation, obstacles and solutions

10:45 Coffee break

11:00 Vision of interconnected logistics

Share the MODULUSHCA vision

12:15 MODULUSHCA Roadmap validation

Discussing and prioritization of steps and actions, what is missing, what should be adapted

14:00 Lunch

14:30 Summary

Questions, answers, discussion, feedback workshop execution

16:00 Get together