

Waves of Change

Recap of our SOLD-OUT Supply Chain Symposium 2024

In the ever-evolving realm of supply chain management, professionals are akin to skilled navigators, charting the course through calm waters and turbulent waves of change. On April 17, we hosted our SOLD-OUT Supply Chain Symposium at the Mississauga Convention Centre, uniting professionals from across our sector's intricate supply chain landscape.

The day was filled with critical insights and inspiring takeaways, meticulously planned out by our Supply Chain Event Advisory Committee, and guided by FHCP's VP, Industry Affairs, Frank Scali as MC. Attendees also enjoyed the unparalleled networking opportunities our signature events are known for, as well as sleeper tractor rides and BrightDrop ZEVO EV van tours.

Let's recap the event highlights.



Powerhouse leadership panel: Setting the tone for success

The day commenced with a captivating leadership panel moderated by Sean Verhoeven from HORN Sales & Leadership Development, featuring industry experts Lyndsay A. Barnes of Mars Canada Inc., Arman Mirza of The Home Depot Canada, Anna Petrova formerly of The Kraft Heinz Company, and Laure Velten-Jameson of Sobeys Inc.



Insights flowed freely as panelists delved into navigating consumer trends, technological advancements, sustainability imperatives, and talent management strategies. Drawing parallels between the rhythmic pulse of supply and demand and the natural ebb and flow of ocean waves, the panelists emphasized the importance of adaptability and collaborative innovation in staying ahead of the curve.

Navigating post-pandemic supply chain trends: Insights from FHCP's Benchmarking Study

Alain Sawaya, Partner, National Supply Chain and Procurement Lead at KPMG LLP teased highlights from FHCP's newest Benchmarking Study, shedding light on critical trends shaping the supply chain landscape.

With a focus on service metrics, forecast accuracy, and fill rates, the study highlighted the challenges and opportunities inherent in the Canadian market. From integrating intelligence to leveraging emerging technologies, attendees gained valuable insights into future-proofing their supply chains amidst evolving market dynamics.



Unveiling the National Supply Chain Strategy

André-Alexandre Carter, Executive Director, National Supply Chain Office at Transport Canada provided updates on the National Supply Chain Office's strategic initiatives. With a focus on operations, engagement, and collaboration, the office aims to drive efficiency and resilience in Canadian supply chains.

Through corridor collaboration and stakeholder engagement, the office seeks to address system-level challenges and lay the foundation for a cohesive national strategy that will offer an end-to-end supply chain view to inform government regulation, policy, operations, and program delivery.



Unleash the power of AI in weeks

CEO and Co-Founder of Prolego Kevin Dewalt introduced attendees to the transformative potential of AI, emphasizing its accessibility and scalability in today's business landscape. With the advent of GPT-4, AI has become a general-purpose technology, empowering organizations to leverage data-driven insights for strategic decision-making.

By harnessing AI's predictive and prescriptive capabilities, businesses can unlock new opportunities and gain a competitive edge in the market. His key takeaway? AI literacy is essential for driving innovation and leveraging AI's full potential, so get comfortable by starting small and focusing on low-risk data.



State of the industry

FHCP Executive Vice President Errol Cerit provided attendees with an up-to-date state of the industry, focusing on the shifts and key trends that are on the horizon, as influenced by consumer and public sentiment, that manufacturers need to be prepared for.

Overall tonnage is down, and our industry has gone from the supply-starved days of the early pandemic to a demand-starved sector where consumers are looking for value in a multitude of ways. Ultimately, a thriving and competitive grocery industry enables investment and growth and adds value to both the Canadian economy and consumers.



Unlocking better mental health: The leadership blueprint

Lieutenant-Colonel (Retired) Stéphane Grenier delivered a compelling keynote on transforming workplace mental health through the power of connections.

Emphasizing the importance of social support and compassion, Grenier highlighted the role of leaders in creating a culture of empathy and understanding. By fostering open dialogue and proactive intervention, organizations can mitigate the impact of mental health challenges and create a supportive work environment for all employees.



Toward a multipolar world: Geopolitical considerations in global supply chains

Jacob Shapiro, Partner & Director of Geopolitical Analysis at Cognitive Investments, provided thought-provoking insights into the geopolitical forces shaping global supply chains.

From inflationary pressures to trade dynamics, Shapiro underscored the importance of understanding geopolitical risks and their impact on supply chain resilience. By navigating geopolitical complexities and embracing strategic foresight, organizations can adapt to evolving market conditions and thrive in a multipolar world.



In conclusion: Embracing the future of supply chain management

Supply Chain Symposium 2024 was a testament to the resilience, innovation, and collaboration driving the industry forward. From insightful panel discussions to forward-thinking keynotes, attendees gained invaluable knowledge and inspiration to navigate the complexities of today's supply chain landscape. As we embrace the future with optimism and determination, let us continue to chart a course toward efficiency and excellence.

Thank you to all our esteemed speakers, our generous sponsors ([Canadian National Railway](#); [Canadian Pacific Railway Inc.](#); [Hopewell Logistics Inc.](#); [PECO Pallet Canada, Inc.](#); [Thomas, Large & Singer Inc.](#); [Ryder Supply Chain Solutions ULC](#); and [SpringBoard Data Management](#)), and our committed attendees for making this event a resounding success. Together, we are unlocking the potential of supply chain management and shaping the future of global commerce.

