

PRESS RELEASE

AEB (International) Ltd sponsors Supply Chain Management Competition, The Fresh Connection

- **March 2012: The Fresh Connection Kick-off**
- **Wednesday, 13th June 2012: The Fresh Connection UK Finals, Marriot Forest of Arden Hotel and Country Club, Meridien, West Midlands**
- **International finals: 14th September 2012, Barcelona**



Leamington Spa, 16th January 2012 - For the third year running, AEB (International) Ltd is gold sponsor of The Fresh Connection, an innovative, international online supply chain management

competition designed to test best industry practice and provide logistics strategy training. The Fresh Connection's simulated business environment incorporates industry experiences, supply chain theory, a wealth of data, KPIs, changing business dynamics and financial factors.

The competition is an internet-based simulation aimed at increasing knowledge of supply chain strategies. It demonstrates the impact of working as a team across the whole of the supply chain and the benefits this has on company performance. Kicking off in March 2012, competing teams have to improve the financial figures of a fictitious fruit juice producer called "The Fresh Connection", turn the company around and maximise return on investment. Each team member plays the role of a Director - for Operations, Purchasing, Supply Chain and Sales – and takes strategic and tactical decisions to improve performance and ROI. Participants are expected to spend a few hours a week over seven weekly rounds.

On Wednesday, 13th June, the British Fresh Connection Finals 2012 Event will take place in conjunction with the CILT(UK) Annual Logistics Conference at the Marriott Forest of Arden Hotel and Country Club, Meriden, West Midlands. During the event, the UK finalists will play the last three rounds of the competition, with the winning team becoming UK Supply Chain Champions 2011. The Fresh Connection is also being run in the Netherlands, Belgium, Germany, Denmark, USA, Canada, South Africa and Australia, and the International finals will take place on 14th September 2012 in Barcelona.

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Phil Lavin, Sales Manager at AEB said: "The Fresh Connection is a unique, exciting and highly acclaimed business simulation that has proven extremely successful in its first two years in the UK, providing real learning and demonstrating the importance of supply chains in the success of a business. We're proud to be sponsoring this innovative supply chain competition, organised by SCALA Consulting, for the third time and wish all participating teams the best of luck."

Many top companies have already signed up for this year's competition. Peter Surtees, Director of European Supply Chain at Kimberly-Clark said: "We sell in Europe and we source from across the globe, so this is an excellent platform for learning the importance of collaboration across the extended supply chain."

In the UK, The Fresh Connection is organised by SCALA Consulting (<http://www.scalagroup.co.uk>), a Supply Chain and Logistics Consultancy based in Huddersfield, West Yorkshire. New competition features for 2012 are:

- Sustainability - managing the carbon footprint of the business
- Capacity Constraints – introducing the role of the “critical customer” to the value chain

For more details about the Fresh Connection, or to join the competition, please visit <http://www.thefreshconnection.co.uk/en/home.aspx> or contact Dean Starr, tel. 01484 437 497, email: dean.starr@scalagroup.co.uk.

- Ends -

Contacts

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To find out more about AEB's supply chain management software solutions please contact AEB (International) Ltd., tel. +44 (0)1926 801 250, email: info@aeb-international.co.uk, or visit AEB's website at www.aeb-international.co.uk.



Notes to Editors

About AEB (International) Ltd

AEB is one of Europe's leading providers of supply chain logistics software and has been delivering solutions to customers for over thirty years. The company has over 6,000 customers worldwide, supported by offices in the UK, Germany, Singapore, Switzerland and the US.

AEB's core product - ASSIST4 - is the comprehensive solution suite for all logistics processes in global business. ASSIST4 offers a complete set of business services for end-to-end logistics, including international goods movements, making it possible to standardise and automate business processes in supply chain execution. ASSIST4 also creates transparency and provides a reliable basis for making the right decisions about the planning, monitoring, control and continual optimisation of supply networks - even beyond the boundaries of the business.

The ASSIST4 suite offers full functionality via a wide range of modules including Warehouse Management, Freight Management, Transport Management, Customs Management, Visibility & Collaboration and Compliance & Risk Management.

About the Fresh Connection

The Fresh Connection is an internet-based simulation launched in the UK by SCALA Consulting. Conceived, developed and supported by experts in supply chain management, it is a spectacular, educational and enriching management competition. Each participating company forms a team that is responsible for the management of the fictitious fruit juice producer called "The Fresh Connection". The goal is to save The Fresh Connection from collapse. The teams must make both strategic and tactical decisions. Each week the intelligent software behind the simulation calculates the consequences of the teams' decisions. The team that scores the highest return on investment become Supply Chain Champions.