

PRESS RELEASE

AEB (International) Ltd gives Supply Chain Tutorial at Multimodal 2011

- Thursday, 7th April 2011, 10.30 am, at Multimodal 2011, NEC Birmingham
- Free tutorial on “Filtering out the noise – Managing information overload”



Leamington Spa, 23rd February 2011 – On Thursday, 7th April 2011, Phil Lavin, Sales Manager at AEB (International) Ltd, will give a free tutorial on “Filtering out the noise – Managing information overload” at Multimodal 2011, which takes place at the NEC in Birmingham. The 40-minute tutorial will be followed by an audience Q&A session and will be published on www.multimodal.org.uk and on the website of *Shippers Voice* (www.shippersvoice.com).

In today’s multimedia world, many feel bogged down by information overload, such as developing trends, new regulations, cross-border procedures, carrier or documentation changes, licence demands, etc. and of course, priorities and needs for such information vary from industry to industry, business to business, department to department and level of responsibility within global companies. It is vital to stay on top, but how?

At Multimodal 2011, Phil Lavin will explain how technology can help to “hear” through the noise, and how global businesses can keep up to date, manage change, keep a competitive advantage, reduce costs and manage their core business. He will demonstrate how AEB (International) Ltd’s solutions, including supply chain execution and control, monitor and manage change in supply chains, enable companies to concentrate on shareholder values, manage risks, and increase efficiency and performance levels while cutting costs. The key is to focus on „filtering out the noise“ and managing the information overload to ensure the right information reaches the right party at the right time.

Phil Lavin has a logistics and supply chain finance background and is an experienced sales professional with over 30 years’ experience in the logistics and 3PL environment. He is well versed in consultancy and negotiations at board level and has worked in the Far East, the U.S. and South America.

- continues -



Multimodal 2011 (www.multimodal.org.uk) is an interactive event for the freight, transport, logistics and supply chain management industries. It takes place from 5th to 7th April 2011 at the National Exhibition Centre (NEC) in Birmingham.

Visitors can register free of charge at <http://www.registerbynet.com/reg.asp?showcode=multimodal11>.

- Ends -

Contacts

For further information or interview requests please contact Andrea Krug, Krug Communications, tel. +44 (0)7740 245 867, email: andrea@krugcomms.com.

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 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, Monitoring & Alerting and Compliance.