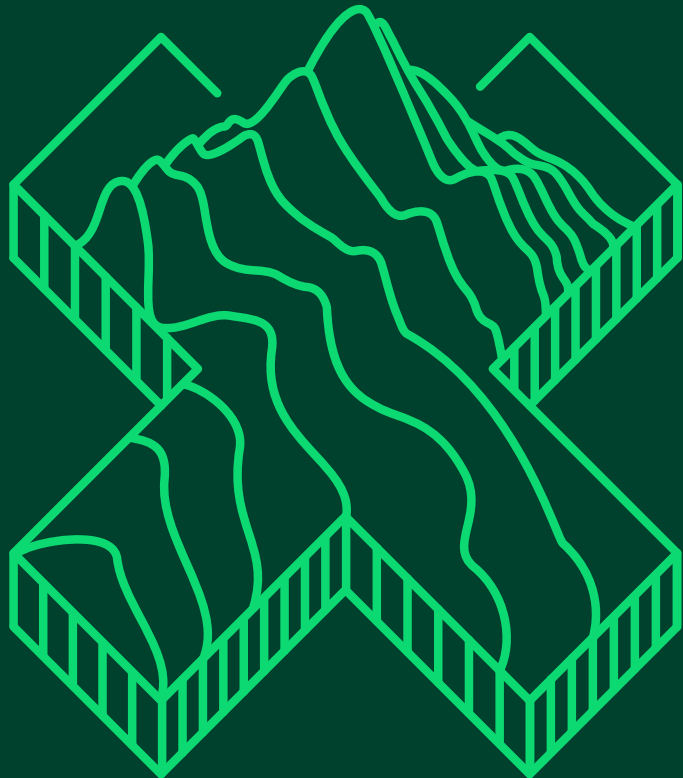


 Lobster
**Data Hero
Summit
Agenda**



Main Stage



📍 Van Nelle Fabriek

08:30

Arrival

-
09:30 Arrive, grab a coffee, and connect with peers before the main program kicks off.



📍 Main Stage

🗨️ Welcome Reception ✍️ Tim Srock, Rebecca Smith 🌐 ENG

09:30

Opening Remarks

-
09:45 Setting the stage: what to expect, who's in the room, and why this summit matters.



📍 Main Stage

🗨️ Keynote & Panel ✍️ Matthew Griffin, Tim Srock 🌐 ENG

09:45

Shaping Supply Chains for Tomorrow: Vision, Data & AI in Action

-
10:30 This forward-looking event features a keynote speech and panel discussion on supply chain transformation, data complexity and how to stay ahead with AI. This will be followed by a panel discussion.



10:45

Coffee Break

-
11:15 Time to grab a coffee, connect with fellow attendees, and recharge for the next round of discussions and discoveries.



📍 Main Stage

🗨️ Keynote & Panel ✍️ Jonas Bürkel (AWS), Jethro Borsje, Patrick Ryan 🌐 ENG

11:00

Beyond Promises: AI & Supply Chain

-
11:45 A joint keynote and panel discussion on how to transform the potential of AI into practical impact, based on connected data and platform thinking.



11:45

Lunch Break: Refuel & Connect

-
13:30 Time to grab lunch, connect with fellow attendees, and recharge for the next round of insights and innovations.

Main Stage

From Paper to Digital

Breakout Stage

AI Ready Supply-Chains



📍 Main Stage

📺 Keynote 🗒 Chantal Gouka

🌐 ENG

13:30
-

Beurtvaartadres: The evolution of Transport Documentation

How Beurtvaartadres supports businesses on their digitisation journey with tangible tools.



📍 Breakout Stage

📺 Keynote 🗒 AWS

🌐 ENG

13:30
-

State of AI in Supply Chain: Turning Your Data into Competitive Advantage

AWS outlines the role of AI in modern supply chains – with strategies to turn data into real-time advantage.



📍 Main Stage

📺 Keynote 🗒 Jethro Borsje,

🌐 ENG Patrick Ryan

14:00
-

Foundations First: Building a Digital Backbone with Lobster

Discover how integration and automation with the Lobster Data Platform enables scalable, long-term digitalisation.



📍 Breakout Stage

📺 Keynote 🗒 KRONE

🌐 ENG AWS

14:00
-

Use Cases in Action

Clients showcase live AI projects: forecasting, ETA prediction, anomaly detection, and more – with Q&A.



📍 Main Stage

📺 Keynote, 🗒 Dorus v. d. Linden
Q&A

🌐 ENG

14:30
-

Real-World ROI: Digital Transformation in Action

A customer use case showcasing real results – from efficiency and compliance to measurable ROI.



📍 Breakout Stage

📺 Keynote 🗒 Partner

🌐 ENG

14:30
-

Smart Collaboration

Learn how Lobster and partners enable intelligent, data-driven supply chains through integrated ecosystems.

Main Stage



15:00

Coffee & Snack Break

-

15:30

Time to grab a coffee, connect with fellow attendees, and recharge for the next round of discussions and discoveries.



📍 Main Stage

🗣️ Keynote, Panel, Q&A



Dr. Muddassir Ahmed



ENG

15:30

Supply Chain Talent Needs in the Age of AI

-

16:30

A closing session on skills, culture, and leadership in the age of AI. With experts from Partners, Hapag Lloyd and more.



📍 Main Stage

🗣️ Closing

16:30

Closing Remarks

-

16:35

A final thank-you and closing impulse from our hosts – with key takeaways and what happens next.



16:35

Networking, Drinks & Food

-

17:30

The bar is open! Come and unwind with a drink while revisiting key moments and exploring the Xpert Zone and Kicker challenges. Finish off the day with good food, great company and plenty of informal conversation.