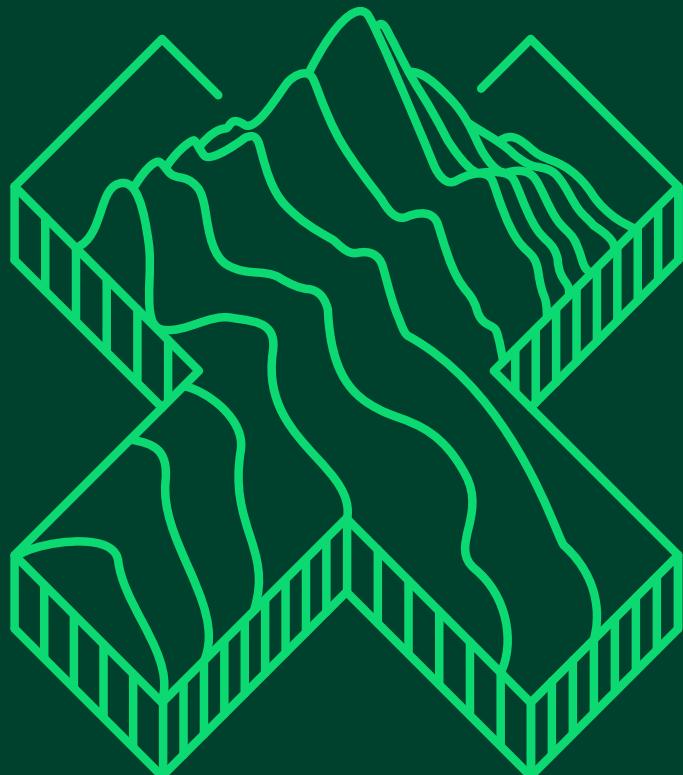
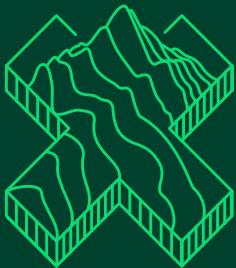




Lobster

Data Hero Summit Agenda





Main Stage



Van Nelle Fabriek

08:30
-
09:30

Open Doors and Partner Exhibition

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



Main Stage

Welcome Reception

Tim Srock, Rebecca Smith (Lobster)

ENG

09:30
-
09:45

Opening Remarks

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



Main Stage

Matthew Griffin, Tim Srock (Lobster), Wout van den Heu-

Keynote & Panel

vel (TLN), Michael Rolle (DHL)

ENG

09:45
-
10:30

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

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.



10:30
-
11:00

Pit Stop – Coffee Break powered by SCOPTIS

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



Main Stage

Enrico Alan Romani (AWS), Menno Lambooij (DALTI),

Keynote & Panel

Jethro Borsje (Lobster)

ENG

11:00
-
11:45

Beyond Promises: AI & Supply Chain

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
-
13:30

Refueling Stop – Lunch & Expo

It's time for lunch—relax, enjoy a good meal, and connect with fellow participants as you recharge for the afternoon's sessions and discoveries.

Main Stage

The Foundation for AI



📍 Main Stage

🕒 Keynote ✎ Chantal Gouka

🌐 ENG

13:30

Beurtvaartadres: The evolution of Transport Documentation

-

14:00

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



📍 Main Stage

🕒 Keynote, ✎ Jonas Bürkel (AWS)

Q&A

🌐 ENG

13:30

Real-World ROI: Digital Transformation in Action

-

14:00

A partner or customer use case demonstrating measurable results through end-to-end digitisation: from efficiency gains to compliance improvements.



📍 Main Stage

🕒 Keynote ✎ Jonas Bürkel (AWS)

🌐 ENG

14:00

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

-

14:30

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



📍 Breakout Stage

🕒 Keynote ✎ Max Birle (Krone)

🌐 ENG

14:00

Use Cases in Action

Clients present their applied AI use cases. Predictive insights, demand planning, anomaly detection, and more.



14:30

Pit Stop – Coffee Break powered by SCOPTIS

-

15:00

Grab a cup of coffee, mingle with your peers, and give yourself a quick energy boost to gear up for the conversations still ahead.

Main Stage



⌚ Main Stage ⚡ Jethro Borsje, Patrick Ryan (Lobster) ☰ ENG
 ☰ Keynote, Panel, Q&A

15:00 **AI Starts with Data: The Backbone of Modern Supply Chains**
 - Transform your fragmented supply chain into an AI-enabled ecosystem by connecting partners, operationalizing data, and enabling intelligence across existing system

15:45



⌚ Main Stage ⚡ Dr. Muddassir Ahmed, Manuel Flubacher (SAP),
 ☰ Keynote, Panel, Q&A ☰ Karsten Schmidt (HLAG), Lisa Aarsman (Lobster) ☰ ENG

15:45 **Supply Chain Talent Needs in the Age of AI**
 - A closing session on skills, culture, and leadership in the age of AI. With experts from Partners, Hapag Lloyd and more.



⌚ Main Stage ⚡ Tim Srock, Rebecca Smith (Lobster)
 ☰ Closing

16:45 **Closing Remarks**
 - A final thank-you and closing impulse from our hosts – with key takeaways and what happens next.

16:50



16:55 **Bar Opening + Flying Dinner + Xpert Area + Table Football Tournament**
 - 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.

20:00