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The entry of the Central and Eastern European countries into the European Union challenges the community of logisticians, supply chain managers and policy makers in terms of the impact that the changes have on business practice and in developing the knowledge and skill sets to cope with this changed environment.

These challenges provide an excellent opportunity to bring together Industrial Logistics Managers and Supply Chain Managers, Trade Experts, Logistics Service Providers as well as Academic Experts and Supply Chain Practitioners to discuss the challenges of Opening up Frontiers in the region, broadening opportunities.

The word “Logistics” has changed in the past two decades from an elegant, but somewhat odd replacement for materials management to a key strategic term in business management.

In the Central European Region a huge development has taken place over the last 13-14 years, but differences do exist with the rest of Europe. Many

exiting developments are yet to come.

This is why EUROLOG 2004 is dedicated to explore the broadening opportunities of this new Europe. In the knowledge-based economy the cross-fertilisation of practical and academic approaches is simply the foundation for success that is why this conference is aiming to combine both.



Zoltán Doór  
President of HLA



A number of topics will be covered in the conference programme:

- **Macro logistics**  
Infrastructure and opportunities of the new frontiers.
- **Cultural differences**  
Managing people within new cultural boundaries.
- **Financing Supply Chain**  
Focussing the right Indicators.
- **Collaboration**  
Creating new Supply Chain Partnerships
- **Logistics Services**  
Outsourcing in the new playfield.
- **ICT, software and standards**  
Speaking a language that all understand.
- **Development to Supply Chain Excellence**  
Sharing best practice in the extended Europe.
- **East or Far East**  
The opening frontiers towards the East.



Professor M. Christopher

During the last day of the Conference, the most eminent Academics in the field of Logistics, amongst them Professor Martin Christopher, will be welcomed to share their latest research on Logistics and Supply Chains during the “Educators Conference”.

The Organising Committee of the ELA conference, consisting of international logisticians from both Central and Western Europe, has put together an excellent program touching upon the latest developments in logistics and supply chain management in Europe and the global world. Many excellent speakers have already confirmed. The current list of speakers will be available on the website of the conference.



The conference will have a limitation on the number of participants. If you wish to secure a guaranteed participation, you are requested to pre-register on the Website of the conference at [www.eurolog2004.com](http://www.eurolog2004.com). You can also list your name and e-mail address to be informed of the definitive programme that will be published towards the end of February 2004.

We look forward to welcoming you in Budapest from 10-12 June 2004.



## The Venue

The conference will be organised in Budapest, the capital of Hungary and one of the most beautifully situated towns in the world. The mighty river Danube cuts the city in two and separates the hills and valleys of the western Buda side from the flat eastern side of Pest. Caves, curative thermal springs, nature preservation areas, all in a bustling city of 2 million.

The conference will be organised in the renewed, protected building in the Art Nouveau style of Novotel Budapest Centrum\*\*\*\* in the heart of the city.

## Organisation

EUROLOG is the international conference of the European Logistics Association (ELA) taking place in Budapest, one month after the accession of the Central and Eastern European countries to the European Union. The hosts of the conference will be the consortium of the two largest Hungarian logistics associations: the Hungarian Association of Logistics, Purchasing and Inventory Management (HALPIM) and the Hungarian Logistics Association (HLA).



## HLA

[www.mle.hu](http://www.mle.hu)  
[www.loginfo.hu](http://www.loginfo.hu)

The objective of the Hungarian Logistics Association (HLA) is to assemble professionals and institutions of logistics, interested in logistic methods to enhance and organise links among them and to provide information supporting their scientific and practical activities. In this connection, we consider as an essential task of ours to globally organise supply logistics processes, resp. to solve efficiently development issues of purchasing, industrial, agricultural, and trade logistics, warehouse and inventory management, distributions and sales, IT, reutilisation, regional and settlement development, and environment protection through logistics contribution. Founded in 1984, today HLA has over 600 members (150 companies, institutes + 500 individual members, experts), from all areas of economic business, sciences and educational institutions. We have a remarkably close relationship with the state apparatus, especially the Finance, Transport and Defence Ministries, and mostly for the development of regional logistics centres, industrial parks and city logistics.



HLA provides wide range of activities for its partners:

- Education and training
- Promoting business/scientific contacts
- Logistics library and database
- Professional and scientific conferences, e.g.: Logistics Forum and Ball, Logistics Services Conference, Logistics Club
- Study tours in Hungary and abroad
- Publications: Logistics Yearbook, LOGINFO (periodical)

This international congress will be kept on the 20th anniversary of the foundation of ELA and HLA.

Our partners:



For pre-registration and further information please consult

[www.eurolog2004.com](http://www.eurolog2004.com)

## HALPIM

[www.logisztika.hu](http://www.logisztika.hu)

The Hungarian Association of Logistics, Purchasing and Inventory Management was founded in 1991. Its main purpose is to promote the development of purchasing, inventory management and logistics professions in Hungary and to provide a forum for disseminating new methods and proved solutions. To accomplish its objectives HALPIM undertakes the following:



- Organises its annual congress with the participation of 250-300 professionals.
- Awards the title "Logistics Manager of the Year" and "The Best Article in Logistics"
- Organises conferences, workshops.
- For members only organises company visits and dinners.
- Has a full-scale education programme offering courses at all levels from the start of a career to management level and postgraduate diploma. Tailored programmes to meet individual and corporate needs are also available.
- Publishes its bimonthly newsletter "Logisztikai Híradó", the conference proceedings, teaching notes for the courses and the Report on Business including the Purchasing Managers Index.

## ELA

[www.elalog.org](http://www.elalog.org)

ELA, the European Logistics Association, is a federation of 30 national organisations, covering almost every country in Central and Western Europe.



European Logistics Association

The goal of ELA is to provide a forum for co-operation for any individual or society concerned with logistics within Europe and to assist industry and commerce in Europe. ELA formulates European Logistics Education Standards and encourages the acceptance of these standards by each of its member nations. A Vocational Qualification procedure is in place to enable the standards to be accepted on a pan-European basis.