



The Esli Newsletter

April 2009 n° 35



RFID. The Total Company project

> As part of a new economic model or of a strategic change, the adoption of RFID by companies comes as a response to the current situation. It requires a major reorganisation of the company at all levels and has an effect on everybody.

In 2008 the French state invested nearly 3 million euros in RFID. A sum aimed at helping the market and at catching up with German, British and American companies who are ahead in this area. In France because of a lack of knowledge of radiofrequency wave identification technologies, the market is not yet fully developed, even if potential users are generally aware of the positive consequences that the use of this technology can have. Using electronic tracking and communicating objects can bring about progress for a company: improvement in organisational effectiveness, automation and security of processes, total traceability and provision of new services to clients. But setting up an RFID cannot be seen as part of a continuous improvement project or the replacement of an existing technology like a bar code system. Two types of project can benefit from its adoption: those which respond to a new economic model such as a business venture or a new product, which is innovative in its distribution and use and those which respond to strategic changes in sectors of activity where there is a strong and new competition, regulatory restrictions and new client demands. These pro-

jects require a change mentality and their common point is the profound rethinking of the business organisation because processes are radically altered and everybody's role is reviewed sometimes even that of the customer. There are consequences for all the levels of the company, including for the IT systems, a sensitive area for any company. An RFID project will rely on key professionals who understand the technology and who have a motivation to change and to communicate internally about the project. The Brittany RFID Cluster Development helps users in the development of this technology. This organisation was created in 2006 and is led by the Rennes CCI and now includes 27 members, including about 10 small and medium-sized companies. Recently the cluster has become a regional satellite of the National RFID centre. The Brittany industrial meat processing company, SVA Jean Rozé, for example has called on its expertise to develop a project to optimize product traceability and thereby to secure flows and logistics.

Contact: Gaël Tournesac, Cluster RFID Bretagne Développement: gtournesac@rennes.cci.fr



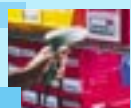
→ Graduate studies

Professional Contract : an involved employee



→ Continuing studies

Professional certificate in Logistics



→ Perspectives

A new Logistics to live in the countryside



Professional Contract: a trained, integrated and involved employee

> A Professional Contract encourages the integration or reintegration into the world of work and allows its beneficiary trained through a sandwich course system, to acquire a professional qualification while he is engaged in a paid activity. For Cyril Henon, an ESLI student in his second year of a professional contract at l'Oréal, it is above all a "relation of confidence"

Cyril Henon, an ESLI student, signed a two year professional contract as Logistics Project Manager. After the first year spent in a factory in France, he is now on a mission at the UK headquarters of l'Oréal in London and then in Ireland for 6 months. He is in direct contact with the marketing department, the Supply Chain Manager and the distribution centre and his project is to optimise forecasts for Papagau, a plant of the luxury division of l'Oréal. "It's a marvelous experience which gives me new methods of working, management and relations with others, while at the same time allowing me to improve my English", explains Cyril Henon. "For me the professional contract is based on a relation of confidence and provides a good return on investment. One of the main advantages of this contract is that I feel much more integrated and involved in this company as a result of my status



Cyril Henon, Nicole Smart and Paul Goldsmith at l'Oréal's head office in London

as an employee. The company is investing in me by paying towards my training, and in return I bring my knowledge learnt during the courses". For the President of l'Oréal, Sir Lindsay Owen-Jones: "L'Oréal is committed to training young people with the objective of giving them all the qualities needed for their professional success". Since 1993, the group has welcomed on average 300 young people per year. All levels of diplomas and all jobs are represented. About a third of the qualified apprentices are recruited by l'Oréal afterwards. For the employer, the advantages of a professional contract are clear: he employs an available partner regularly for a period of one to two years. The trainee uses his acquired skills throughout his training while improving his chances of success as a young Bac+5 graduate.

The Professional Contract – how it works

The professional contract was created in 2004 and is an excellent tool for an employee who wishes to acquire a recognized qualification. It concerns young people aged 16 to 26 or people seeking work aged over 26. The person with a professional contract spends between 15 and 25% of the total duration of the contract in training. 25% of the total time can be exceeded depending on the agreement of the branch. The pay, laid down by law, is a

minimum of 55% of the SMIC. The training is paid by the collecting organisation (OPCA) which the company is attached to. The company benefits from an exemption from employer contributions for employees under 26 and employment seekers. Where there is agreement in principle, ESLI helps with the application process.

For more information please contact:
 Jacqueline Judic: jjudic@rennes.cci.fr

NEWS

The "ESLI abroad" blog

Like Lucile in Suzhou in China, some third year students are currently doing a 6 month internship



abroad. As part of the Rennes Chamber of Commerce "2009 International Year", ESLI has launched its blog "ESLI abroad". This blog, which is written by the students, features photos and commentaries and offers students a space to share their experiences, daily lives and discoveries. It also enables future candidates and companies which welcome trainees to take note of the interest, the welcome change of surroundings and the enrichment that these missions abroad provide to students.
www.esliabroad.blogspot.com

Career forum of the 12th June

ESLI facilitates contact between students and companies every year by proposing to companies to come and meet their future Supply Chain managers during the Career Forum this year on the 12th of June. This formula will allow companies to have access to nearly 130 ESLI students, who are candidates for an available post, a professional contract or an internship project. The companies transmit in advance the offers of employment or training placements, the students apply and the recruitment interviews will be organised at ESLI.
 Contact: ffebvre@rennes.cci.fr

GreenLog, winner of the Entrepreneuriales challenge

The ESLI team composed of Marion Cuerg, Virginie Burger, Laurine Bravard, Jean-Pascal Raymond, Baptiste Riff and Sylvain Viravaud obtained first prize in the 2009 Entrepreneuriales challenge on the 30th of March for the best project in terms of business creation. This year 22 teams from 15 graduate schools and universities took part in the competition. The GreenLog project, which combined logistic skills with a determination to respond to sustainable development issues, was based on a complete business plan, from market analysis to financial study and included the conception of an industrial tool.
 Congratulations to all the GreenLog team.

Professional Certificate in Logistics: An innovative and qualifying training

> True to its mission to respond to company needs, ESLI is launching a new qualifying training course aimed at people in work. This "Professional Certificate in Logistics" targets employees and supervisors who want to improve their skills or become a procurement agent or a purchasing or quality assistant.

In 2008 ESLI launched the CD11, a Diploma Course of 11 months, Logistics Manager Level 2, Bac+4. In 2009 in line with its innovative spirit, ESLI is proposing a "Professional Certificate in Logistics". This qualifying certificate is aimed at working people, production agents for example, who joined the workforce at an early age without entering higher education. It covers 4 logistic areas: purchasing, procurement, production management and stock management. This training course is available in module format and allows employees and supervisors to acquire transferable skills or to complete their knowledge with an operational training ready to go. For Didier Sadaune, Continuing Studies Manager,

this professional certificate allows us to stay in touch with the preoccupations of companies. It is part of the continuity of contact and of the direct links that we have with companies. It is also the role of ESLI as an active partner of the Chamber of Commerce to go beyond Graduate Studies by enlarging its offer of courses to Continuing Studies students. With this certificate we will respond to current industrial changes. Working employees will be able to progress at their



ESLI is responding to economic changes by offering a Professional Certificate in Logistics

workstation or increase their possible functions. We are constantly listening to companies and this corresponds to a real demand". The flexibility of this specialist training, which lasts a maximum of 20 days allows the employee to choose only one of the 4 logistic modules or to follow all of them.

A multi-skilled ESLI training

This qualifying training of a maximum duration of 20 days is aimed at working employees, supervisors or production agents to become procurement agents, purchasing or quality assistants. Provided in the form of modules, this professional logistic certificate will be operational during the third quarter. ESLI will assist with an application for financial support for this training course.

For all information, please

contact: Didier Sadaune
Tel: (33) 2 99 71 60 20
Email: dsadaune@rennes.cci.fr

Short courses

> ESLI offers short theme-based courses for the trainee to acquire tools, techniques and indispensable methods to master different processes of the logistic chain. All courses are eligible for the Individual Training Right (DIF).

MASTERING WAREHOUSE PROCESSES

3 days: 8,9 & 10 April 2009

Objective: To master the different functions of the warehouse. To understand the optimisation methods and the key indicators.

DEVELOPING A STRATEGIC PURCHASING PLAN

2 days: 21-22 April 2009

Objective: To define a purchasing and procurement policy. To organise a department, decide an action plan, put it into practice and check results.

MASTERING THE FUNDAMENTALS OF INDUSTRIAL LOGISTICS

2 days: 28-29 April 2009

Objective: To acquire the methodology and the tools to understand a global logistics chain, its functions and issues.

SIMULATE AND OPTIMISE FLOWS

2 days: 29-30 April 2009

Objective: Conduct and pilot a flow simulation study. To optimise an investment by analysis of indicators supplied by simulation. To pilot the actions for Continuous Improvement.

SETTING UP THE VISUAL MANAGEMENT OF A WAREHOUSE

2 days: 19-20 May 2009

Objective: To acquire warehouse management tools. To define the actions necessary for on the spot management.

MASTERING THE NECESSARY PURCHASING TOOLS

2 days: 26-27 May 2009

Objective: To obtain a purchasing approach, to know how to improve client/supplier relations and the advantages of this activity for the company. To negotiate with the supplier.

A new logistics to live in the countryside

At a time when mobility is central to major industrial changes, how can country life be defined with a logistician's approach? What logistic solutions could lead to an improvement in the quality of rural life as a result of existing flows? A group of second year students has carried out some research into these questions.

Will life in the countryside be possible 10 years from now? How to create new markets or logistic services based on an analysis of existing flows? For Christophe Bideau, director of the "Pays de Redon et Vilaine" and partner of the ESLI project, "the study of logistic flows to rural inhabitants is to my knowledge still unexplored." Even though company logistic flows and the flows of individuals between home and work are easily identified, the commercial and information flows involving rural inhabitants are much less well known. "We have an idea about people's journeys to work but we don't know about for example where they stop for lunch." With a logistician's approach, this innovative and complex research work will open interesting perspectives for companies. The issue is important because of the demographic growth of the rural communes of the "Pays de Redon et Vilaine", whose population has increased by 10% between 2001 and 2006 with all the economic implications of a change from 80,000 to 90,000 inhabitants. The study focuses on demographic and statistical documents and takes into account different complex variables and highlights concrete issues. For example, in a rural environment, how can transport costs and CO2 emissions be reduced and new means of transport be created?

The carbon footprint assessment and the questionnaires sent to inhabitants of the 3 "communes" therefore take on more significance.

Already the Yves Rocher company has invested in the development of car sharing. A Swedish office furniture company is prepared to make its customers wait, because it only delivers its goods to the "Pays de Redon" when the lorry is full. These are current examples, which could inspire students towards innovative solutions and lead to imitations. New services and a new logistics? Make an appointment for the 11th of June 2009 for the results of the research and the proposal of solutions at the ESLI "Génial" conference.

vivrealacampagne@esli.fr : Marion Cuerg, Laurine Bravard, Jean-Pascal Raymond, Baptiste Riff and Sylvain Viravaud



Access to products and services is a major issue in the countryside

The Logistics Interviews 2009

What challenges do Supply Chain managers face? On the 13th of October the theme of the 6th edition of the Logistics interviews organised by ESLI will be: Your Supply Chain in 2020: what you need to do.... Starting today. Sustainable development, e-business, international, technological innovations, skills and their evolution in the medium term will be the subjects covered. Big challenges to take into account straight away in the logistics strategy

of every company. Five themes and five areas which will see enormous changes during the next ten years. How to prepare and respond, as a company and also as an individual and as a skilled professional? Make a note of the date of these Logistics Interviews which will be the opportunity to discuss with Supply Chain experts and shed some light on these passionate issues.

Ecole Supérieure de Logistique Industrielle
(Graduate School of Industrial Logistics)

26, quai Surcouf - BP 90628 - 35606 REDON Cedex-France

Phone : (33) 2 99 71 60 20 - Fax : (33) 2 99 71 25 98 - e-mail : esli@rennes.cci.fr - www.esli.fr

Chambre de Commerce et d'Industrie de Rennes

Diary

→ April 2009

Real Time Production 2009
Towards a flexible and integrated production. Management solutions, piloting and production flows.

21st April

Location: Cité International, Lyon

Tel: 01 46 23 60 00

www.premiumcontact.fr

→ May 2009

Transport Logistics 2009

Trade Fair and Business Convention
From the 12th to the 15th of May

Location: Munich, Germany

Tel: (+49 89) 9 49-113 68/02 99 25

41 20 (CRCI Bretagne)

www.transportlogistic.de

SLT 2009

The second international
Transport Logistics and Services
Trade Fair

From the 27th to the 30th of May

Location: Tunis-La Charguia

Exhibition centre

Tel: (+216) 71 773 822

www.salondutransport.com

→ June 2009

SIL 2009 - Spain

11th International Logistics
Trade Fair

From the 2nd to the 5th of June

Location: Barcelona Parc Expo

www.silbcn.com

Productiaa and Logistiaa

Management solutions, piloting
and production flows in the food
industry and logistic and supply
chain solutions for the food industry
25th of June

Location: Le Mans Parc Expo

Tel: 01 46 23 60 00

www.premiumcontact.fr

Newsletter Contributors:

Romain Lambert, Sylvie Pesme, Didier Sadaune

Pauline Pichon, Jacqueline Judic.

Publication Director: Steven Gérard.

Photo Credits: Esli, Barbe Bleue, Fotolia.

Conception: Jardin d'Idées - Layout: F. Bauvin

Translation: Tony Cragg