

THE FRESH CONNECTION

the ultimate value chain experience

Integrate . Collaborate. Improve

The Fresh Connection, the global value chain challenge!

THE CONCEPT

The Fresh Connection is a web based value chain management learning environment built around a cross functional business simulation. Participants are making strategic and tactical decisions in the value chain of The Fresh Connection, a virtual producer of fruit juices. Participants in The Fresh Connection are professionals active in the areas of Value Chain Management and Logistics as well as students from Universities and Universities of Applied Sciences.

THE CHALLENGE

The virtual producer of fruit juices The Fresh Connection is delivering to retail and out of home channels. As the company is suffering severe losses, a new management team has been appointed. Four participants take up a role in this new management team:

- Vice President Purchasing
- Vice President Operations
- Vice President Sales
- Vice President Supply Chain

The team has the assignment to make the company profitable again by realizing the highest possible Return on Investment. The participants do this by making strategic and tactical decisions and optimizations in the complete value chain.

THE PHILOSOPHY

The Fresh Connection has been developed by Involvation (www.involvation.com), a supply chain consulting company, based in De Bilt, The Netherlands. Involvation's philosophy is that the most powerful method to train and develop supply chain professionals and students is to give them a real life value chain experience.

In The Fresh Connection participants are experiencing the value chain by making decisions in the following areas:

- VP Purchasing: Supplier Management and Total Cost of Ownership
- VP Operations: Capacity and Production Management
- VP Sales: Demand and Portfolio Management
- VP Supply Chain: Inventory Management and Supply Chain Management

Participants take decisions in their functional area only, so adherence to the chosen supply chain strategy, cooperation and aligning decisions are key factors to make The Fresh Connection a successful and profitable company again.



WWW.THEFRESHCONNECTION.ORG
WWW.INVOLVATION.COM



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Universities and Universities of Applied Sciences participating in The Fresh Connection are amongst others:

- VU University Amsterdam
- Avans University of Applied Sciences, Den Bosch
- Erasmus University, Rotterdam
- Fontys University of Applied Sciences, Venlo
- Utrecht University of Applied Sciences
- Wirtschaftsuniversität Wien, Vienna
- Ecole Supérieure de Commerce, Lyon
- Stellenbosch University, Cape Town
- Huddersfield University of Applied Sciences, UK
- Aalborg University, Copenhagen
- Offenburg University of Applied Sciences
- Georgia Tech, USA
- Szent István University, Budapest
- University of Western Sydney, Australia
- Vlerick School of Management, Ghent-Leuven
- Artesis University of Applied Sciences, Antwerpen
- Heidenheim University of Applied Sciences
- Group T, Leuven
- NHTV, Breda University of Applied Sciences
- Eindhoven University of Technology
- Hanze Hogeschool Groningen
- Hogeschool Zeeland, Vlissingen
- Nyenrode Business School, Breukelen
- Rotterdam University of Applied Sciences
- Saxion University of Applied Sciences, Enschede
- University of South Australia, Adelaide
- Stenden University of Applied Sciences, Emmen
- Hogeschool van Amsterdam
- HAS Den Bosch, University of Applied Sciences
- Rotterdam School of Management (RSM)
- University of Groningen
- Windesheim University of Applied Sciences, Zwolle

- Hogeschool Zuyd, Maastricht
- Katholieke Hogeschool Kempen, Geel
- Curtin University, Perth
- Lessius University of Applied Sciences, Mechelen
- Queensland University of Technology, Brisbane

TESTIMONIALS:

Prof. dr.ir. Rik Van Landeghem

Head of Department Industrial Management University of Ghent

“A supply chain is hard to manage. This simulation game offers competitors a first class training. What works for pilots, does also apply for Supply Chain professionals.”

Professor Colin Bamford

Head of the Department of Logistics at University of Huddersfield

“We were one of the first to sign up to The Fresh Connection as we could see its benefits for bringing the training and development of our students to life in an imaginative way.”

Prof.dr. Finn Wynstra

NEVI Professor of Purchasing & Supply Management at Rotterdam School of Management Erasmus University

“This game is more rich and complete than any other game I have seen.”

Stephen Waters

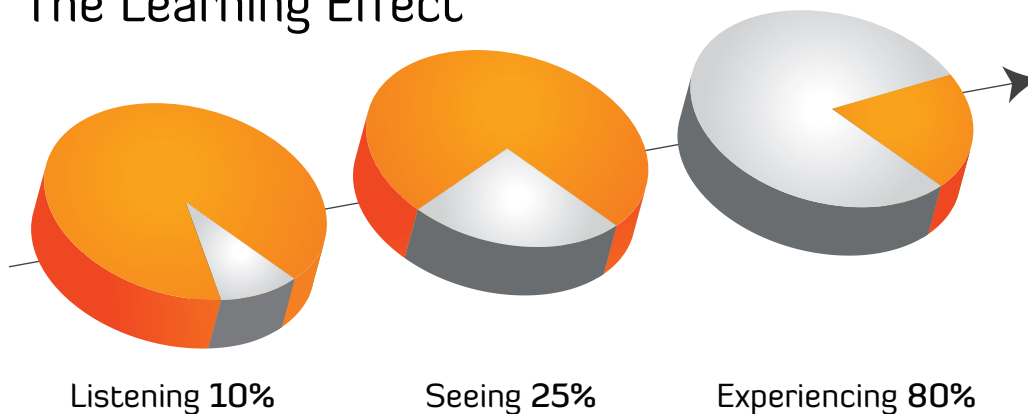
Professor at the University of Western Sydney

“If you want to learn about collaboration, decision making in a complex supply chain, manage The Fresh Connection for 7 weeks. This simulation is a truly inspiring educational tool.”

PARTICIPATING IN THE FRESH CONNECTION FROM 2008 ONWARDS:

- > 3000 students
- > 40 Universities and Universities of Applied Sciences
- > 10 countries

The Learning Effect



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