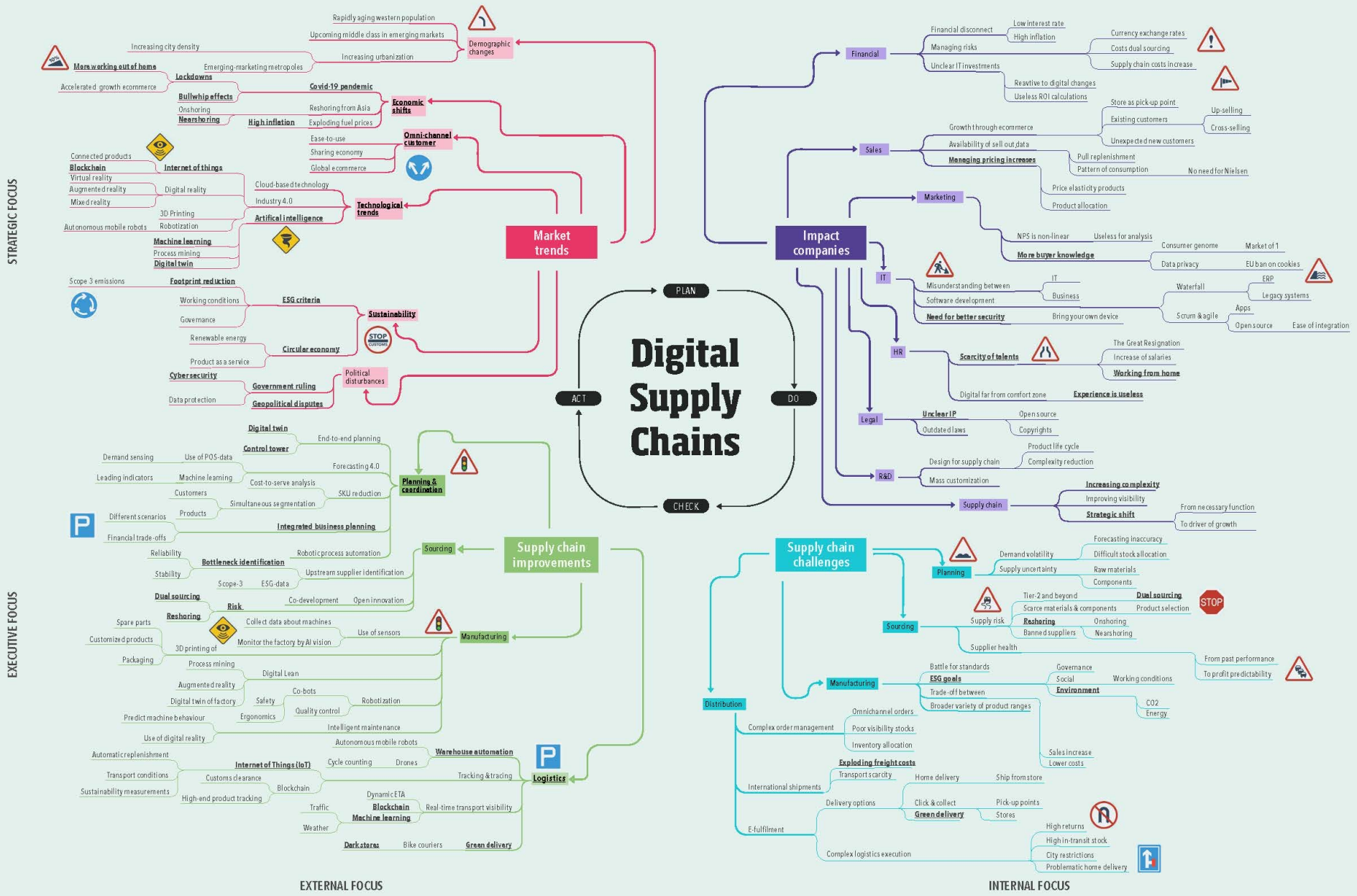

SOURCE:
Martijn Lofvers, CEO and Chief Trendwatcher, Supply Chain Media, and
Carlos Cordon, Professor of Strategy and Supply Chain Management, IMD