

MESA Plant-to-Enterprise Regional Conference in Moscow, October 22 – 23, 2009

Dear participants,

In MESA International's last eNewsletter, I already mentioned that our membership is strongly growing in Europe, the Middle East and Africa. MESA members regularly meet at successful regional events, sharing openly their experience with investigating and applying operations-centric enterprise solutions. It is a great pleasure to announce the first regional Plant-to-Enterprise conference in Moscow on October 22 – 23. This regional conference is the result of joint efforts of many people involved in development, deployment and usage of modern solutions for Manufacturing Operations Management.

It is obvious, that today's manufacturing enterprises face challenges beyond globalization and commoditization. The global financial meltdown, volatile raw materials markets and rising energy costs are just a few of the factors putting manufacturers squarely in the trenches in the battle to fight through the current global economic crisis.

The theme of the MESA's 2009 Moscow regional conference "Enabling Technologies" focuses on how companies can reduce and save costs, create compliance, transparency, visibility and increased agility.

At the conference, manufacturers will discuss the impact of their initiatives on short and long term saving and, where possible, documented ROI.

Our MESA EMEA vice chair Karl Schneebauer (MPDV) will present the MESA Strategic Initiatives, which ties top management strategies and the manufacturing and production operations on the shop floor together to one integrated tool for enforcing operations excellence.

This regional conference provides an excellent opportunity for beginners and experts alike to learn how their peers are leveraging innovative information technologies to lower manufacturing risk, increase productivity, increase agility and improve quality. The presentations in the program will provide an excellent networking platform to exchange visions, trends and experience across the industries.

Increasing recognition of information technology as a key to manufacturing innovation and competitiveness is reflected by MESA's continued growth, especially in Eastern Europe, which leaded to this first Plant-to-Enterprise regional conference in Moscow.

Best regards,



Jan Snoeij
Chairman, MESA EMEA
Principal Consultant, Logica