



GROENEWOUT
Member of EPG

EPG® | Ehrhardt
Partner
Group

60 YEARS GROENEWOUT

Experience that moves

Smarter
Connected **Logistics**™

THE PROGRAM FOR TODAY

2.00 p.m. Welcoming Speech by Alain Beerens

2.10 p.m. Deputy mayor Carla Kranenborg-van Eerd

2.20 p.m. Alain Beerens (Groenewout) and Marcel Wilhelms (EPG Consulting)

2.45 p.m. **Edith Bosch**: "A brave new world"

3.45 p.m. ---- Break ----

4.15 p.m. **Dominik Messiaen**: "If you know how to entice people, you don't need to push at all"

5.15 p.m. Round - up

5.30 p.m. Networking Walking Dinner

8.00 p.m. Closure

LET US TAKE A JOURNEY THROUGH THE DECADES

of Groenewout — from the 1960s to the 2020s —
and a look into the future to 2030.



1960s

The Beginning



1970s

New Horizons



1980s

Building Momentum



1990s

Growing Stronger



2000s

Accelerating Change



2010s

Connected Progress



2020s

The AI Revolution



2030

The Road Ahead

'60s

The Origins of Groenewout in the 1960s

The foundations of logistics consulting



- The 1960s saw a rapid expansion of warehouses to support industrial growth and trade.
- American and Asian multinationals expanded their European distribution networks, using Dutch ports and airports as key gateways.



Groenewout's early experience was rooted in the design and implementation support of warehouse buildings.



What else happened in the 1960s?



1966 — Cor Groenewout founded an independent logistics consulting practice under the wings of Sprangers.



3 May 1966 — The first transatlantic container ship arrived in Rotterdam carrying 226 containers from New York.



1960s — Maasvlakte 1 in Rotterdam began as a major port expansion project, reclaiming land from the North Sea to create space for large-scale distribution, container terminals, and industrial companies in Europe.

'60s

The Apollo 11 Moon Landing

A defining moment of innovation, ambition and technological progress

- On 20 July 1969, Apollo 11 became the first mission to land humans on the moon.
- The mission symbolized a breakthrough in science, engineering and global ambition.
- It inspired generations and showed what can be achieved through vision, technology and collaboration.



The moon landing became a global symbol of progress, innovation and the courage to push beyond known limits.



Why it mattered

Apollo 11 marked a turning point in human history — proving that bold vision, advanced engineering and coordinated execution can redefine what is possible.

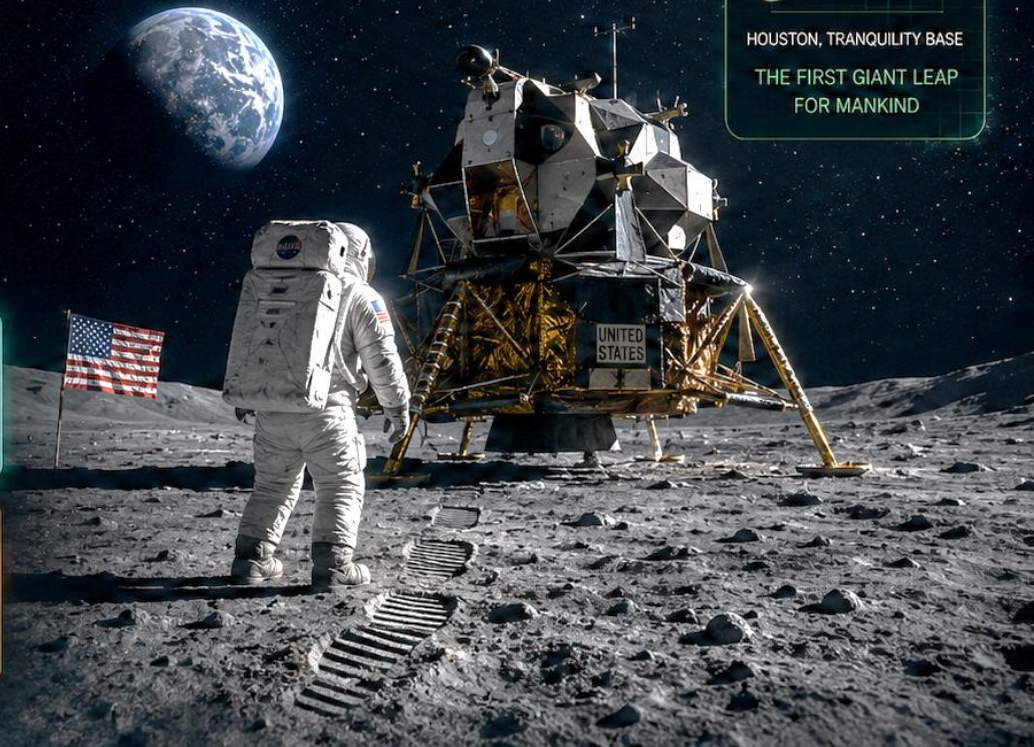
APOLLO 11

20 JULY 1969



HOUSTON, TRANQUILITY BASE

THE FIRST GIANT LEAP
FOR MANKIND



• '70s •

The Transit Hub to Europe

Groenewout's development into a logistics expert

- The emergence of inland distribution centers reshaped supply chains. Companies moved storage and distribution activities away from ports to inland locations, closer to customers and transport links.
- The Netherlands developed into a European transit and distribution hub — the 'Gateway to Europe' — with warehouses integrated into a broader logistics network.



Groenewout developed from a warehouse specialist into one of the first logistics experts in the Benelux.



Container shipping standardization increased global trade efficiency. Standard container sizes made loading and unloading faster, while port cranes in Rotterdam reduced handling times.



The growth of palletized goods improved warehouse operations. More goods moved on pallets, enabling easier handling with forklift trucks (FLT) and early mechanical equipment.



New highways and improved rail freight networks across Europe supported faster distribution, enabling goods to move more quickly and reliably between ports, warehouses, and markets.



What else happened in the 1970s?



• '70s •

The 1973 Oil Crisis

A global shock that reshaped logistics, costs and supply chains

- A sudden restriction in oil supply triggered a major global economic disruption.
- Transport and energy costs surged, increasing inflation and pressure on supply chains.
- The crisis forced companies to rethink sourcing, distribution networks and operational efficiency.



The oil crisis exposed how vulnerable global logistics had become to external shocks.



Why it mattered

The 1973 oil crisis marked a turning point — resilience, efficiency and network design became strategic priorities in logistics.



'80s

The Shift from Storage to Logistics Flows

Groenewout's move toward integrated, flow-oriented logistics

- Integrated, data-driven logistics planning began enabling better real-time coordination across the supply chain.
- Warehouses evolved from pure storage locations into flow-through hubs designed for continuous movement of goods.



ERP systems began integrating data across supply chains, while EDI enabled faster electronic communication between companies.

EDI TRANSMISSION
DATA SENT
PO# 1980-4521
ITEM QTY UOM
1001 250 EA
1002 750 EA
RECEIVER: OK

SYSTEM STATUS

INVENTORY LEVELS

820
540
230



JIT arrived in Europe in the early 1980s, originating from Japan and emphasizing delivery only when needed to minimize inventory and waste.



Outsourcing logistics functions increased, with companies handing transportation, warehousing, and distribution to specialized third-party providers to reduce costs and improve efficiency.

“

Groenewout strengthened its expertise in warehouse design, increasingly focusing on maximizing throughput through improved layouts, more efficient material handling systems, and standardized warehouse processes.

What else happened in the 1980s? >>>



'80s The Fall of the Berlin Wall

A turning point that reshaped Europe, freedom and cross-border logistics

- On 9 November 1989, East German authorities opened border crossings, allowing people to pass freely between East and West Berlin.
- The event became a global symbol of political change, reunification and the end of division in Europe.
- It opened the door for stronger European integration, new market access and more connected supply chains across the continent.

“ The fall of the Berlin Wall marked the beginning of a more open, connected and integrated Europe. ”



Why it mattered

The event accelerated economic integration, enabled new trade flows across Central and Eastern Europe, and created the foundation for more connected European logistics networks.



BERLIN WALL

9 NOVEMBER 1989

BERLIN, GERMANY

A SYMBOL OF FREEDOM
AND REUNIFICATION



'90s

Logistics as a Competitive Advantage

Groenewout's expansion into strategic network design and supply chain planning

- Integrated pan-European logistics networks expanded, focusing on scale, efficiency, and cross-border coordination.
- Logistics became a true competitive advantage as companies used integrated European networks to reduce costs, improve service levels, and respond faster to customer demand.



Groenewout expanded its expertise from physical distribution to strategic network design and supply chain planning.

What else happened in the 1990s? >>>



The opening of European borders accelerated with the Schengen Agreement becoming operational in the mid-1990s, enabling freer movement of goods across much of Europe.



Companies consolidated inventories and increasingly centralized distribution operations into fewer, larger hubs.



The Netherlands established itself as a 'gateway to Europe,' driven by European integration, the growth of the Port of Rotterdam, and the expansion of pan-European logistics networks.



• '90s •

The Rise of Commercial Internet Providers

A digital turning point that enabled public internet access and the commercialization of online services

- In 1994, the first commercial internet providers emerged in the Netherlands.
- This marked the beginning of public internet access beyond academic and specialist networks.
- It accelerated the commercialization of online services and laid the foundation for the digital economy.



COMMERCIAL INTERNET

1994

THE NETHERLANDS

PUBLIC INTERNET
ACCESS BEGINS



The arrival of commercial internet providers opened the door to a more connected, digital and information-driven world.



Why it mattered

The development made digital communication accessible to businesses and consumers, enabled new online business models, and created the foundation for e-commerce, digital services, and more connected supply chains.



'00s

The Rise of Logistics Automation

Groenewout's expansion into automation, forecasting and optimization

- Rising product volumes and increasing customer expectations increased the need for efficiency and reliability, pushing companies to automate warehouse operations.
- Companies increasingly aimed to tightly synchronize demand, supply, and production planning into one coherent, responsive process.



Groenewout broadened its expertise to include material handling systems and automation concepts, as well as demand forecasting and inventory optimization.



Technological advances such as WMS, barcode systems, and integrated supply chain planning tools made warehouse automation feasible and economically attractive.



Demand, supply, and production planning became more tightly integrated, enabling more precise coordination across the supply chain.



Logistics offshoring became widespread in the 2000s, driven by globalization, cost pressure, and the growth of global third-party logistics providers.

What else happened in the 2000s? >>>

WMS DASHBOARD

92%

ORDER FULFILLMENT

INVENTORY STATUS

98%

OPTIMIZED

GROENEWOUT
LOGISTICS SOLUTIONS

'00s

The Introduction of the Euro

A major milestone in European integration, trade and cross-border payments

- The euro was introduced in 1999 for electronic transactions and became physical cash in 2002.
- It created a common currency across participating EU economies and simplified cross-border trade and payments.
- The new currency strengthened economic integration and reduced complexity for businesses operating across Europe.



The euro made European trade more seamless, transparent and connected.



Why it mattered

The euro reduced transaction complexity, improved price transparency, and supported more efficient cross-border supply chains across Europe.



EURO

1999 / 2002



Electronic launch in 1999



Cash introduction in 2002



One currency for Europe



'10s

Omni-Channel Logistics

Groenewout's role in increasingly digital, e-commerce-driven supply chains

- Logistics became faster, more complex, and more digital than ever before.
- Warehouse operations became increasingly automated, digital, and e-commerce driven, with rapid adoption of robotics and goods-to-person systems.



Groenewout's role expanded once again, enabling clients with a holistic supply chain approach to successfully navigate an increasingly dynamic and fast-evolving environment.



In **2008** Groenewout established its independence from Sprangers under the direction of its managing partners, marking a new phase of autonomous growth and leadership.



In **2018**, Groenewout moved its offices from the Nijverheidssingel to the Claudius Prinsenlaan.



Logistics was shaped by the rise of e-commerce, real-time visibility, and last-mile delivery pressure, driving companies to build highly flexible supply chains.



Omni-channel supply chains emerged as companies integrated online and offline sales channels.

What else happened in the 2010s? >>>>

REAL-TIME VISIBILITY



OMNI-CHANNEL



ONLINE

MOBILE

WORKPLACE

GROENEWOUT
LOGISTICS SOLUTIONS

• '10s •

The Smartphone Revolution

A decade that transformed communication, behavior and everyday life

- In 2010, only 8% of people owned a smartphone.
- By the end of the decade, smartphone adoption had risen to nearly 90%.
- Smartphones reshaped communication, commerce, media consumption, navigation and everyday decision-making.



***Within one decade,
the smartphone became
the central device of
modern life.***



Why it mattered

The rapid rise of smartphones accelerated digital business models, real-time connectivity, mobile commerce, app ecosystems, and data-driven customer interaction.



SMARTPHONE USAGE

2010: 8%

End of decade:
nearly 90%

Mass adoption of
mobile technology



'20s

A New Era of SC Intelligence

EPG-Groenewout's AI-powered expansion from strategy to digital execution

- Supply chains are shifting from reactive planning to self-learning, adaptive networks that continuously optimize cost, speed, and resilience.
- Warehouses are becoming increasingly automated through robotics and AI-driven control systems.



EPG-GROENEWOUT CAN NOW SUPPORT CUSTOMERS THROUGHOUT THE ENTIRE JOURNEY FROM STRATEGY AND LOGISTICS DESIGN TO IMPLEMENTATION AND DIGITAL EXECUTION.

What else will happen in the 2020s? >>>



In 2023, a new chapter began when Groenewout became part of Ehrhardt Partner Group (EPG). This combination brought together:

- Strategic consulting expertise
- Leading logistics software solutions
- International scale and innovation

The introduction of EPG AURA created an AI-powered supply chain execution environment.

Its capabilities include AI-based analytics, decision support, document processing, video analytics, and smarter system interaction to improve speed, transparency, and decision quality.

SUPPLY CHAIN INTELLIGENCE



98%

ON-TIME DELIVERY

NETWORK RESILIENCE 9.88



AURA

AI-POWERED
SUPPLY CHAIN
EXECUTION



• '20s •

AI REVOLUTION IN THE 20s

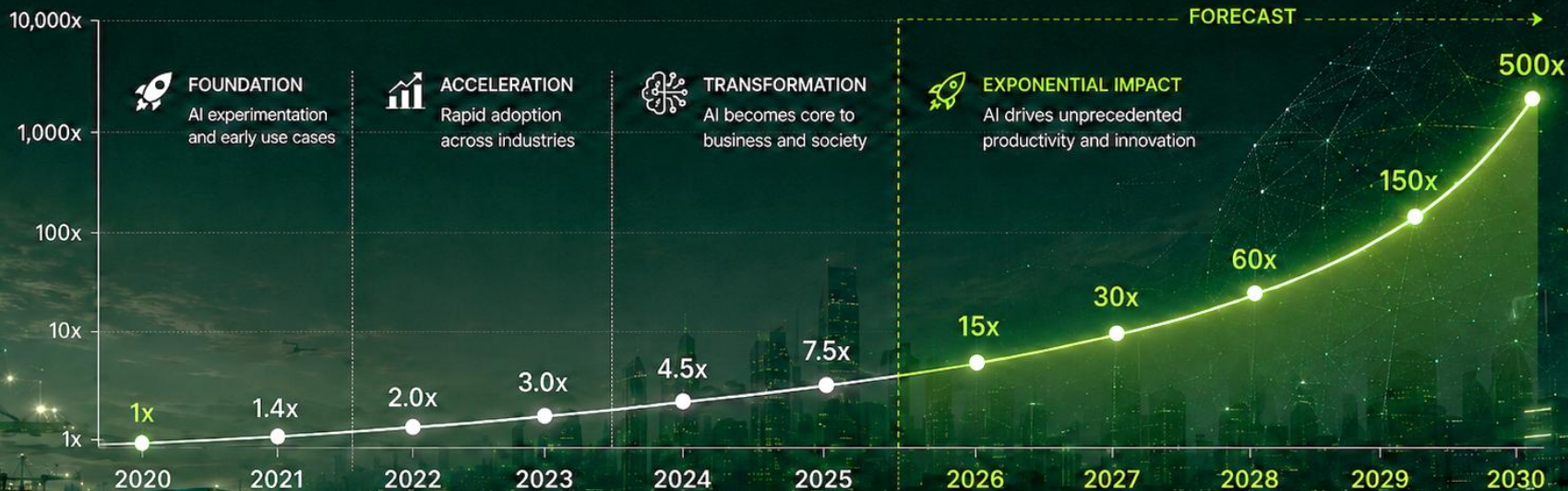
From Emerging Technology to Exponential Impact

AI IMPACT & ADOPTION

Index (2020 = 1)

AI is advancing faster than ever.

The next five years will redefine every industry.



Sources: McKinsey, Stanford AI Index, PwC, IBM, BCG, Deloitte, Accenture Research

Note: AI Impact & Adoption Index combines technology capability, adoption rate, and economic impact.

INNOVATE. IMPLEMENT. IMPACT.
TOGETHER FOR A SMARTER, MORE RESILIENT SUPPLY CHAIN.

The Future of Supply Chain Intelligence

Groenewout's outlook for AI, agentic AI, retrofit and thought leadership

- **Market evolution:** AI and agentic AI will drive autonomous, adaptive and self-optimizing supply chains.
- **Groenewout aims** to become the expert for AI and agentic AI in supply chain and logistics.
- **AI will be embedded** in projects to create measurable customer value, not just concepts.



*From advisory to execution:
Groenewout will combine consulting,
AI, agentic systems and retrofit to
deliver real transformation in logistics.*



① AI & Agentic AI

- Autonomous systems, decision intelligence and digital orchestration across the supply chain.



② LaaS

- Logistics as a Service: helping customers implement, operate and steer AI-enabled logistics solutions.



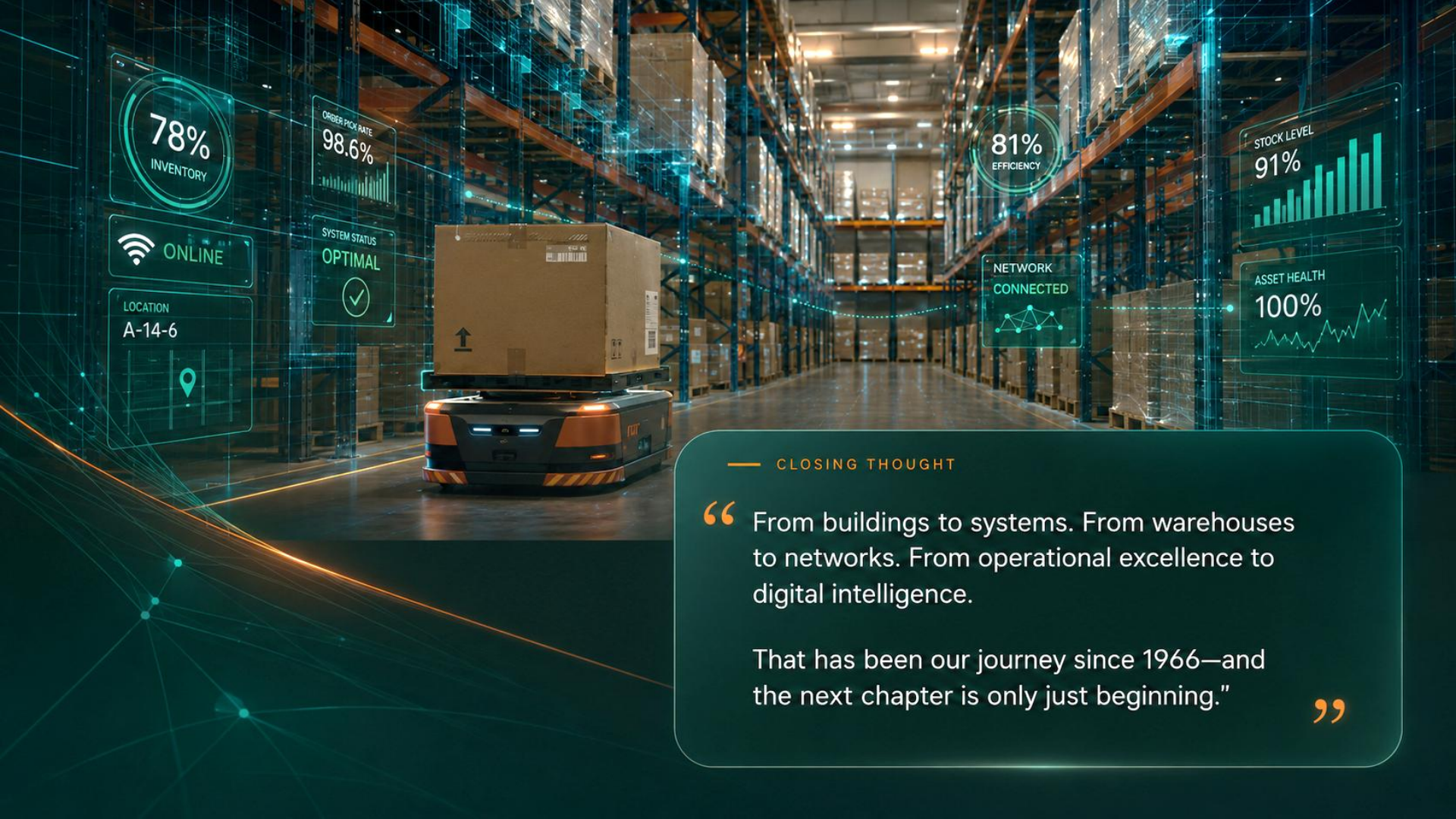
③ Retrofit & Thought Leadership

- Expanding retrofit projects while continuing to guide customers as a thought leader in supply chain and logistics.



Ambition for the next decade: lead the market with AI-powered supply chain solutions and customer-centric implementation excellence.





— CLOSING THOUGHT

“ From buildings to systems. From warehouses to networks. From operational excellence to digital intelligence.

That has been our journey since 1966—and the next chapter is only just beginning.”

”

EDITH BOSCH

“A brave new world”

- Edith is a former Dutch judoka and one of the Netherlands' most successful female judo athletes. She won Olympic silver in 2004 (Athens) and Olympic bronze in 2008 (Beijing) and 2012 (London), along with the World Championship in 2005 and multiple European titles
- She inspires everyone to take control of their own lives and stop relying on those around them. That way, you can also be there for the people around you.



DOMINIK MESSIAEN

**“If you know how to entice people,
you don't need to push at all”**

- With 30 years of experience as an illusionist, pickpocket and hypnotist Dominik knows exactly how to control the brain subconsciously.
- He provides scientifically substantiated insights and practical examples that considerably strengthen your communication and persuasiveness skills.



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