

# Procurement Summit Leaders Day One

September 29th, 2026 MAIN STAGE

**MAIN STAGE** 09:00 **Arrival**

**MAIN STAGE** 09:10 **Opening**

A short welcome by the event organizer.



**Mark van den Brink**  
*Procurement &  
Sustainability Summit*



**Joel Haag**  
*Procurement &  
Sustainability Summit*

**MAIN STAGE** 09:15 **Keynote in preparation**

 PRESENTATION

**MAIN STAGE** 09:45 **Whoever does it wins - the rest are still discussing**

 PRESENTATION

Lots of people are talking about AI and digital transformation in procurement - but how much is really happening? In this provocative Fireside Chat, a critical perspective meets practical implementation. The speaker calls for: Less buzzwords, more real change. Together with the moderator, there will be a controversial discussion about what is needed to ensure that digitalisation in procurement doesn't just exist on PowerPoint slides - but has a real impact.



**Peter Köhne**  
*Speira*

*Host*



**Thomas Heine**  
*The Sustainable  
Procurement Pledge*

**MAIN STAGE** 10:15 **Match-Making**

Time for networking! Exchange ideas outside the presentations and make new contacts with visitors.

**MAIN STAGE** 11:45 **Purchasing of the future: How we humans in purchasing ensure success in the digital age**

 PANEL  
DISCUSSION





In an increasingly complex and at the same time very dynamic business world, we in procurement are faced with the even greater challenge of not only delivering sustainable results, but also keeping up with technology at all times and not missing out on any relevant developments. This can be achieved with the right specialists who are responsible for more than just procurement and negotiation - they are key players in the strategic direction of the company and are themselves driving changes such as digitalization, sustainability and agility.



**Benita Niemann**  
*Hapag-Lloyd*



**Florian Falk**  
*Bauer Media Group*

<b>MAIN STAGE</b> PANEL DISCUSSION	<b>12:30 Breakout Session</b> Moderated discussion rounds will provide an opportunity to talk about the previous panel: "Purchasing of the future: How we people in purchasing can ensure success in the digital age".
<b>MAIN STAGE</b>	<b>13:00 Lunch break</b>
<b>MAIN STAGE</b>	<b>14:00 Walk</b>
<b>MAIN STAGE</b> PRESENTATION	<b>14:30 Keynote in preparation</b>
<b>MAIN STAGE</b> PRESENTATION	<b>14:50 Keynote in preparation</b>
<b>MAIN STAGE</b>	<b>15:20 Match-Making</b>
<b>MAIN STAGE</b> PANEL DISCUSSION	<b>16:20 Real sustainability or an empty promise? - Purchasing between ESG claims and reality</b> How can companies successfully integrate sustainability and ethical principles into their purchasing strategies? We shed light on the challenges and opportunities arising from the responsible procurement of products and services and show how procurement can act as a driver for a sustainable and fair value chain. We will also present specific measures for evaluating suppliers and promoting transparency in the supply chain.  <i>Host</i> <div>  <b>Daniel Rass</b>            Porsche Holding            Salzburg         </div> <div>  <b>Jaime Paiva</b>            Zurich Insurance         </div>
<b>MAIN STAGE</b> PRESENTATION	<b>17:05 Fast forward purchasing: smart prompts, real results</b> Experience how Generative AI is redefining purchasing. In this session, you will immerse yourself in the art of prompting: You will start with an exciting real-life use case, learn what makes a really good prompt and put your skills to the test in the Executives Promptathon. In the creative competition, you can show how you can achieve real results with clever prompts. At the end, the Prompting Award awaits the person who uses AI in the smartest way. This session is your chance to actively shape the purchasing of the future.  <div>  <b>Alejandro Basterrechea</b>            Zalando         </div> <div>  <b>Alexander Lieder</b>            People Mobility         </div>
<b>MAIN STAGE</b>	<b>17:50 Match-Making</b> Time for networking! Exchange ideas outside the presentations and make new contacts with visitors.
<b>MAIN STAGE</b>	<b>19:00 Aftershow Fireside</b> Joint introduction to the evening around the campfire.

## **MAIN STAGE 19:30 Dinner**

To round off an inspiring day, we cordially invite you to our exclusive dinner. Enjoy an exquisite culinary experience in an exclusive atmosphere, surrounded by like-minded people and experts. This intimate dinner offers you the opportunity to deepen the day's conversations, socialise and spend an unforgettable evening together with industry leaders.