

CLOUDY WITH
A CHANCE
FOR PROFITS.

CUT THE CLUTTER.
ACHIEVE REAL-TIME
OPERATIONS EXCELLENCE.



2011 EUROPEAN
CONFERENCE
UTRECHT, THE NETHERLANDS
JAARBEURS
NOVEMBER 9-10, 2011



IN CONJUNCTION WITH
MESA GLOBAL
EDUCATION PROGRAM
CERTIFICATE OF AWARENESS

NOVEMBER 7-8, 2011

MESA
INTERNATIONAL
Driving Operations Excellence
EUROPE

MESA INTERNATIONAL

2011 European Conference

November 9-10, 2011 | Jaarbeurs | Utrecht, The Netherlands

THE TIME HAS COME TO FACE YOUR PROBLEMS AND DISCOVER SOLUTIONS

In conjunction with the 2011 MESA International European conference, you're cordially invited to attend an interactive, executive roundtable and workshop.

When: Wednesday, November 9, 2011

Where: Jaarbeurs – Utrecht, The Netherlands

Time: 14:30 – 16:45

Price: Included with purchase of conference registration
(€595 MESA Members, €695 Non-members)

Discover Your Solutions

Join us as we explore common issues shared across the industry such as aging workforces, stricter regulations, obsolescence, sustainability, and more. We're going to put it out there and talk about our problems and find out – are our problems really problems or are they solutions?

This workshop is being led by **Rik Geerts, Enterprise Architect at Cargill.**

There will be no hypothetical examples in this workshop. Bring with you real issues which can be discussed in the group. Reserve your spot today! Seating is limited to the first 30 people who register.

To Register for Conference Visit: euconference.mesa.org

Email Katie@mesa.org to RSVP for the Executive Session.

Think About Your Problems . . . What Are The Solutions?
Are You Building Solutions On Your Beliefs and Not Reality?
Do You Ask Yourself – What Is Reality?

Join the MESA community to address your real-time operational challenges.

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This year's agenda, which is designed to showcase real-world examples from the mouths of the end-users themselves, is proving to be an excellent draw, and we are tracking towards record attendance this year.

Conference Highlights

- Keynote Speaker: Prof. Dr. A.F.M. Wierdsma, Change Management Expert
- 8 Breakout Sessions
- 2 General Sessions
- 4 Interactive "Unconference" sessions
- Executive Roundtable
- Peer Networking
- Solution Provider Exhibits
- On-site MESA Global Education Program CoA Event

Why Attend?

With the recent up-tick in the market manufacturers and operators are participating in MESA at unprecedented levels in an effort to determine how to best harness MES/MOM solutions to drive profitability.

The theme of this year's conference is "Cloudy with a Chance for Profits" — industry leaders will share real-world experiences about maximizing returns within their operations.

To request additional information or RSVP for the Executive Session, please contact:

Katie Elsberry, MESA HQ | Office: +1 480.893.6883 |

Email: Katie@mesa.org

Register for the conference at euconference.mesa.org