



**Appointment of Jean-Charles Deconninck, Chairman of Generix group,  
on the Board of the European Logistics Association**

**Paris, 3rd July 2013 – During the General Assembly of the European Logistics Association (ELA), Jean-Charles Deconninck, Chairman of Generix Group and Vice-Chairman of ASLOG (French Association for Logistics), was elected member of the Board, which is made up of 19 members each representing a European country.**

With 20 years' experience in information systems in the retail universe, Jean-Charles Deconninck has given Generix Group, editor of collaborative software of retail, new impetus for the past nine years and the company, leading to the company now being a major supply chain player in Europe.

Formerly Managing Director of LGS Europe and Vice-Chairman for retail marketing at IBM, Jean-Charles Deconninck is Vice-Chairman of ASLOG, in charge of international development.

ASLOG is a professional association that works on developing the Supply Chain profession in all industrial sectors. It represents a professional network of over 1500 members in France. Its mission is to support companies in their search for performance and competitiveness via the Supply Chain.

The ELA is a federation of 30 national organisations covering the main countries of Central and Western Europe. ELA's mission is to define and propose solutions on a European level to facilitate industrial development via the logistics network. To do this, ELA defines norms and training programmes, and encourages their use internationally.

The Board of the ELA is responsible for designing the association's strategies and political orientations.

"I am delighted to be involved in the ELA's growth", commented **Jean-Charles Deconninck**. *"As Chairman of Generix Group, I am proud to contribute the dimension of Editor and the feedback of our large international customers in terms of optimising logistics and transport operations."*

# Press Release

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## About Generix Group

Editor of collaborative software for the Retail ecosystem, Generix Group supports retailers, logistics service providers and manufacturers in managing, pooling and optimising their flows. The Generix Collaborative Business service package draws on extensive expertise in the areas of ERP, the supply chain and cross-channel sales management, all of which is backed by our EDI, EAI and portal integration solutions.

Carrefour, Gefco, Leclerc, Leroy Merlin, Nestlé, Unilever, DHL, Louis Vuitton, Sodial, Metro, Sara Lee, Kuehne+Nagel, Cdiscount... more than 1,500 international players trust "Generix Collaborative Business" solutions to profitably run their business, establishing Generix Group as a European leader with €63 million+ revenue.

[www.generixgroup.com](http://www.generixgroup.com)