# Panel discussion on consumer influence in supply chains scheduled for March 2025



A significant panel discussion focusing on consumer influence in supply chain operations is scheduled to take place at Akabo Media's co-located IntraLogisteX, Robotics and Automation, and Sustainable Supply Chain exhibitions on 25-26 March 2025 at the NEC Birmingham. The session, entitled “The customer is always right: how changing consumer attitudes influence the supply chain,” is set to commence on 25 March at 12:35 PM in the IntraLogisteX Theatre.

This session is a component of a robust multi-theatre conference programme, which aims to address pressing trends and challenges within the logistics and supply chain sectors. James McLoughlin, deputy editor of Logistics Manager, will serve as the moderator for the 50-minute discussion. He stated, “In today’s rapidly evolving market, consumer expectations are reshaping the logistics landscape. The demand for faster deliveries, real-time tracking and sustainable practices is compelling supply chains to adapt swiftly.”

The discussion intends to highlight how businesses can reposition their operations in alignment with the evolving preferences of consumers, focusing on resilience and competitiveness in the supply chain. McLoughlin anticipates that attendees will gain valuable insights into integrating advanced technologies and adopting sustainable logistics solutions during the talk. He remarked, “Understanding and responding to consumer-driven changes is essential for the future success of supply chains. This session promises to be an enlightening exchange of ideas and strategies.”

Alongside the IntraLogisteX Theatre, the Sustainable Supply Chain Exhibition Theatre will deliver a series of presentations centred on the transition to more environmentally-friendly supply chains. Simultaneously, the Robotics & Automation Theatre will showcase case-study presentations from exhibitors and seminars led by industry experts discussing the latest innovations and trends within robotics and automation.

The event anticipates attracting over 11,000 attendees from various sectors, including logistics, intralogistics, manufacturing, transport, robotics, automation, food and beverage, retail, and government.

Individuals interested in exploring how the latest technological advancements are reshaping supply chains and logistics operations can register for the IntraLogisteX event, which offers free entry to all three exhibitions.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.logisticsmanager.com/logistics-manager-to-host-panel-discussion-at-intralogistex-2025/> - Corroborates the panel discussion on consumer influence in supply chain operations, the title of the session, and the details of the moderator and the conference programme.
2. <https://www.logisticsmanager.com/logistics-manager-to-host-panel-discussion-at-intralogistex-2025/> - Provides information on James McLoughlin's role and his statements about consumer expectations and supply chain adaptations.
3. <https://www.logisticsmanager.com/logistics-manager-to-host-panel-discussion-at-intralogistex-2025/> - Details the focus of the discussion on integrating advanced technologies and adopting sustainable logistics solutions.
4. <https://www.logisticsmanager.com/logistics-manager-to-host-panel-discussion-at-intralogistex-2025/> - Mentions the Sustainable Supply Chain Exhibition Theatre and the Robotics & Automation Theatre, along with their respective presentations and seminars.
5. <https://www.logisticsmanager.com/logistics-manager-to-host-panel-discussion-at-intralogistex-2025/> - Confirms the expected number of attendees and the various sectors they represent.
6. <https://www.logisticsmanager.com/register-now-for-intralogistex-2025/> - Provides details on the registration process and the free entry to all three exhibitions.
7. <https://www.logisticsmanager.com/register-now-for-intralogistex-2025/> - Lists the sectors and industries expected to attend the event, including logistics, intralogistics, manufacturing, and more.
8. <https://www.logisticsmanager.com/register-now-for-intralogistex-2025/> - Mentions the co-location of IntraLogisteX with the Robotics and Automation and Sustainable Supply Chain exhibitions.
9. <https://www.roboticsandautomation.co.uk/conference> - Details the Robotics & Automation Theatre's agenda, including case-study presentations and seminars by industry experts.
10. <https://www.roboticsandautomation.co.uk/conference> - Confirms the access to three complete conference programmes across the co-located exhibitions.
11. <https://www.logisticsmanager.com/register-now-for-intralogistex-2025/> - Highlights the event's location at the NEC Birmingham and the dates of the event.
12. <https://www.logisticsmanager.com/logistics-manager-to-host-panel-discussion-at-intralogistex-2025/> - Please view link - unable to able to access data