



# Sharing Chains Sharing Gains

A FUTURE-PROOF SUPPLY CHAIN MODEL?

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LIBERTE

EGALITE

FRATERNITE





VS





# TPCA joint venture

1 - You don't  
know  
everything

2 - Brand  
openness

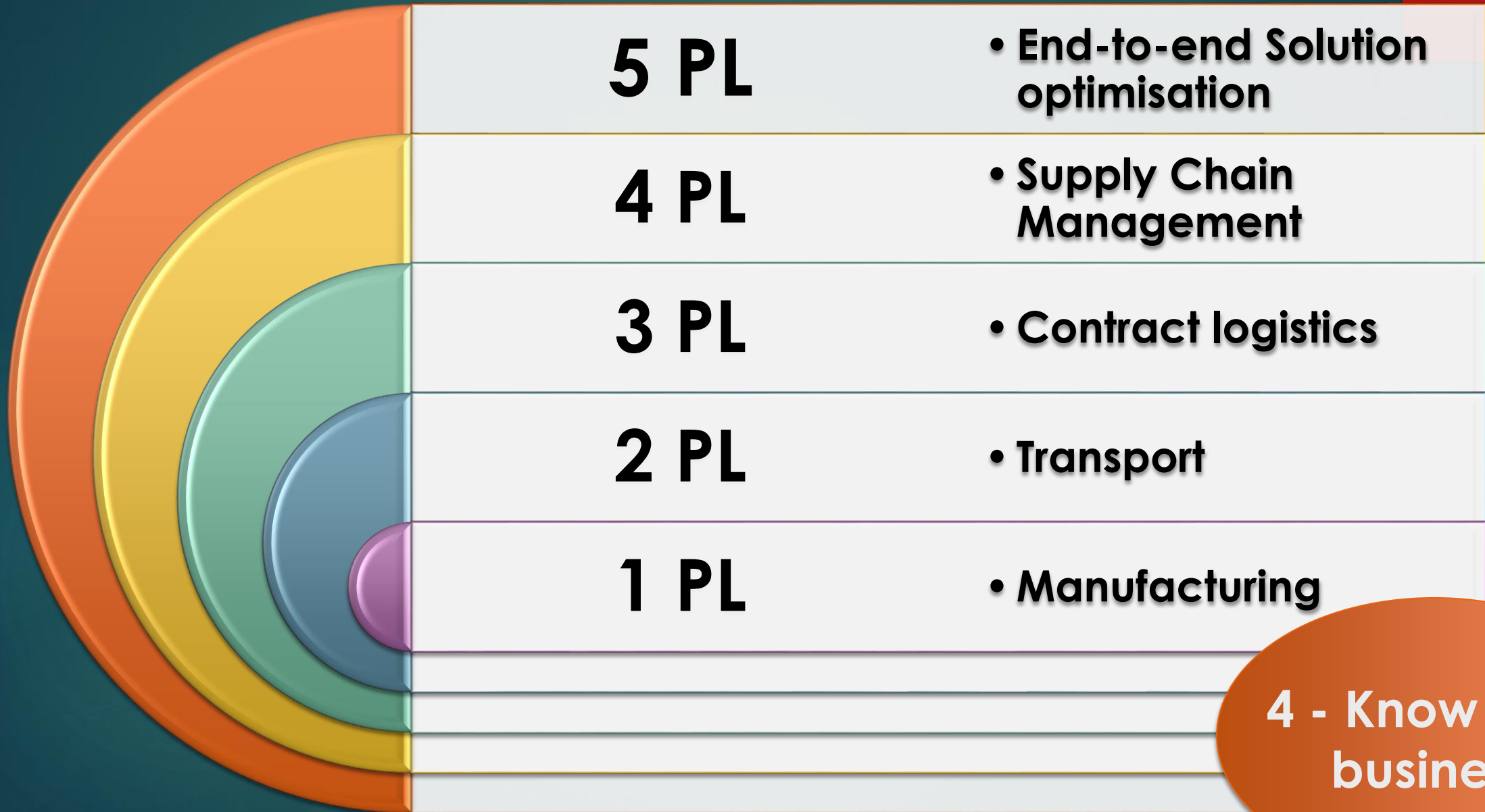


M&S



**3 - Working  
together**





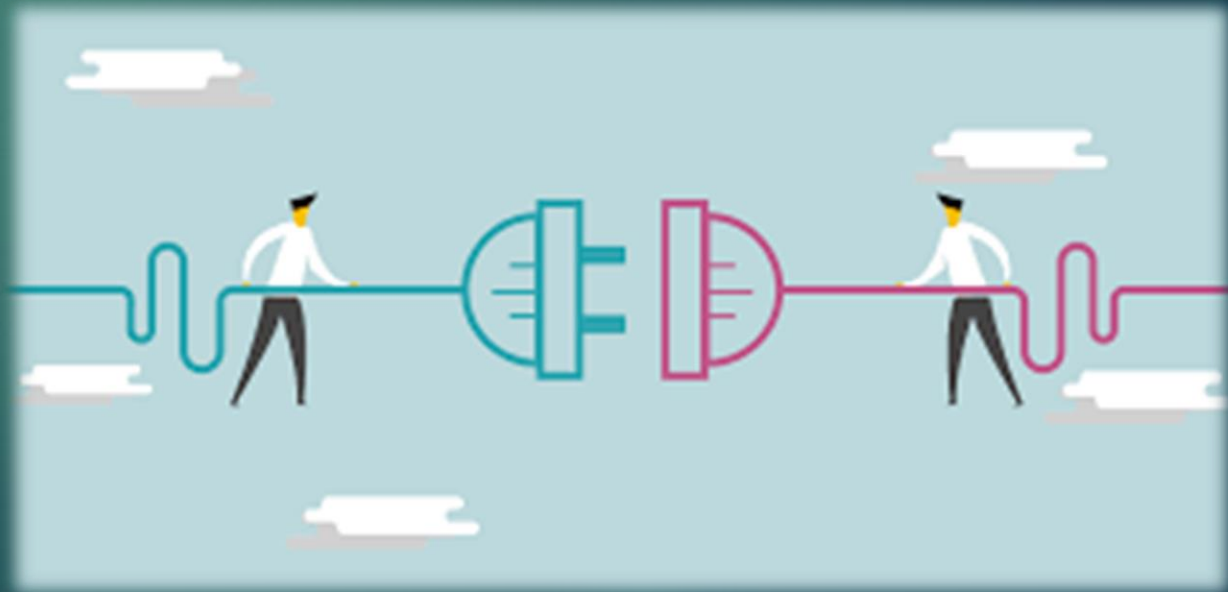
**4 - Know your business**

THERE MUST BE A BETTER WAY TO TALK!



## 5 - Culture / Leadership

If you can't break silos,  
connect them





# Coopetition enablers





Thank you

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