MSU’s Axia Institute Welcomes Researchers, Industry Leaders and Faculty to Midland for Its 2017 Summit: Adding Value to the Supply Chain

Midland, Michigan – October 26, 2017 – Michigan State University’s the Axia Institute was pleased to welcome industry experts, researchers, educators and students to its 2017 Value Chain Summit: Adding Value to the Supply Chain, hosted Thursday, October 26, 2017, at the Midland Country Club.

The day-long summit featured a keynote address by Dan Futter, commercial vice president, Dow Consumer Solutions; a presentation by David Frayer, assistant dean for Executive Development and Professional Programs at MSU’s Eli Broad College of Business; and an expert panel that shared insights about the competitive advantage of integrated value chains.

The summit also featured presentations of Axia-sponsored research projects by six principal investigators who shared their results and demonstrated the project’s ability to address world challenges. The projects and their principal investigators were as follows:

- “Anti-Microbial Solutions for Supply Chain,” by Dr. Evangelyn Alocilja, professor, Department of Biosystems and Agricultural Engineering, MSU
- “The Renaissance of Drinking Water,” by Dr. Joan Rose, co-director, Center for Advancing Microbial Risk Assessment, and Homer Nowlin Endowed Chair of Water Research
- “Optimized Processes for Customs Compliance,” by Dr. Kalyanmoy Deb, Koenig Endowed Chair Professor, Department of Electrical and Computer Engineering, MSU
- “Passive RFID Sensing Technology for Supply Chain Traceability,” by Dr. Prem Chahal, associate professor, Electrical and Computer Engineering, MSU
- “Product Authentication and Anti-Tampering Solutions for Packaging,” Dr. Evangelyn Alocilja, professor, Department of Biosystems and Agricultural Engineering, MSU
- “Value Chain Index,” Dr. David J. Closs, John H. McConnell Chaired Professor in Business Administration, Department of Supply Chain Management, Eli Broad College of Business, MSU
“This year’s summit provided an opportunity to look at cutting-edge research projects that identify new ways to add value from end-to-end, throughout the supply chain,” said Katherine A. Franz, executive director, the Axia Institute. “The summit was an excellent forum for bringing companies together with MSU to share ideas and learn about the ways we can partner together to address some of our world’s grand challenges.”

Located in downtown Midland, Michigan, MSU’s the Axia Institute sees value chains through an integrative lens, conducting applied research that companies can use to revolutionize their businesses. Axia is one of the research centers and institutes of the Eli Broad College of Business at MSU.

About Axia
The Axia Institute, formerly Midland Research Institute for Value Chain Creation, is a premier research and education center dedicated to developing effective and sustainable solutions to improve public and private value chains. Established by Michigan State University in 2013, the Axia Institute partners with industry to solve grand challenges and conducts cross-disciplinary research in areas of value chain optimization, data analytics, engineering, smart packaging, anti-counterfeiting, and water and food safety. The Institute was founded by leaders in value chain creation and development at MSU, including the Eli Broad College of Business, College of Agriculture and Natural Resources, College of Engineering, College of Social Science, and School of Packaging. Founding donors include The Dow Chemical Company, Dow Corning Corporation, Herbert H. & Grace A. Dow Foundation, Rollin M. Gerstacker Foundation, The Dow Chemical Company Foundation, and the Charles J. Strosacker Foundation. Visit our website at axiainstitute.com for more information about the Institute and its programs and services.

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