



Cool Logistics 2010 Conference Programme

The agenda is a work in progress and will be continually updated | Last update 1 September 2010

MONDAY 20 SEPTEMBER | WORKSHOP

- 12:00-13:00** **Registration and buffet lunch**
- 13:00-17:00** **TECHNICAL WORKSHOP**
This highly focused interactive half-day session is aimed at the practitioners of the cold chain. Anyone confronted with the daily problems of perishable transportation and logistics systems will have an interest to learn and also share some of their experiences. Topics will range from temperature management to field-testing of innovative equipment, covering all modes of transportation.
- 13:00- 13:10 **MODERATOR'S OPENING REMARKS**
Dr. Malcolm Dodd, Innovation Manager, Fresh Produce Exporters Association, South Africa
- 13:10-13:30 **REVIEWING OPERATIONAL COSTS OF REEFER BOXES**
- Dry box management
 - Reefer box management
 - Utilisation and age
 - Integrated Reefer Box or traditional 'bolt-ons' - Pros and Cons?
 - Air vs water-cooling below deck
- Alan Robertson**, Director, Webster Robertson, UK
- 13:30-13:50 **MAKING SENSE OF DIFFERENT PERISHABLE STORAGE AND RIPENING TECHNOLOGIES**
- CA, Gas-injection and MAP
 - Pallet bags
 - Ozone
 - Air exchange
 - 1-MCP
 - Ethylene scrubbers
- Andy Smith**, Vice President of Products, Purfresh Inc, USA
- 13:50-14:35 **PANEL: IMPROVING REEFER UNIT RELIABILITY AND EFFICIENCY**
- Compressor technology and new refrigerants
 - Optimising temperature management and humidity control
 - New energy-efficient concepts for reefer containers
- Dr. Dermott Crombie**, Vice President, Global Marine Solutions, Thermo King, Belgium
Katsuyuki Sawai, Executive Officer, Daikin Industries Ltd, Japan
James Taeckens, Senior Product Manager, Carrier Transicold, USA
- 14:35-15:05 Discussion and coffee
- 15:05-15:25 **MOVING FORWARD FOR PERISHABLE SCM WITH RTLS AND RFID APPLICATIONS**
Alfred Cheung, Founder, Green Society Association Limited, Japan
- 15:25-16:55 **PANEL: DATA CAPTURE AND THE COLD CHAIN OF CUSTODY**
- RTLS
 - GPS and pressure sensors
- Panel members include:**
Alfred Cheung, Founder, Green Society Association Limited, Japan
Michael Dempsey, Senior Vice President Sales, Port Solutions, Identec Solutions, USA
Ralf Heske, Regional Director, Hellmann Perishable Logistics Europe and Africa, Germany
Palle Joergensen, Managing Director, Johnson Controls, Denmark
Jeff Leshuk, General Manager of Professional Services, Sensitech Inc., USA
Sean Maguire, CEO, Port Solutions Inc, consulting for Mark-It Services, USA
Sjaak Melissant, Managing Director, Coolboxx, The Netherlands
- 16:55-17:15 Concluding remarks
- 18:00-19:00** **WELCOME RECEPTION** Join your colleagues, customers and suppliers for a welcome reception in the highest venue in Hamburg on the top floor of the Radisson Blu Hotel.

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TUESDAY 21 SEPTEMBER | CONFERENCE DAY 1

- 07:30-08:30** Conference registration and welcome refreshments
- 08:40-08:45** Organisers opening remarks
Alex von Stempel, Event Director, Cool Logistics Conference
- 08:45-09:00** Conference welcome by Port of Hamburg Marketing
Claudia Roller, Chairwoman, Port of Hamburg Marketing
- 09:00-10:30** **SESSION 1: GLOBAL TRADE AND RESPONSIBILITY**
"Il faut cultiver notre jardin" – Voltaire
As disposable income is increasing in China, India, Russia, Latin America and some parts of Africa, global trade patterns are beginning to shift. At the same time, trade and responsibility are key themes that are preoccupying not just manufacturers and retailers, but also the chain in between.
Nearly everyone wants to be green and responsible. But the real cost of sustainability, both in terms of production and distribution, remains a grey area. Transport by sea or air and road or rail may be seen as part of the 'green cost' problem. But could it also be part of the solution?
- 09:00-09:05** **MODERATOR'S OPENING REMARKS**
Paul Neagle, Chief Executive, Thomas Miller Investment, UK
- 09:05-09:35** **PROVENANCE AND QUALITY – A GERMAN RETAILER'S APPROACH**
 - Sourcing
 - Food quality and security
 - Security of supply
 - Waste management**Dr Horst Lang**, Quality Assurance, Globus SB-Warenhaus Holding, Germany
- 09:35-10:05** **BUYING DIRECT FROM MANUFACTURERS AND PRODUCERS: IDENTIFYING TODAY'S AND TOMORROW'S DRIVERS**
 - What is the role of food and other perishables in the total product offer?
 - Consumer pressures
 - Global sourcing vs local sourcing
 - How can the supply chain be trimmed further?**Phillip Symons**, Category Buyer Fresh Produce, Marks & Spencer plc, UK
- 10:05-10:30** Discussion
- 10:30-11:00** **Networking & Refreshments**
- 11:00-11:20** **TRADE – RESPONSIBILITY – EFFICIENCY**
 - Asset management
 - Deployment strategy
 - Ships
 - Containers
 - Profitability
- 11:20-11:40** **ARE THE DAYS OF THE COMMERCIAL AIR FREIGHTERS NUMBERED?**
 - The scope for air cargo in freighters
 - The belly cargo option (Pax)
 - Temperature sensitive cargo
 - Environmental challenges
 - Cargo policy outlook**Stéphane Lemaire**, Market Manager, Germany + Austria, Air France Cargo-KLM Cargo, Germany

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- 11:40-12:00 **M&A IN THE REEFER LOGISTICS SUPPLY CHAIN**
- Players involved and their strategic objectives
 - Growth perspectives of the different players
 - Drivers of change in the reefer supply chain
 - Financial resources for new technology and innovation in the reefer supply chain
- Ken Kinscher**, Manager, Corporate Finance / Mergers & Acquisitions, M.M. Warburg & CO, Germany
- 12:00-12:30 Discussion
- 12:30-14:00 **Lunch**
- "Dispatch, my lord; the duke would be at dinner: Make a short shrift; he longs to see your head"*-
Shakespeare
- 14:00-17:00 **SESSION 2: SHIPPER STRATEGIES - FOOD AND HEALTH FOCUS**
- Food and health are not just commodities. They are a way of living, including for those engaged in this business on a day-to-day basis. The amount of waste in this business is exorbitant. Waste reduction is therefore becoming more important than ever, not only at production level but right through the system. The shipper panel will look at ways of challenging some of the cherished truths. What are logistics costs really? How can everyone be 'adding value' in the coldchain? Why are prices going up, but returns (to growers) going down? Tackling waste – how? Producers and exporters need to regain the initiative. Speakers in this session will debate how to go about this.
- 14:00-14:05 **MODERATOR'S OPENING REMARKS**
- Paul Neagle**, Chief Executive, Thomas Miller Investment, UK
- 14:05-14:25 **ENHANCING THE SHIPPER-CARRIER RELATIONSHIP THROUGH THE US OCEAN SHIPPING ACT REFORM**
- The prospects for long-term ship and equipment capacity shortfall
 - Changing cargo flows
 - Bringing US and EU shipping laws into conformity
 - Improving service for shippers and profits for carriers
 - Ending collective carrier pricing and service agreements
- Peter Friedmann**, Executive Director, Agriculture Transportation Coalition (AgTC), USA
- 14:25-14:45 **IS THE ROLE OF THE EXPORTER CHANGING?**
- Current pricing mechanisms
 - Comparing margins
 - Critical supply chain success factors
- Deon Joubert**, General Manager Operations, Capespan Exports, South Africa
- 14:45-15:05 **IDENTIFYING THE SLACK IN THE SUPPLY CHAIN**
- Modern distribution patterns
 - Waste reduction: necessities and responsibilities
 - Communication strategies
- Derk van Mackelenbergh**, Managing Director, Eurofrigo, Netherlands
- 15:05-15:25 **FOOD & MEDICAL AID – AN AIRFREIGHT CASE-STUDY: HUMANITARIAN LOGISTICS**
- Prioritising
 - Authorities
 - Contingency planning
- Frank Franke**, President, Luftfahrt ohne Grenzen (Wings of Help), Germany
- 15:25-16:00 **Networking & Refreshments**

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16:00-17:00

PANEL DISCUSSION WITH SHIPPERS AND TRADERS

A panel representing shippers of fresh produce, meat, fish and pharmaceuticals debates lessons learned from the global downturn and implications for future perishable logistics strategies.

- Shipper cooperation along the logistics chain – opportunities for mutual gain?
- Innovative approaches to reducing logistics spend
- How changing retail procurement practice affect food supply chains, margins and pricing
- Conventional versus container shipping
- Equipment shortage - a challenge now and in the future? Or a ploy to raise rates?
- Ocean freight if you can versus air freight if you must - true or false?
- Expectations from perishable freight forwarding sector

Panel members include:

Ulises Carillo, Vice President Global Logistics, Dole Food Company, Inc., USA

Peter Friedmann, Executive Director, Agriculture Transportation Coalition (AgTC), USA

Deon Joubert, General Manager Operations, Capespan Exports, South Africa

17:00

Session Closes

18:30-20:30

NETWORKING DRINKS RECEPTION & HAMBURG HARBOUR TOUR

Network and socialise with perishable logistics colleagues from around the world during a 2-hour waterside tour of Hamburg's harbour and extensive port facilities for conventional, containerised and refrigerated cargoes. **Kindly hosted by**



Port of Hamburg Marketing



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WEDNESDAY 22 SEPTEMBER | CONFERENCE DAY 2

- 08:00-09:00** Conference registration and welcome refreshments
- 09:00-10:30** **SESSION 3: CAPACITY MANAGEMENT**
As shipping companies and airlines continue to struggle with the effects of overcapacity, the spectre of transport capacity shortage is beginning to loom larger over the perishable industry than may have been expected just a year ago.
Careful capacity management combined with developing long-term relationships may be the way forward, both for today and to ensure the longer-term efficiency of the cold transport chain.
- 09:00-09:05 **MODERATOR'S OPENING REMARKS**
Steve Cameron, Principal, Cameron Maritime Resources, UK
- 09:05-09:45 **OCEAN CARRIER DEBATE: OCEANFREIGHT - CAPACITY MANAGEMENT**
- 2011 supply/demand projections for the global reefer trade
 - New markets and existing markets
 - Specialised versus container capacity
 - Achieving sustainable profitability
- Claus P. Ellemann-Jensen**, Vice President, Reefer, CMA CGM, France
Eric Eng, Vice President, Global Reefer Trade, APL Co Pte Ltd, Singapore
Andrew Ngan, Assistant Vice President – MOL Liner Global Reefer Management, Japan
- 09:45-10:30 **AIR FREIGHT and SEA-AIR DEBATE: CAPACITY ALLOCATION**
- Volumes: how has the market developed in 2010? What is the outlook for 2011? New markets and existing markets
 - Air freight capacity management and its effects on perishable sector and product categories
 - When does shipment by sea make sense and when does air become the default option?
 - Sea/air
 - Freight operations – vs belly cargo model
 - Block space agreements and perishables
 - Reviewing average length of contracts with forwarders – short-termism flexible rate adjustments?
- Ruediger Kasper**, Senior Sales Manager Airfreight, Kuehne + Nagel, Germany
Martin V Schlingensiepen, Vice President, Product Management, Lufthansa Cargo, Germany
- 10:30-11:00** Networking & Refreshments
- 11:00-11:25 **IS THERE AN ENVIRONMENTAL AND EFFICIENCY CASE TO BE MADE FOR GREATER INTERMODAL USE OF REEFER CONTAINERS?**
- What needs to be done to increase intermodal use of reefer boxes? What is holding back this process?
 - Savings for clients buyers of end2end solutions
 - Savings for retailers sourcing direct
- Ole Schack Petersen**, Director and Head of Global Reefer Logistics, Damco, Denmark
- 11:25-11:50 **INTRODUCING EFFICIENCY GAINS – PRACTICAL PROPOSALS AND RESULTS**
Dr. Malcolm Dodd, Innovation Manager, Fresh Produce Exporters Association, South Africa
- 11:50-12:00 Discussion
- 12:00-13:30** Lunch

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13:30-15:15 **SESSION 4: PERISHABLES CLAIMS – RAISING THE GAME**

13:30-13:35 **MODERATOR'S OPENING REMARKS**
Steve Cameron, Principal, Cameron Maritime Resources, UK

13:35-15:00 **WHAT'S AT STAKE?**
Debate on practice and malpractice, risk management, mediation and settlement.

This session will look at a whole range of issues including:

- Claim rate on perishable shipments in comparison with dry cargo
- Claim sizes and values
- Reefer vessels vs container vessels
- Pre-stuffing sanitation
- Pre-cooling containers
- Stowage requirements
- Ventilation and air circulation
- Carriage temperatures
- Claim rate on perishable shipments in comparison with dry cargo
- Managing third party logistics service providers
- Exposure, mitigation and recovery
- Risk analysis tools

Luca Bussani, Risk Engineer, Zurich Risk Engineering, UK

Otto de Groot, CEO, Expertisebureau Harmsen & de Groot b.v., Netherlands

Harm de Haan, Nautical Cargo Surveyor, BMT De Beer, Netherlands

15:00-15:15 Conference closing remarks

15:15-15:45 **Networking & refreshments**

15:45-18:00 **Site visit to the HHLA/UNIKAI fruit terminal**

One of Europe's largest fruit transshipment facilities, handling over 850,000 tonnes of produce, HHLA's fruit terminal is a prime example of what a modernised break bulk operation looks like featuring state of the art climate controlled operations including RF identification chip based pallet matching.