



5-7 NOVEMBER 2019 • HAMBURG MESSE

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## CONFERENCE AGENDA

### Day One

Tuesday 5<sup>th</sup> November

#### Industry Theatre:

10:30 – 12:00

#### [Worldwide Overview of the Container Shipping Market](#)

*A wide-ranging discussion on key issues impacting the intermodal market in 2019 and beyond. Topics discussed will include the current state of the worldwide economy; projected market conditions going forward; trade wars; macro-events; intermodal finance; and new technologies to create greater transparency in the supply chain.*

**Moderator:** Alan Robertson Director, Webster Robertson Ltd

#### Panel Discussion

##### **Speakers:**

**Ruben Huber** Founder, OceanX Network

**Simon Heaney** Senior Manager – Supply Chain Research, Drewry

**Renzo Hoefnegels** Managing Director – Head of Coverage Transportation & Logistics EMEA, ABN AMRO

**John Fossey** Editor, WorldCargo News

**Orestis Schinas** Professor of Shipping and Ship Finance, Hamburg School of Business Administration

12:05 – 12:30

#### [Reviewing Global Liner Shipping](#)

*Mike co-founded the transport consultancy MDS Transmodal, which has now been trading since 1983. He specialises in shipping, port and rail freight economics and markets. Mike has directed numerous studies for government, local authorities and the private sector.*

**Mike Garratt** Chairman, MDS Transmodal

12:35 – 13:00

#### [The effects of the IMO 2020 sulphur cap on liner shipping](#)

*Stefan joined Alphaliner early 2016 as liner shipping analyst and editor North Europe after having been an Alphaliner correspondent for nearly 20 years. After having worked three years for the former Belgian shipping company CMB Transport in various commercial functions, he decided in 1993 to become a fulltime shipping journalist, writing for Nieuwsblad Transport (NL), the Port of Antwerp community (BE), Shippax (SE), Fairplay (UK) before becoming editor in chief of the multimodal news platform Flows.be.*

**Stefan Verberckmoes** Liner Shipping Analyst & Editor North Europe, Alphaliner

13:00 – 14:00 Break

14:00 – 15:50

**Belt & Road Initiative Forum**

*Insights into new developments on the New Silk Road. From its strong roots in China to both European and Asian routes, the BRI links 152 countries in a single economic area. This forum looks at logistics, technology, new routes, possible future expansion and shipper feedback.*

**Moderator: John Fossey** Editor, WorldCargo News

**14:00 – 14:30 Latest trends in China's container industry chain and insights into new market opportunities of the Belt and Road Initiative**

Muyuan Li, Vice Chair & Secretary General, China Container Industry Association (CCIA)

**14:30 – 15:00 Digitising the BRI**

Henry Tillman, Chairman and CEO, Grisons Peak

**15:00 – 15:20 Regional development in the BRI project**

Aasim Siddiqui, Chairman, All Pakistan Shipping Association (APSA)

**15:20 – 15:40 Asia Rail Bridge: The New Silk Road**

Miguel Pereira de Sousa, Product Manager: Asia Rail Bridge, SENATOR INTERNATIONAL

**15:40 – 15:50 Discussion & Close**

16:00 – 16:30

**Experiences with Data Analytics and Machine Learning**

***Presented by Emerson***

*Emerson is where technology and engineering come together to create solutions for the benefit of customers. This forum discusses the Emerson journey and value hypotheses, an introduction to data analytics/machine learning and its practical application in the reefer cold chain, alongside key learnings and insights.*

**Speakers:**

**Lissa D’Arcy** Solutions Integration Manager

**Paul Fullenkamp** Manager: Cold Chain Data Science

**Niels Prebensen** Product Manager

**Innovation Theatre:**



*Smart Shipping forums sponsored by KORE*

10:30 – 11:50

**Smart Ports and Terminals Forum**

*A focused discussion on key issues regarding creating and maintaining smart connected ports and terminals. Questions covered include: does connected mean smart? How will the port ensure that all stakeholders play their part? What are the key performance measures to focus on and who is the new competition?*

**Moderator: Fabian Bak** Strategy Consultant, WSP

**10:30 – 10:50 Smart Ports Worldwide**

Adriana Moros Daza, Consultant, University of Hamburg

**10:50 – 11:10 ContaeYener: computer vision system for a container terminal**

Antonio Alvarez, IT Manager, Transglobal

**11:10 – 11:30 What is a Smart Port?: A best practice approach for digital port infrastructure**

Sahar Lemanczyk, Senior Consultant, HPC Hamburg Port Consulting GmbH

**11:30 – 11:50 Discussion & Close**

11:50 – 13:40 Break

**13:40 – 15:10**

**Container Optimisation and Platform Collaboration**

*The cost of repositioning empty containers is still high and the management of empty containers within the logistics function is still a huge effort. This forum brings together the market leaders in this sector to give you an insight into how to save costs, fuel and effort through optimising your empty containers.*

**Moderator: Mark Bennett** President, Sun Intermodal

**13:40 – 14:00 Digitization of the Container Service Industry: the benefits of digital marketplace on the example of BOXXPORT**

Jan Frahnert, Founder & CEO, BOXXPORT

**14:00 – 14:20 Zero wastage cargo network**

Dhruv Taneja, Founder & CEO, Matchlog Solutions

**14:20 – 14:40 Playing on a global market: how to take the risk out of international container logistics**

Christian Roeloffs, Managing Director, Container xChange

**14:40 – 15:00 Wakeo: a collaborative approach to bring real-time visibility on international transport flows**

Julien Cote, Co-founder & CEO, Wakeo

**15:00 – 15:10 Discussion & Close**

**15:30 – 17:00**

**Blockchain Technology and the Digitised Supply Chain**

*How can blockchain transform the supply chain and create greater traceability, compliance, flexibility and stakeholder management? Experts on blockchain technology will discuss its implementation in the intermodal sector, including paperless ledgers and cryptocurrency payment methods.*

**Moderator: Fabian Bak** Strategy Consultant, WSP

**15:30 – 15:50 Blockchain use: cases & opportunities for Supply Chains**

Nico Wauters, CEO, T-Mining

**15:50 – 16:10 Beyond the Blockchain hype: low-cost & open-sourced technology is available to ensure data integrity and trust in supply chain coordination**

Jens Munch, Head of Global Trade & Supply Chains, IOTA Foundation

**16:10 – 16:30 The role of reefer telematics in fleet wide cost savings**

John Harnett, Senior Director: Marine & Intermodal, Globe Tracker

**16:30 – 16:50 Blockchain and Machine Learning: New Technologies for Track-And-Trace and ETA**

Thorsten Sickenberger, Co-leader: Mobility & Transportation, d-fine

**16:50 – 17:00 Discussion & Close**

## Day Two

Wednesday 6<sup>th</sup> November

### Industry Theatre:

10:30 – 11:20

#### Alternative Uses for the Shipping Container

*Construction projects using shipping containers are becoming increasingly popular owing to their sustainability and cheap production cost. This forum features case studies of real-life examples of how the shipping container is being used to provide architectural solutions from temporary housing to restaurants and libraries.*

**Moderator: Emma Hilditch** Conference Producer, Intermodal Events

**10:30 – 10:50 Taking advantage of ‘glocalisation’: build for anyone, anywhere**

Matthias Laufer, Founder, xCube Solutions

**10:50 – 11:10 The architecture of containers: built examples**

Derek Trenaman, Owner, Ceardean Ltd

**11:10 – 11:20 Discussion & Close**

11:20 – 11:50 Break

11:50 – 13:00

#### Developments in Box Technology

*This forum looks beyond the traditional 20- and 40-foot containers in the shipping market to explore the latest technologies in the design and manufacture of new kinds of boxes. From collapsible containers to bottom dumpers, these containers are designed to increase efficiency and save costs.*

**Moderator: Emma Hilditch** Conference Producer, Intermodal Events

**11:50 – 12:10 Composite tank container advantages and possibilities**

Juha Hiltunen, Sales Manager, Admor Composites Oy

**12:10 – 12:30 Butterfly flight container: the 4.0 solution for multifunctional logistics**

Santiago Ruiz, Head Administrator, Silo Contenedor Granelero

**12:30 – 12:50 New containerised bulk system: KOTTA bottom-dump container & KOTTA spreader integrated solution**

Olga Cherednikova, Executive Director, KOTTA Container

**12:50 – 13:00 Discussion & Close**

13:00 – 14:00 Break

14:00 – 15:30

#### Cold Chain Forum

*As the global transport of perishables and pharmaceuticals expands, reefer logistics rapidly evolves along with it. With new technologies emerging, companies face the challenge of constantly updating their supply chain processes. The Cold Chain Forum will address aspects of both the market and innovative technologies.*

**Moderator: Mark Bennett** President, Sun Intermodal

**14:00 – 14:20 Engineering cold chain efficiency**

Sean Fitzgerald, CEO, Maersk Container Industry (MCI)

**14:20 – 14:40 Beyond the market: (re)making room for Thermo King**

Jessica Poliner Vice President and General Manager, Thermo King Global Marine, Rail and Air

**14:40 – 15:00 Reefer solutions in a changing environment**

Arjan Bezemer, General Manager EMEA, Daikin Refrigeration Office

**15:00 – 15:20 The future is now: solutions for global container refrigeration**

Willy Yeo, Director of Marketing, Carrier Transicold

**15:20 – 15:30 Discussion & Close**

15:35 – 16:00

**Investment Opportunities in the Saudi Rail Market**

*With a geographic area of more than 2.149 million square kilometers, Saudi Arabia occupies a strategic position linking the eastern and western parts of the world. Massive stretches of desert separate the various cities and industrial facilities as well as the main ports of both the Arabian Gulf and the Red Sea. The soaring boom over the past years has placed it at the forefront of the region's economies in terms of growth, stability and productivity.*

**Tariq Ageel** Investment and Business Development Manager, Saudi Railways Company

**Innovation Theatre:**



Smart Shipping forums sponsored by KORE

10:30 – 12:00

**LoRaWAN for multiple country purposes in Smart Logistics**

*Real-time, transparent and seamless indoor/outdoor tracking of assets, while optimizing logistics and supply chains, has long been the focus of innovative companies around the globe. In particular, the recent emergence of low power wide area networks (LPWANs) is making this transition possible by enabling low-cost wireless connectivity over extremely long distances, on the order of miles from the nearest gateway, in combination with seamless roaming between networks and 10-year battery lifetimes.*

*In this panel, members of the LoRa Alliance that specialise in solutions for Smart Logistics with LoRaWAN technology present their experiences and real-life applications. Topics discussed are among others the transport market in Europe with a focus on Geolocation, Roaming (public/private) and cross-border accessibility, multi-country coverage and asset tracking.*

**Moderator: Pierre Gelpi** Marketing Director, Semtech

12:00 – 12:45 Break

12:45 – 17:20

**IoT and Smart Container Forum**

*As IoT technology spreads and the container shipping industry becomes further digitised, questions are being asked as to how we can adopt and adapt these technologies to our advantage. This forum brings together experts to discuss the use of IoT in monitoring, tracking, and smart containers.*

**Moderator: Alan Robertson** Director, Webster Robertson Ltd

**12:45 – 13:00 IoT Connectivity: The Backbone of Intelligent Logistics**

Jaco van den Hoven, Director of IoT Solutions, KORE

**13:00 – 13:15 Expanding value through technology**

Sylvain Prevot, Director, Traxens Sea

**13:15 – 13:30 Customer Value, Independence and Quality Delivered in Times of Changes**

Daniel MacGregor, Co-founder; & Marianna Levtov, Commercial Project Manager; Nexxiot

**13:30 – 13:40 Discussion**

**13:40 – 13:45 Break**

**13:45 – 14:00 The IoT vessel network enabling digital interoperability at sea**

Pramod Arora, President & CEO, Wireless Maritime Services (WMS)

**14:00 – 14:15 Intermodal IoT Applications**

Jack Mar, CEO, Star Solutions

**14:15 – 14:30 The Next Phase of IoT in Shipping Digitalization: Optimizing Data Sharing to Drive Better Efficiencies Across the Supply Chain**

Al Tama, Vice President & General Manager: Container & Port Solutions, ORBCOMM

**14:30 – 14:40 Discussion**

**14:40 – 14:45 Break**

**12:45 – 17:20**

**IoT and Smart Container Forum (continued)**

*As IoT technology spreads and the container shipping industry becomes further digitised, questions are being asked as to how we can adopt and adapt these technologies to our advantage. This forum brings together experts to discuss the use of IoT in monitoring, tracking, and smart containers.*

**Moderator:** Alan Robertson Director, Webster Robertson Ltd

- 14:45 – 15:00 Bridging the Gap in a Sea of Data**  
Lissa D’Arcy, Solutions Integration Manager, Emerson Commercial & Residential Solutions
- 15:00 – 15:15 Building the digital connected transportation enterprise of the future**  
Kim Bybjerg, Vice President IoT & Mobility, Tata Communications
- 15:15 – 15:30 IoT enabled real-time cargo monitoring: the enabler for supply chain optimisation**  
Stefan Reidy, CEO, Arviem
- 15:30 – 15:40 Discussion**
- 15:40 – 15:45 Break**
- 15:45 – 16:00 Satellites ensure your IoT big data yields valuable insights**  
Corry Brennan, Regional Simplex Sales Manager, Globalstar Europe Satellite Services Ltd
- 16:00 – 16:15 How to find value in container visibility**  
Robin Jaacks, Chief Financial Commercial Officer, Ocean Insights GmbH
- 16:15 – 16:30 To thrive, smart containers need global data standards**  
Jaco Voorspuij, Senior Manager: Transport & Logistics, GS1
- 16:30 – 16:45 The ICONET Project: Overview of a first implementation of physical internet**  
Alessandro Vaglini, Chief Business Officer, NGS Sensors  
Britta Balden, Founder & Managing Director, Electronic German Link GmbH (EGerLink)
- 16:45 – 17:00 Discussion & Close**

**Day Three**

**Thursday 7<sup>th</sup> November**

**Industry Theatre:**

**10:30 – 12:00**

**Hamburg Focused Forum**

*The port community of Hamburg has a long track record of digitalisation and collaboration. This interactive forum will give an insight of the key challenges and how they can be solved with joint forces and what are the next development steps within the port community.*

**Moderator:** Stefan Wiech Partner, HPC Hamburg Port Consulting

**Speakers include:**

**Gerald Hirt** Managing Director, HVCC Hamburg Vessel Coordination Centre

**Dr. Phanthian Zuesongdham** Head of Digital & Business Transformation, HPA Hamburg Port Authority

**Plus:**

**A shipping line and terminal operator in Hamburg**

**A PCS Supplier**