

## 4<sup>th</sup> Annual Cool Logistics Global Conference

24-26 September 2012 | Crowne Plaza, Antwerp | Belgium

### Redefining ownership and responsibility in the cold chain

**From meat, poultry and dairy to fruit, fish, flowers and vegetables, managing risk through the supply chain is now a growing challenge facing everyone involved in selling, buying and shipping perishables, especially as volumes of long-distance, intercontinental transport continue to rise.**

As global purchasing power gravitates towards the BRICs and other emerging economies, Latin America, China and India are flexing their muscles not just as perishable exporters but increasingly as import markets. In the new reality, historic south-north trade blocks will be just one facet of year-round, “sell everywhere, buy everywhere” global produce flows. With retailers, suppliers, brand owners and producers diversifying their sourcing and expanding into new consumer demand markets worldwide, off season is becoming obsolete.

International cold chain planning and logistics is becoming much more complex as a result, with greater cost awareness of waste, inefficiencies and risk changing the very basics of this sector. Everyone will be affected by this new reality – from individual enterprises to entire producing regions looking to compete on a growing global perishables stage.

Bringing together stakeholders from production to retail and all the vital elements in between, the 4<sup>th</sup> Cool Logistics™ Global conference will seek to redefine ownership and responsibility along the cold chain while focusing on various aspects of global perishable market competitiveness. Sourcing and exporting perishables from the Americas, Australasia, Africa, Europe and the Far East reflect different yet also similar challenges.

**Can perishable logistics efficiency be globally measured and transferred?**

**One thing is clear:** the need for constructive dialogue, learning and closer collaboration across the world perishables supply chain has never been more important. The 4<sup>th</sup> Cool Logistics Global conference will once again connect perishable exporters, importers and retailers with international logistics and transport expertise to facilitate the exchange of ideas, innovation and best practice.

The Cool Logistics team looks forward to seeing you in Antwerp.

Alex von Stempel, Director | Rachael White, Director | Cool Logistics Resources Ltd

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## OPERATIONS & TECHNOLOGY WORKSHOP | MONDAY 24 SEPTEMBER

With so many hand offs between production and sale, maintaining an uninterrupted cold chain presents a perennial challenge for perishable cargo owners and their providers of logistics, transport and handling services. Damage, shrinkage, waste, loss and claims remain an ever-present reality. The workshop offers a chance to explore technologies, approaches and best practice to improve operational control, visibility and efficiency along the cold chain.

- 08:00-09:30 Workshop registration & welcome coffee
- 09:30-09:35 Organiser's welcome & moderator's remarks  
**Rachael White**, Director, Cool Logistics Resources  
**Steve Cameron**, Marine Director, RTI
- 09:35-09:55 Best practice and new technology for improved end-to-end cold chain performance: closing the gap between innovation and adoption  
**Mike Nicometo**, Cool Chain Experts, Fresh Expert, USA
- 09:55-10:10 Collaborative monitoring and management of retail Shelf Life Loss: moving from a reactive to a proactive quality approach from field to shelf  
**Jelger de Vriend**, CEO, Innovative Fresh
- 10:10-10:40 Produce safety, quality and waste reduction in international cold chains: lessons learnt from the Hawaii-Asia Pacific RFID supply chain tracking initiative  
**Dr. John Ryan**, Quality Assurance Administrator, Hawaii State Department of Agriculture & Owner, Ryan Systems, USA
- 10:40-11:00 How reefer shippers, carriers and 3PLs can use metrics to manage ocean transport performance  
**Milan Vaclavik**, Director Product Management, INTTRA
- 11:00-11:40 Improving visibility and control along the cold chain – the state of telematics and on-demand data  
*Panel members to be announced, visit [www.coollogisticsconference.com](http://www.coollogisticsconference.com) for updates*
- 11:40-12:20 Refreshments and speed networking

**NEW**

Speed networking is a fast and fun way to make the maximum contacts in the minimum time. You'll have 2 minutes per contact to exchange business cards and introductions before moving onto your next mini-meeting.

12:20-12:50 Produce safety, quality and waste reduction: emerging trends and technologies in QC monitoring, inspection and loss prevention from origin to destination

12:50-14:10 Lunch and networking

Sponsored by

**purfresh**<sup>®</sup>  
Purify, Protect, Preserve.

14:10-14:50 New international standards for pest-free containers: understanding the goals of the IPPC initiative and its operational impact on global refrigerated transport

 **NEW**

**Brent Larson**, Standards Officer, International Plant Protection Convention Secretariat, Food and Agriculture Organization of the United Nations

**Andy Connell**, Business Unit Manager, Shipping & Logistics, Dole Foods South Africa

14:40-15:30 Coping with counterfeit and contaminated refrigerants: what has been learnt so far and how can the container industry ensure safe and reliable reefer operations - and protect its assets - in the new reality?

**Mark Bennett**, Senior Vice President, Triton Container International & Moderator, Container Owners Association Forum on Contaminated & Counterfeit Refrigerants

**Miranda den Heijer**, Sales Executive ARA, Inspectorate

15:30-16:00 Networking and refreshments

16:00-17:00 Reefer container operations and technology forum – innovation and best practice

To close the day, this live interview-style panel session gives attendees the chance to discuss latest developments in reefer container innovation and operations with seasoned practitioners and technology developers.

Panel members:

**Arjan Bezemer**, General Manager EMEA, Daikin Reefer

**Alfred Cheung**, Founder, Green Society Association

**Kartik Kumar**, Director, Marketing & Strategic Planning, Carrier Transicold

**David Marjoram**, Director, David Marjoram Ltd

**Morten Nylykke**, General Manager, Maersk Container Industry

**Jim Taeckens**, Product Manager-Refrigeration, Carrier Transicold

**Thermo King** (panel member names tba)

17:00-17:15 Summary & conclusions

**19:00-22:00 ICEBREAKER RECEPTION**

Sponsored and hosted by



**DP WORLD**  
Antwerp

**foodcareplus**

it's all in the name



Join colleagues from around the world at the Icebreaker Reception, returning to the Nova Fresh cold store on 24 September. Look forward to a warm welcome as DP World, foodcareplus and Nova Fresh Logistics join up to bring you a taste of the tropics.

## CONFERENCE DAY 1 | TUESDAY 25 SEPTEMBER

07:30-09:00 Conference registration & welcome coffee

### 09:00-09:30 WELCOME & OPENING

09:00-09:10 Welcome remarks from the organisers

**Alexander von Stempel**, Director, Cool Logistics Resources

**Rachael White**, Director, Cool Logistics Resources

09:10-09:30 Opening address

**Marc van Peel**, Chairman of the Board, Port of Antwerp & Vice Mayor, City of Antwerp

### 09:30-12:30 SESSION 1: THE CHANGING FACE OF GLOBAL PERISHABLES MARKETS – NEW DEMAND, NEW COMPLEXITY, NEW SCALE

The increased complexity and scale of the global perishables market will place new pressures on international cold supply chain management, logistics co-ordination, transport services and infrastructure. The opening morning takes stock of key changes, challenges and their impact.

09:30-09:40 Moderator's opening remarks

09:40-10:05 **Carrier Keynote:** The future of global refrigerated transport – the Maersk view

**Thomas Eskesen**, Global Head of Refrigerated Business, Maersk Line

10:05-10:30 **Producer Keynote:** Competing in a global food market – what today's multi-national producers need from the cold logistics and transport chain

**José Lourenço Perotoni**, External Market Logistics Director, Brasil Foods

- 10:30-11:10      Networking break and refreshments
- 11:10-11:25      Global perishables sourcing – retail industry drivers, the supply chain impact and how to benefit from the new reality  
**Jelger de Vriend**, CEO, Innovative Fresh
- 11:25-11:40      Understanding and managing perishable supply chain risk - the role of the importer/wholesaler and retailer  
**Ole Schack-Petersen**, Head of Perishable Logistics, Damco
- 12:00-12:20      Food safety in Europe: national and European legislation and implementation regimes and their effect on the perishables supply chain  
**Vicky Lefevre**, Director, Belgian Federal Agency for the Safety of the Food Chain
- 12:20-12:40      Ports – a black hole in the fresh produce supply chain?  
**Nigel Jenney**, CEO, Fresh Produce Consortium
- 12:40-13:00      Discussion
- 13:00-14:15      Lunch and networking
- 14:15-18:00      SESSION 2: GLOBAL PERISHABLES TRANSPORT – CAPACITY, SERVICE & INFRASTRUCTURE**  
Volatile energy costs and freight rates, financial fragility for ocean and air carriers, tight container capacity, port congestion and other landside constraints pose growing challenges for the global movement of refrigerated goods. Creative solutions are urgently needed to reconcile cargo owner needs for maximum flexibility to market their product where they see fit with today's transport reality.
- 14:15-14:20      Moderator's remarks
- 14:20-14:45      Global perishable transport flows: who's moving what, where, when and how?
- Global perishable commodities: transport flow analysis
  - Air cargo, containerised and conventional reefer shipping: market share
  - Emerging versus mature trades
  - Changes on East-West and North-South routes
  - South-South trade – the new transport dynamic?
- Mathijs Slangen**, Maritime Advisor, Seabury LLC



**14:45-16:00 2.1: The landside dimension: transport and infrastructure at both ends of the perishables pipeline**

14:45-15:05 First mile and last mile: the fresh produce supplier's view on landside challenges for export and import logistics

**Andreas Allenspach**, Managing Director fruit and vegetables, Van Rijn

15:05-15:25 Inland transport innovations and modal shift for refrigerated cargoes

**Hans van den Arend**, Sales & Marketing Manager, DP World Germersheim

15:25-15:45 The added value of cross-docking as a key element of primary fresh produce distribution

**Niels Sneek**, Managing Director, DailyFresh Logistics

15:45-16:00 Discussion

16:00-16:30 Networking break and refreshments

**16:30-18:00 Parallel 2.2: Ocean transport – managing today's structural risks, costs and constraints**

- Is today's reefer container shipping model sustainable? What does the future look like?
- Can more shipper-3PL-carrier collaboration on forecasting help to get a better handle on capacity constraints and volatility?
- Addressing the cost and time delays associated with reefer box repositioning
- How are ocean carriers gearing up to serve new perishable import and export markets?
- How will Panama Canal expansion impact reefer services and flows?
- Can perishable shippers still expect to get reefer equipment and slots where and when needed?
- What kind of service guarantees can shipping companies offer perishable customers?
- Where does conventional reefer shipping fit into the mix?

With:

**Steve Alaerts**, General Sales Manager, foodcareplus

**Jorge de Souza**, President, ABANORTE

**Thomas Eskesen**, Global Head of Refrigerated Business, Maersk Line

**Frank Ganse**, Global Director, Reefer/Perishables, Kuehne + Nagel

**Rick Kimura**, SVP, Global Reefer Management, MOL Liner

**Marc Rooms**, Global Head of Reefers Safmarine Container Lines

**Sunil Sharma**, Managing Director, Global AgriSystem

**16:30-18:00 Parallel 2.3: The future for air transport in world perishables trade**

**16:30-16:35 Moderator's remarks**

**Tom Mikkelsen**, Managing Director, Marine Harvest Terminal

A blue teardrop-shaped badge with the word "NEW" in white capital letters.

**16:35-16:50 The future of airlines in the perishables supply chain**

- Latin America flower focus

**Thomas Rohrmeier**, Regional Manager, The Netherlands & Luxembourg, Lufthansa Cargo

**16:50-17:10 Developments in global perishables airfreight – capacity, rates and cold chain management**

**Klaus Hrazdira**, CEO, Hellmann Perishable Logistics

**17:10-17:25 Perishable air transportation with an all cargo carrier**

**Stavros Evangelakakis**, Sales Manager Europe, ME & Central Asia, Cargolux

**17:25-17:40 Why are things still going wrong with airfreight that should not?**

- Lack of temperature control on board
- Aircraft delays on the tarmac
- Need to prioritise perishable consignments at departure

**Phillip Symons**, European Sales Director, North Bay Produce

**17:40-18:00 Discussion**

**18:00 Close of Conference Day 1**

**18:00-20:00 COOL LOGISTICS GLOBAL 2012 NETWORKING RECEPTION**

Join the Cool Logistics community for canapes, cocktails and conversation poolside at the Crowne Plaza, courtesy of Port of Antwerp.



**CONFERENCE DAY 2 | WEDNESDAY 26 SEPTEMBER**

**08:00-09:00** Conference registration and welcome coffee

**09:00-11:00 SESSION 3: COMPARING EXPERIENCES ACROSS MARKETS, PRODUCTS & TRADES**

What can be learnt from juxtaposing experiences across different perishable supply chains? This case study morning session compares challenges and responses to cold chain logistics across commodities, markets and modes.

- 09:00-09:05 Moderator's remarks
- 09:05-09:25 Developing new cold chain competencies to safeguard nutritional value in global humanitarian food operations  
**Emmanuel Drouhin**, Logistics Officer, World Food Programme
- 09:25-09:45 Accessing China's growing import markets  
**Marc Evrard**, Business Development Manager, Belgische Fruitveiling
- 09:45-10:05 The challenge and opportunity of India  
**Pawanexh Kohli**, Principal Advisor, CrossTree techno-visers
- 10:05-10:25 Problems and prospects for cool logistics in India's fresh produce supply chain  
**Sunil Sharma**, Managing Director, Global AgriSystem
- 10:25-10:45 Discussion
- 10:45-11:15 Networking break and refreshments
- 11:15-11:20 Moderator's remarks
- 11:40-12:00 Opening up new European export markets from Brazil – a fruit grower association perspective  
**Jorge de Souza**, President, ABANORTE
- 12:00-12:20 Inefficiency: the cancer of the supply chain?  
**Laura Lishman**, Logistics Manager, Dole South Africa
- 12:20-13:00 Discussion and conference debate: defining & benchmarking perishables logistics competitiveness**  
How can logistics costs and operations be effectively compared on a global basis and what role do these factors play in product sourcing decisions?
- 13:00-14:30 Lunch and networking
- 14:30-16:00 SESSION 4: COLD CHAIN EFFICIENCY – ACCOUNTABILITY, OWNERSHIP & SKILLS**  
The distinctive criteria of the 'perishable supply chain' may be its fragmentation. Why is it that stringing together all the pieces is such a mammoth task? Who can make a difference? How can entrenched inefficiencies be overcome? The closing session brings together a cross-section of stakeholders to map the road ahead.





- Developing industry skills and leadership
- Perishable logistics as a core professional competency
- Developing a culture of accountability and ownership
- Managing inherent risks and resources
- The future for shipper-carrier-3PL relations
- Improving visibility, control and standardisation of cold supply chain processes

**With:**

**Andy Connell**, Business Unit Manager Shipping & Logistics, Dole Foods South Africa

**Wim Dillen**, Senior Business Development Manager, Port of Antwerp

**Brian Kristiansen**, Senior Procurement Manager, foodcareplus

**Chris Simmons**, Manager European Reefer Trade, APL

**Dusty Waldron**, Temperature Control Manager, CH Robinson

**16:00-16:15**      **Conference summary**

**16:15-16:45**      **Closing networking and refreshments**

Cool Logistics Resources reserves the right to alter the timings and content of the programme.

**www.coollogisticsconference.com**

**HOW TO REGISTER**

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**Post:** Cool Logistics Resources Ltd,  
 3 Pretoria Road, London E4 7HA, UK

**DELEGATE DETAILS**

Title & full name: \_\_\_\_\_

Job Title: \_\_\_\_\_ Company: \_\_\_\_\_

Address: \_\_\_\_\_

Country: \_\_\_\_\_

Tel: \_\_\_\_\_ Mobile: \_\_\_\_\_

Email: \_\_\_\_\_ Web: \_\_\_\_\_

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<b>CONFERENCE ONLY</b> Tuesday 25 – Wednesday 26 September 2012	<input type="checkbox"/> €1100 + VAT = €1318.40 (VAT breakdown €140 at 12% + €960 at 21%) If you have a booking code, enter it here:.....	<input type="checkbox"/> €550 + VAT = €725.70 (VAT breakdown €140 @ 12% + €410 @ 21%)
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**VENUE & ACCOMMODATION DETAILS**

**Crowne Plaza Hotel:** Gerard Legrellelaan 10, Antwerp 2020, Belgium. Tel: +32 (0)3 259 7500, Fax: +32 (0)3 216 0296, Web: www.crowneplaza.com/cpantwerp  
 Please note that your fees do not include accommodation. Special room rates are available at the Crowne Plaza Antwerp.  
 To book, contact: Helen@coollogisticsconference.com Online: www.coollogisticsconference.com/venue\_and\_travel/venue

**TERMS & CONDITIONS**

**CANCELLATIONS:** Cancellations received in writing by 24 August 2012 will be refunded less a €150 admin fee. Cancellations received after 24 August 2012 will not be refunded. Substitutions are welcome at any time. **IS YOUR PLACE CONFIRMED?** Once your booking has been processed you will always receive a confirmation email from us. If you do not receive this, please contact Helen@coollogisticsconference.com  
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