The rush by container lines to economies of scale is proving something of a double-edged sword for levels of global port and berth productivity. The increasing scale of vessels and rising concentration of alliance volumes clearly creates considerable challenges for port operations, but it also forces key container shipping stakeholders to put focus more intently on meaningful projects to improve collaboration and leverage maturing technologies for improved operational efficiency. Port productivity data from JOC and parent company IHS Markit reveal that more than a quarter of total global container moves now involve vessels capable of carrying over 10,000 TEU. The average number of container moves per port call is now well more than 1,000 globally, and many ports must deal regularly with double-digit percentage increases in the average number of boxes exchanged during calls. The annual IHS Markit-JOC Port Productivity Workshop in Hamburg is at the center of the discussion on global port and berth productivity. In 2018, the gathering will continue its work in leveraging the world’s largest active port productivity database to deliver unique insights into developments on global, regional, and national levels. Representatives from key stakeholders in the container shipping value chain will introduce and discuss the most important productivity improvement projects underway globally, how challenges are being overcome, and the opportunities arising to add value through cutting waste and improving efficiency in port operations.

**Sponsored By: XVELA**

**Workshop Leader**
Turloch Mooney, Senior Editor, Global Ports, JOC, Maritime & Trade, IHS Markit

**Speakers**
Michael Bergmann, Senior Advisor, Research Institutes of Sweden
Gerald Hirt, Managing Director, Hamburg Vessel Coordination Center
Niels Kristiansen, CEO & Co-Founder, Port Chain
Mikael Lind, Associate Professor & Research Manager, Sustainable Transports, Research Institutes of Sweden
Alex Rasmussen, Principal, The Boston Consulting Group
Dr. Francisco de los Santos, Chief Technology & Innovation Officer, Algeciras Port Authority
Anna Sciomachen, Professor of Operations Research, Economics & Business Studies Dept., University of Genoa
Thor Thorup, Chief Commercial Officer, Port Chain
2:30 — 6:00 PM

**Registration**
Location: Saal 1-2 Foyer

3:00 — 5:00 PM

**JOC Shipper Roundtable**
By reservation only. You must be a BCO/Shipper (you must own the goods that are being shipped) in order to take part in this shipper roundtable. If you would like to reserve, please visit the registration desk.
Location: Saal 7-9
This exclusive, shipper-only discussion facilitated by JOC Europe Editor Greg Knowler will bring together shippers in an off-the-record meeting to exchange ideas and potential solutions to the numerous challenges confronting stakeholders in the European supply chain.

**Roundtable Leader**
Greg Knowler, Europe Editor, JOC, Maritime & Trade, IHS Markit

5:00 — 6:00 PM

**Welcome Reception**
Location: Saal 1-2 Foyer

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_We want you to be involved in the conference, so please ask questions using the microphones in the room. You also can submit questions via our online question and answer facility. You can post your questions anonymously at:_

[www.sli.do](http://www.sli.do)

Event Code: #CTE2018
Wednesday, September 19

8:00 AM — 5:00 PM

Registration
Location: Saal 1-2 Foyer

8:00 — 8:45 AM

Welcome Coffee & Tea
Location: Saal 1-2 Foyer

8:45 — 9:00 AM

Welcome Remarks
Location: Saal 1-2
Chris Brooks, Executive Editor, JOC Events, Maritime & Trade, IHS Markit
Greg Knowler, Europe Editor, JOC, Maritime & Trade, IHS Markit

9:00 — 9:45 AM

Keynote Address
Location: Saal 1-2
Speaker Introduction
Greg Knowler, Europe Editor, JOC, Maritime & Trade, IHS Markit
Keynote Speaker
Ulrik Sanders, Senior Partner & Managing Director, The Boston Consulting Group

9:45 — 10:15 AM

The Economic Outlook According to IHS Markit: How Does Europe Measure Up?
Location: Saal 1-2
Notwithstanding broadly unchanged global growth of 3.3 percent in 2018, it’s now apparent that Europe won’t be able to maintain last year’s buoyant economic growth levels that drove record container volume through its hub ports. IHS Markit’s latest European Union and Eurozone GDP growth projections are 2.1 percent in 2018 and 1.7 percent in 2019, slowing from 2017’s actual GDP growth of 2.6 percent in 2017.

Even with domestic resilience among European economies, especially in Germany, external trade risks loom large in the face of US policies. While European governments will continue to retaliate to the trade measures, other countries, most notably China, could look to divert exports originally bound for the US to Europe, posing risks to domestic producers and...
leading to rising protectionism. But the key variable to watch is the degree of disruption to existing supply chains, including those pertaining to Brexit. Even before any new or extended tariffs are imposed, the mere risk of this happening in the foreseeable future is pushing companies to look for alternatives. This takes time and produces additional costs, including the tightening of available management resources as they deal with such transition tasks rather than growth-enhancing measures to raise productivity or innovative potential. Join Timo Klein, IHS Markit’s principal economist for western Europe, as he takes the economic temperature of the region and the trade challenges that lie ahead.

**Speaker Introduction**

Greg Knowler, Europe Editor, JOC, Maritime & Trade, IHS Markit

**Featured Speaker**

Timo Klein, Principal Economist, Western Europe, IHS Markit

10:15 — 10:45 AM

**Networking Break**

Location: Saal 1-2 Foyer

10:45 AM — 12:00 PM

**Containerised Shipping Market: Analysing the Outlook**

Location: Saal 1-2

For much of the last decade, carriers could not take advantage of persistently low oil prices because of weak demand and overcapacity that dragged freight rates to record lows. It was only in 2017, after six straight years of losses, that container carriers finally managed to turn a profit. But even as demand recovers and carriers are again in the black, oil prices have suddenly risen to their highest level in four years, and there’s increasing talk about prices reaching $100 a barrel. With Asia-Europe carriers already struggling to effectively deploy the mega-ships flooding into service without destroying freight rates, more expensive bunker fuel will further undermine the cost benefits that are such a key factor when operating these large vessels. There may be some help from the supply-demand balance. IHS Markit’s *Trends in the World Economy and Trade* forecasts demand for containerized volume on Asia-Europe will grow 3.7 percent this year, a slight decline compared with 2017, before growing at about the same pace in 2019. This is below the expected rise in capacity on the trade that in the first half or 2018 will be around 8 percent, but investment bank Jefferies believes there will be low single-digit capacity growth from the second half of 2018 until 2021 based on a low orderbook. So what will the supply-demand balance be during the peak season and into 2019, and what does a high-fuel-price future look like for container shipping lines? Will prosperity continue for the carriers or will rising bunker prices and surplus capacity lead
to more consolidation that many in the industry believe still has a way to go? This panel of shipping and financial analysts will examine the mounting challenges for the container shipping business over the next year.

Session Chair
Mark Szakonyi, Executive Editor, JOC.com & The Journal of Commerce, Maritime & Trade, IHS Markit

Panelists
Anthony J. Firmin, Chief Operating Officer, Hapag-Lloyd
Neil Glynn, Head of European Transport, Credit Suisse
Peter Sand, Chief Shipping Analyst, BIMCO

12:00 — 1:00 PM
Networking Lunch
Location: Saal 1-2 Foyer

1:00 — 2:00 PM
Integrated Carriers and Digital Startups: How Will the Carrier-Forwarder Relationship Evolve?
Location: Saal 1-2

As if consolidation and the redrawing of alliances wasn’t enough of a distraction, technology is now driving further, and potentially transformational, change in container shipping. The rapid development of blockchain and other digital technologies is creating opportunities for companies that in the past focused mainly on core areas of competence to envision a broader role while also working to create new forms of partnerships across platforms and supply chain sectors. This cross-selling of products will introduce an unprecedented level of transparency from carriers and forwarders but it is also being accompanied by a need to provide real and measurable value to shippers to justify service offering. Parties that add limited value are endangered while those that create real value, whether carriers or forwarders, will find a continuing role. In this new world, some carriers are extending their reach into landside operations and end-to-end services. Maersk’s stated objective is to become an integrated provider of global container logistics, linking its container line, forwarder, and terminal operator to offer end-to-end solutions. In April, CMA CGM acquired a 25 percent stake in CEVA logistics, MOL Logistics launched a new non-vessel-operating common carrier, and Cosco continues to expand its terminal ownership. These moves are taking carriers into sectors once exclusively controlled by logistics providers, creating a different dynamic that may involve cooperation alongside competition.

Session Chair
Greg Knowler, Europe Editor, JOC, Maritime & Trade, IHS Markit
Panelists
Axel Hinz, Chief Operating Officer, Ocean Freight Europe, Rhenus Logistics
Karsten Kildahl, Chief Executive Officer, Europe, Maersk Line
Marc Meier, Chief Executive Officer, Fr. Meyer’s Sohn
Graham Parker, CEO & Co-Founder, Kontainers
Ved Prakash, Director, Sales & Global Supply Chain Management, Gemini Corp. NV

2:00 — 2:45 PM
Disasters at Sea — Cause and Effect
Location: Saal 1-2
It’s no exaggeration to say that every container ship is a catastrophe waiting to happen, with obvious impacts on the supply chains of every shipper whose cargo is aboard, not to mention the safety of the crew (five died in the March 6 Maersk Honam fire). Container ship fires now are occurring every 60 days on average, according to the TT Club. Unfortunately, this should be no surprise given how little carriers know about cargo loaded onto their ships, the frequency with which some shippers misdeclare hazardous cargo, the lack of an industry-wide safety culture, the inadequacy of effective firefighting capability on even the newest ships, and the inaction by governments tasked with enforcing safety rules. The ever-growing list of catastrophic container ship fires — Maersk Honam this year, APL Austria, MSC Daniella, CSCL Vancouver last year — points to a need for the industry to take a harder look at why these accidents are occurring and what further needs to be done to prevent them. Some believe that just like tougher, industry-imposed requirements on container weight reporting in 2016, the industry should do the same regarding cargo declarations, though the issue is seen as more complex. In this session, one of the world’s leading experts on this topic, Peregrine Storrs-Fox, risk management director at the TT Club, will lead a discussion of this subject.

Session Chair
Peter Tirschwell, Senior Director, Content, Maritime & Trade, IHS Markit

Panelists
Peregrine Storrs-Fox, Director, Risk Management, TT Club
Oliver Weisshuhn, Business Development Executive, Travel & Transport Industry Solution Sales/Account Management, IBM Sales & Distribution

2:45 — 3:15 PM
Networking Break
Location: Saal 1-2 Foyer
Navigating Europe’s Inland Waterways: Can the Complex Barge Congestion at Europe’s Biggest Ports Finally Be Solved?

Location: Saal 1-2

Asia-Europe shippers have been battling with barge congestion at Rotterdam and Antwerp for years, but after extensive consultation with the container supply chain, Europe’s two largest ports are finally taking concrete action to try to address the persistent delays. Finding a solution, however, appears unlikely, at least in the short term. The problem starts with weekly port calls by shipping lines channeled into the same days, creating large exchanges of containers that result in hundreds of barges bouncing from terminal to terminal to fill up with boxes, dropping the cargo off at inland terminals, and returning to do it all over again. The steadily increasing size of ships deployed on the Asia-Europe trade has magnified the problem, with container exchanges per port call often as high as 10,000 TEU and often five or six mega-ships in port at the same time. The port strategy is to improve the scheduling of barge calls at the deep-sea terminals to cut down the excessive traffic that causes bottlenecks, but this will rely heavily on all players in the chain working together and sharing data. One of the bigger challenges includes convincing the multitude of fiercely competitive barge owners running their services that a more digitised process with access to data held by all parties is the way forward. This high-level panel will examine the barge congestion and the strategies being deployed to tackle it that have been put forward by the ports of Rotterdam and Antwerp.

Session Chair
Greg Knowler, Europe Editor, JOC, Maritime & Trade, IHS Markit

Panelists
Hans Buytendijk, Managing Director, neska Container Line
Thijs van den Heuvel, Operations Director, Combi Terminak Twente
Emile Hoogsteden, Vice President, Containers, Breakbulk and Logistics, Port of Rotterdam
Pascale Pasmans, Senior Project Leader, Inland Navigation, Port of Antwerp
Marco van der Schans, Head of Transport Management, Metro Sourcing International Ltd.

What Can Dry Container Shipping Learn from Reefers?

Location: Saal 7-9

The outlook for global refrigerated shipping remains positive, not only in terms of growing volume — seaborne refrigerated cargo carried by container ships and specialized reefer operators combined will exceed 134 million metric tons by 2021, according to Drewry
— but also in the quality of data the sector has available. Applications in the reefer trade are centered around visibility and tracking to ensure stable end-to-end control of temperature, enabling temperature-sensitive products to be transported further and for longer periods. Shippers of dry containers don’t have the luxury of knowing where their boxes are at each step of the journey, especially if transshipment is involved. Visibility is milestone based, with each step of the shipment process communicated from the carrier to the forwarder or shipper via EDI, but this means disruption or delays only become known after the fact. So what can dry containers learn from their refrigerated counterparts, and can the technology used by reefers be rolled out to the wider supply chain? Join former Maersk reefer executive Thomas Eskesen as he leads a panel of shippers and carriers who will bring their market perspectives to the discussion.

**Session Chair & Presenter**
Thomas Eskesen, Founder, Eskesen Advisory

**Panelists**
Michael Blach, Chairman, Eurogate
Thorsten Meincke, Senior Vice President, Global Seafreight, Kuehne + Nagel
Frank Smet, Chief Commercial Officer, Hamburg Sud
Chayenne Wiskerke, Managing Director, Wiskerske Onions

4:15 — 5:15 PM

**Concurrent Breakout Sessions**

**Europe’s Trucking Market Is Tightening: What It Means for International Goods Movement**

**Location:** Saal 1-2

The freight trucking business in Europe is facing significant challenges over the next few years amid increasing driver shortages, language requirements, cutbacks in hours, and a steady push by lobby groups to shift freight from road to rail for both environmental and safety reasons. The shortage is even spreading to Eastern European countries that were, until recently, plugging the driver gap in richer western economies. This has serious cost implications for shippers because the falling driver numbers are coming at exactly the wrong time, with rising cargo volume generating increasing demand for European trucking. DSV, the Danish forwarder that operates more than 20,000 trucks a day, estimates the European market grew by an estimated 3 to 4 percent in 2017. Truck sales are sky high, and with such solid demand, freight rates for road freight are also on the rise. With trucking holding a 77 percent share of the European freight market, it is both a critical component of most supply chains, and a default mode for shippers and forwarders in times of disruption. Despite the environmental argument against
Agenda

trucking, road freight is here to stay, but the challenges are lining up along with the cost implications for cargo owners. Drivers are getting more expensive and harder to find, fuel prices are rising, and the road toll fee structure is changing, as are cabotage rules. There are new licensing proposals, and rail continues to enjoy state subsidies. Should shippers be concerned? How will these issues affect supply chain costs, and should shippers consider scaling down trucking and look at more multimodal solutions?

**Session Chair**
Greg Knowler, Europe Editor, JOC, Maritime & Trade, IHS Markit

**Panelists**
Alex Hoffmann, Managing Director & Co-Founder, TNX Logistics
Mathijs Slangen, Senior Vice President, Sales & Marketing, Coyote Logistics Europe

**China-Europe Rail: Just How Viable Is It?**

**Location:** Saal 7-9

The rail network between China and Europe is certainly attracting its share of containerized cargo, with traffic on the route growing at a furious pace over the past year and also aided by spillover cargo from the space-constrained air freight market. In 2017, train journeys between China and Europe reached 3,673, up 116 percent over the previous year, and one projection has the volume rising by 15 percent each year for the next 10 years. That’s the good news. The bad news is the bottlenecks have been growing more serious, especially at the Polish-Belarus border, a most popular entry point into Europe for trains from China. The much marketed nine-day transit from Chongqing to Duisburg now takes an average of 15 days, with 25-day transits increasingly common. Also coming into question is the economic viability of the rail freight network, which depends on Chinese subsidies and investment, so what happens when those subsidies are cut down or withdrawn entirely? Can the services offered by forwarders survive? What does it cost to send a container from China to Europe along the rails and should shippers opting for this mode start budgeting for rising freight rates in the future?

**Session Chair**
Mark Szakonyi, Executive Editor, JOC.com & The Journal of Commerce, Maritime & Trade, IHS Markit

**Panelists**
Felix Heger, Vice President, Head of China Rail & Ocean Freight Europe, DHL Global Forwarding
Pierre Liguori, Managing Director, Global Logistics & Supply Chain Management, Tokema Ltd.
Don Miller, Vice President, Global Sales and Marketing, Globe Tracker ApS
David Smrkovsky, Head of Rail Logistics, JUSDA

5:15 — 6:30 PM

**Networking Reception**

Location: Saal 1-2 Foyer
Thursday, September 20

8:00 AM — 5:00 PM

**Registration**
Location: Saal 1-2 Foyer

8:00 — 9:00 AM

**Welcome Coffee & Tea**
Location: Saal 1-2 Foyer

9:00 — 9:05 AM

**Welcome Remarks**
Location: Saal 1-2
Greg Knowler, Europe Editor, JOC, Maritime & Trade, IHS Markit

9:05 — 9:45 AM

**One-on-One: A Conversation With Kuehne + Nagel CEO Dr. Detlef Trefzger**
Location: Saal 1-2
Kuehne + Nagel, the largest world’s ocean freight forwarder, has positioned itself at the forefront of technology in logistics, leveraging big data, machine learning, and AI to deliver new forms of value to customers. For example, its Sea Explorer tool employs big data to provide constantly updated vessel ETAs based on known factors such as weather, port turnaround times, and vessel speeds. In what is certain to be a fascinating conversation with K+N’s Chief Executive Detlef Trefzger, led by DW Chief Diplomatic Correspondent Melinda Crane, the fast-changing technology landscape will be explored in-depth.

**Session Chair**
Dr. Melinda Crane, Chief Correspondent, Deutsche Welle TV, USA and Germany

**Featured Speaker**
Dr. Detlef Trefzger, CEO, Kuehne + Nagel International AG

9:45 — 10:45 AM

**JOC Innovation Jam I: What Problems Can Technology Really Solve?**
Location: Saal 1-2
Can the innovative use of logistics technology really solve the problems international BCOs face moving freight to, from, and within Europe? The JOC editorial team has challenged
technology providers to propose how they would solve actual pain points afflicting shippers, problems that include visibility, procurement, forecasting, and data analytics, to name a few. A select group of those providers will face a panel of shipper judges in the first of a two-part “Innovation Jam” to discuss proposed solutions selected by shippers before the conference, with the panel choosing the tech provider presenting the most compelling case. Attendees will hear about a cross-section of the most promising logistics technology, and the judging panel will vote on the solution that most convincingly addresses the pain point it addresses, with the winner announced at the end of the jam.

**Session Chair**
Eric Johnson, Senior Editor, Technology, JOC, Maritime & Trade, IHS Markit

**Panelists**
Michael Braun, Vice President, Customer Solutions, Xeneta
Annika Sorensen, Chief Financial Officer, Sensor Transport
Michael Wax, Co-Founder and Chief Commercial Officer, FreightHub

**10:45 — 11:15 AM**

**Networking Coffee Break**
Location: Saal 1-2 Foyer

**11:15 AM — 12:15 PM**

**JOC Innovation Jam II: What Problems Can Technology Really Solve?**
Location: Saal 1-2

Can the innovative use of logistics technology really solve problems international BCOs face moving freight to, from, and within Europe? The JOC editorial team has challenged technology providers to propose how they would solve actual pain points afflicting shippers, problems that include visibility, procurement, forecasting, and data analytics, to name a few. A select group of those providers will face a panel of shipper judges in the second of a two-part “Innovation Jam” to discuss proposed solutions selected by shippers before the conference, with the panel choosing the tech provider presenting the most compelling case. Attendees will hear about a cross-section of the most promising logistics technology, and the judging panel will vote on the solution that most convincingly addresses the pain point it addresses, with the winner announced at the end of the jam.

**Session Chair**
Eric Johnson, Senior Editor, Technology, JOC, Maritime & Trade, IHS Markit

**Panelists**
Robin Jaacks, Chief Commercial Officer, Ocean Insights
Carl Lauron, Founder and CEO, BuyCo
Ivan Tintore, Executive Vice President & Co-Founder, iContainers
12:15 — 1:15 PM

**Networking Lunch**
Location: Saal 1-2 Foyer

1:15 — 2:15 PM

**Concurrent Breakout Sessions**

**Route Optimisation: A Strategic Analysis of Supply Chain Costs**
Location: Saal 1-2

With already-increasing European freight volumes expected to continue to grow rapidly, the only way for supply chains to keep up is to improve efficiency that will drive down costs. This session will feature two supply chain experts examining ways to improve management of the international transportation of containers and addressing how shippers can lower the costs of long-distance intermodal shipments through best practices. Thierry Vaneelslander of the University of Antwerp’s Department of Transport and Logistics will explain his chain cost model that allows shippers to quickly and accurately determine the actual door-to-door costs of using a particular Asia-Europe route, comparing different modes of transport, or using different port gateways. This is particularly important for shippers setting up business continuity plans to be deployed during disruptions, such as the two-month closure of the main Rhine-Alpine rail link between the Mediterranean and North Europe in August 2017, and ongoing barge congestion at Rotterdam and Antwerp that pushes shippers onto the road, adding 30 percent to their inland transport costs. Vaneelslander will present a chain cost model that scrutinises routes and modal options and compares their costs on the Asia-Europe and Europe-US trades, providing insight into the real cost of container transport. He will be joined by Sergio Barbarino, chairman of the European Technology Platform ALICE, who will address innovations in technology that offer shippers and service providers to cut costs by lowering their carbon footprints and by implementing a so-called synchromodality strategy that, once integrated into a shipper’s supply chain management platform, gives cargo owners the flexibility to shift volume between modes as required.

**Session Chair**
Greg Knowler, Europe Editor, JOC, Maritime & Trade, IHS Markit

**Panelists**
Sergio Barbarino, Chairman, European Technology Platform ALICE
Thierry Vaneelslander, Assistant Professor, Department of Transport & Regional Economics, University of Antwerp
Emerging South Europe Gateways: Are They Ready for Prime Time?

Location: Saal 7-9

Not many ports in the Mediterranean are suited to the high-volume, big-ship China trade, but as volume increases, investment in infrastructure is pouring into many ports across South Europe and into the intermodal links that connect the Med to Europe’s hinterland. Shippers involved with the factories in Hungary and other Southeast Europe destinations are increasingly sending containers in and out of ports such as Koper, Slovenia. Cosco Shipping is investing hundreds of millions of dollars in the Greek hub of Piraeus, and Italy is strengthening its intermodal connections with Central Europe from Genoa, La Spezia, and Cagliari. Ports in Spain and France are also in the mix. But the old rule that it is cheaper to keep cargo on the water than haul it overland is relevant considering the mega-ships deployed on Asia-Europe and the reduced slot costs they generate. So, will Mediterranean ports capture a greater share of North Europe-bound cargo, or is business growth the most they can hope for?

Session Chair
Jolke A. Helbing, Director, Royal HaskoningDHV

Panelists
Miha Kalčič, Sales Manager, Container Terminal, Port of Luka Koper
Paolo Emilio Signorini, President, Western Ligurian Sea Port Authority, Port of Genoa

2:15 — 3:15 PM

Concurrent Breakout Sessions

LCL Shipping: What Is Behind the Growth?

Location: Saal 1-2

Data on less-than-containerload shipping may not be comprehensive, but there is no doubt that the shipping of LCL cargo is growing strongly across the major trades. On trades to and from the United States, US imports of consolidated cargo rose almost 10 percent, to 209,454 TEU, compared with a decline of 1.3 percent in the first three months of last year, according to data from PIERS, a sister company of the JOC within IHS Markit. Forwarders consolidating this cargo have cited reasons that include the rise of e-commerce, more frequent shipping, and technology enabling supply chain monitoring and optimization. But whatever the reasons, it appears the changing nature of global trade flows and an evolving supply chain have created an environment where shipping smaller consignments more frequently often makes sense. This session will delve into the topic and examine the benefits and
challenges to shippers when choosing to send cargo as LCL.

**Session Chair**
Greg Knowler, Europe Editor, JOC, Maritime & Trade, IHS Markit

**Panelists**
Claudio Scandella, Chief Executive Officer, ECU Worldwide
Sanjay Tejwani, Senior Vice President & Global Head of LCL Product, DHL Global Forwarding

**Case Study: Short-Sea Solutions to Logistics Challenges Within Europe**

**Location:** Saal 7-9

Global agricultural equipment manufacturer AGCO is undergoing a supply chain transformation. The Duluth, Georgia-based company developed the award-winning Smart Logistics concept, triggering the need to optimize the flow of inputs from a direct supplier in southern Germany to its production plant in Linnavouri, Finland. AGCO requires a reliable, flexible, and cost-effective mode of transportation with key criteria including seasonality, flexible access to capacity, inventory cost control, and environmental footprint reduction. The solution: Unifeeder’s Shortsea Services division tailored a reliable multimodal transportation system for AGCO. The combination of rail and truck pre-carriage, shipment by sea and delivery by truck connects AGCO’s supplier in Amberg, Germany, to one of its production facilities in Finland. Regular short-sea departures from Rotterdam and Hamburg ensure competitive lead time and frequency, with Unifeeder guaranteeing sufficient capacity. AGCO’s 4PL partner 4flow acts as a control tower to coordinate the shipments between the parties involved. This case study will analyze how an end-to-end solution involving short-sea shipping can offer a competitive, reliable, and environmentally friendly mode of transportation for shippers moving goods within Europe.

**Introduction By**
Peter Tirschwell, Senior Director, Content, Maritime & Trade, IHS Markit

**Panelists**
Istvan Szakacs, Project Engineer, Transportation & Logistics, EME, AGCO
Dennis Lemke, General Manager, Sales, Central Europe, Unifeeder

3:15 — 3:45 PM

**Networking Coffee Break**

**Location:** Saal 1-2 Foyer
Concurrent Breakout Sessions

Case Study: Cutting Off the Flow of Counterfeit Goods
Location: Saal 1-2

Walk the streets of any big city, and you see them: fake Gucci handbags and Rolex watches. But counterfeits aren’t just about handbags and watches. There are fake medicines, fake shampoos and deodorants, razor blades and detergents. What else have you consumed that you thought was real but was actually made by criminals without any quality control? Even your ships might contain fake ball bearings. How do you make sure your own supply chain isn’t full of fakes? According to a 2016 report by the European Union Intellectual Property Office and the Organization of Economic Cooperation, $461 billion in counterfeit goods moved through international trade in 2013. In a summer 2017 follow-up, the two organizations found that smugglers of counterfeit goods are using Hong Kong, the United Arab Emirates, and Singapore as their main global trading hubs. Four transit points — Albania, Egypt, Morocco, and Ukraine — are key to introducing fake goods into Europe, and Panama is an important transit point for US-bound counterfeit goods, according to the new report. Further, some 75 percent of those goods move by ocean container, the OECD and EUIPO found. In short, criminal networks have enormous opportunities to abuse this critical supply chain channel to transport huge volumes of counterfeit products affecting virtually every product sector. But companies that transport these goods are key intermediaries in stopping this flow of counterfeits, and brand owners and shipping industry interests have signed a declaration of intent aimed at preventing the maritime transport of counterfeit goods. This case study will bring together some of these companies to discuss how they are working together to stop the transport of counterfeit goods on container ships, the challenges they face, the steps they are taking to stop the criminal infiltration of the supply chain, and what more can be done collaboratively to stop the shipment of fake goods.

Session Chair
Toe Su Aung, Director, Elipe Ltd.

Panelists
Meena Sayal, Global Brand Protection Director, Unilever
Laurent Audaz, Head of P&I Insurance, Legal & Claims, Mediterranean Shipping Co.
Case Study: Using Southern European Gateway Ports to Improve Supply Chain Performance

Location: Saal 7-9

The example of thyssenkrupp moving automotive components shows the possibilities of using southern European port gateways in ways that reduce costs and improve reliability, even for shipments moving to or from interior regions, such as southern Germany, traditionally accessible only via the Northern European port range. The door-to-door lead time can be reduced by five days, compared to loading in Northwest Continent ports in Germany, Belgium, and the Netherlands. In February, thyssenkrupp began using Genoa, La Spezia, and Livorno to move weekly container loads out of Liechtenstein, resulting in savings on direct shipping costs and indirect inventory costs, given the five- to eight-day savings in transit times. In this in-depth case study, the company will describe what led it to use southern gateway ports and what the experience has been, for the purpose of helping other European shippers assess the opportunity to achieve similar benefits in their own container supply chains.

Introduction By
Greg Knowler, Europe Editor, JOC, Maritime & Trade, IHS Markit

Panelists
Nelli Konrad, Project Manager, Transport Management, thyssenkrupp AG
Daniel Martin, Vice President & Co-Founder, SNACargo

4:45 PM

Closing Remarks
Location: Saal 1-2
NEW EVENT!
REGISTRATION NOW OPEN

October 29 - 30  2018
Las Vegas, Nevada

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