Monday, October 29, 2018
All sessions will take place on Conference Center Level 3

7:00 AM — 5:00 PM

Registration
Location: Pre-Function C

7:30 — 8:30 AM

Networking Breakfast
Location: Pre-Function C

8:30 — 8:45 AM

Welcome Remarks
Location: Room 311
Chris Brooks, Executive Editor, JOC Events, Maritime & Trade, IHS Markit

8:45 — 9:15 AM

The JOC’s Roadmap for How Technology Will Reshape Logistics
Location: Room 311
The technologies that will change the future of logistics have, by and large, already deeply impacted a range of other commercial industries, including finance, advertising, insurance, and even manufacturing. But how will blockchain, artificial intelligence, machine learning, the Internet of Things, and other concepts reshape how logistics is conducted? It’s a big question, dependent on a multitude of variables: the cost of the technologies, industry reluctance to change, and a perception that some of these concepts aren’t ready for prime time. So what can the logistics industry learn from the adoption of these technologies in other industries? What might that adoption curve look like?

Introduction
Chris Brooks, Executive Editor, JOC Events, Maritime & Trade, IHS Markit
Featured Speaker
Eric Johnson, Senior Editor, Technology, JOC, Maritime & Trade, IHS Markit

9:15 — 10:00 AM

Blockchain 101: An Analysis of What It Is and Isn’t
Location: Room 311
If you don’t know what blockchain is, you’re not alone. Most logistics practitioners
are too busy moving freight to take the time required to understand this mercurial
technology that — if the buzz is any indication — soon will take the industry by storm.
This session will provide attendees with a foundational understanding of blockchain
technology, analyzing its potential benefits and the factors that might inhibit its adoption.

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

Featured Speaker
Randy Lawson, Senior Principal Analyst, Technology, Media and Telecom, IHS Markit

10:00 — 10:30 AM

Networking Break
Location: Pre-Function C
Sponsored By: Advent Intermodal Solutions Inc.

10:30 — 11:30 AM

Global TMS and Visibility: The Table Stakes for International Shippers
Location: Room 311

A decade ago, the ability to plan, procure, execute, and track container shipments was
often on the wishlist for beneficial cargo owners. Now it’s an integral part of almost
every big shipper’s toolbox. While shippers grapple with an onslaught of buzzworthy
techn terms, the reality is that the blocking and tackling of international logistics today is
still incredibly difficult to manage, and most companies have turned to self-managed
systems or their 3PLs to manage these integral processes. But where do we go from
here? How are software providers, logistics service providers, and BCOs themselves
innovating to keep up? This session will delve into these questions and more.

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

Panelists
Guy Courtin, Vice President, Industry and Solution Strategy, Fashion and Retail, Infor
Jason Kerner, Vice President, Solutions Engineering, project44
Jack Oney, Chief Executive Officer, Oney Consulting
Mike Powell, Chief Technology Officer, SEKO Logistics
11:30 AM — 12:30 PM  
**The Fate of the Forwarder in the Digital World**  
Location: Room 311  
Everyone wants to know if the forwarder is going to be doomed by technology. But there are hundreds of thousands of forwarders around the world, and a small fraction of freight is transacted completely digitally today. So the real question is, what will the forwarding community look like once the industry has embraced a more digital, automated future. And what does that mean to BCOs?  

Session Chair  
Cathy Roberson, Founder and Head Analyst, Logistics Trends & Insights  

Panelists  
Angela Czajkowski, Director, Supply Chain, Shapiro  
Wiebe Helder, Founder & CEO, Cargobase  
Zvi Schreiber, Chief Executive Officer, Freightos  
Fauad Shariff, Co-Founder & CEO, CoLoadX  

12:30 — 1:30 PM  
**Networking Lunch**  
Location: Room 310  

1:30 — 2:15 PM  
**Concurrent Breakout Sessions**  

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**Blockchain’s Impact: Shipment Documentation**  
Location: Room 311  
A host of purported use cases for blockchain technology exist in logistics, but one of the ideas to quickly gain commercial traction is putting the creation and submission of bills of lading on a blockchain. Shipping lines, including Maersk Line and APL, have been building applications to tackle this use case as part of larger consortiums that include shippers, ports, and blockchain development providers. Those solutions are currently in a phase somewhere between “beta” and “ready for primetime” in terms of their commercial viability. This use case session will examine another provider’s attempt to use blockchain technology to move paper-based bills of lading to an electronic environment through a blockchain solution. The targeted advantages of such an approach are reduced
costs of physically moving paper documentation around the world, while increasing data accuracy. Global freight forwarder and non-vessel-operating common carrier BDP International will talk about what this solution means to their business and that of their shipper customers alongside the solution provider CargoX.

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

Panelists
Patrick Vlačič, Legal Advisor, CargoX
Andrew McLoone, Director, Operations, BDP International

Global Trade Management: Effectively Managing Logistics and Trade Compliance
Location: Room 306-307

Logistics practitioners often don’t think of trade compliance until there’s a problem to solve — a penalty from a customs authority, unexpected tariffs, changes to free trade agreements, and the like. It tends to be a reactive approach to an intimately related function within the broader goods movement process. Along those lines, global trade management software is often thought of as a tool to handle only trade compliance. But GTM solutions have evolved to become broader platforms that encompass everything from duty management and FTA optimization to logistics functions such as global transportation visibility and management of detention and demurrage. What’s more, GTM solutions have started to encompass such areas as sourcing, supplier management, and trade finance. The underlying idea is that a shipment can be tracked and executed throughout its lifecycle, from order to cash, on a single platform. But how realistic is this for big BCOs, and do large importers and exporters actually view this the same way as the solutions providers in the space do? This session will include perspective from a shipper, a technology provider, and a consultant.

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

Panelists
Ty Bordner, Senior Vice President, Marketing and Business Development, Amber Road
Eugene Galdil, Vice President, Global Logistics, TE Connectivity
Julie Gibbs, Director, BPE Global
The Benefits of Real-Time Visibility and Predictive Analytics

Location: Room 311

If you’re a shipper, how much do you value real-time supply chain visibility? How can predictive analytics impact logistics decision-making at the shipper and carrier level, especially as it relates to tracking goods in transit, equipment availability, and productivity in a way that can reduce costs and improve customer service? In this roundtable discussion, Blume Global will join lighting company Signify (the former Philips Lighting) to explore the role real-time visibility technology can play in making operations more efficient and effective, and ultimately transform shippers’ supply chain networks. Among the areas to be covered will be how better visibility and technology can ease immense pressure around trucks, drivers, chassis, and warehouse space; how to balance shipping and receiving; and how to boost productivity.

Session Chair
William Cassidy, Senior Editor, JOC, Maritime & Trade, IHS Markit

Panelists
Todd Hammel, Vice President, Supply Chain and Customer Service, Signify
Pervinder Johar, Chief Executive Officer, Blume Global

Customer Engagement in the Software Age

Location: Room 306-307

Logistics technology providers are on the front lines of using software to engage more directly with customers. That could mean giving freight forwarders and shipping lines new tools to transact or build relationships with shippers, or giving shippers new ways to engage with suppliers at origin and manage transportation and logistics vendors. Behind these developments are software architectures that are flexible, easier to deploy, and cheaper to build and use. Two startup providers will discuss the way the modern software toolbox is empowering new ways to think about logistics engagements up and down the supply chain.

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

Panelists
Rob Garrison, Chief Executive Officer, Mercado Labs
Graham Parker, Co-Founder & CEO, Kontainers
3:00 — 3:30 PM

**Networking Break**

Location: Pre-Function C

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3:30 — 4:15 PM

**Is the Timing Right for Blockchain Adoption?**

Location: Room 311

The hype around blockchain technology might have outpaced actual products in the market and the market’s readiness for adoption of such systems. This session will explore when the global logistics market might be ready for blockchain, where it’s best applied and what it will take to drive critical mass. Included in those considerations is the identification of processes that aren’t suitable for blockchain and market niches where adoption is less likely to occur, so solutions providers can focus their energies on products that will move the needle. Panelists will share their experiences of developing potentially transformative solutions, including blockchain, to the market, and why those efforts succeeded or not. The discussion also will drill into whether so-called permissioned or permissionless blockchains will eventually be the norm in logistics, and the value of permissioned blockchains.

**Session Chair**

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

**Panelists**

Katia Kozak, Director, Client Services, ODYN
John Monarch, Chief Executive Officer, ShipChain
Colin Taylor, Founder & Principal, Cleaca Consulting

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4:15 — 5:00 PM

**One-on-One: A Fireside Chat With James Swanston, CEO of Voyage Control**

Location: Room 311

This session will provide a thought-provoking discussion with the CEO of a technology provider aiming to bring better efficiency and visibility to container ports. James Swanston will talk about not only his work in applying technology to container freight movement, but also his experiences getting other industries, including the construction and events businesses, to adapt culturally and technologically to new ways of thinking, and how he applied those lessons to the logistics industry. Swanston also will discuss
his military background and how it has made him think about ways to better plan container movement through process and technology.

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

Featured Speaker
James Swanston, Chief Executive Officer, Voyage Control

5:00 — 6:30 PM

Networking Reception
Location: Pre-Function C

Tuesday, October 30, 2018
All sessions will take place on Conference Center Level 3

8:00 AM — 1:00 PM

Registration
Location: Pre-Function Foyer

8:00 — 8:45 AM

Networking Breakfast
Location: Pre-Function C

8:45 — 8:50 AM

Welcome Remarks
Location: Room 311
Eric Johnson, Senior Editor, Technology, JOC, Maritime & Trade, IHS Markit

8:50 — 9:30 AM

Can Logistics Startups Scale Up?
Location: Room 311

Much of the skepticism around the crop of startups attacking the logistics industry's most chronic problems is whether they have the operational expertise and size to
handle the business of large, enterprise-level BCOs. This Day 2 kickoff session will examine whether startups can scale up — and quickly enough — to meet the needs of enterprise shippers, or alternatively, whether the BCO community and industry at large are thinking about this problem in the wrong way.

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

**Panelists**
Danny Halim, Vice President, Distribution & Logistics Industry Strategy, JDA Software Group
Matthew Tillman, CEO & Co-Founder, Haven

9:30 — 10:30 AM

**AI and Machine Learning: A Logistics Tutorial**

**Location:** Room 311

Everyone talks about AI and machine learning, and every software company says they offer it, but does anyone in logistics really understand what those terms mean? In reality, AI and machine learning algorithms are highly complex and require a keen mathematical mind to comprehend. The rest of us are left to consider the benefits of such technology, and the places in a logistics operation where they might be relevant to implement. What’s required is a level set for what AI and machine learning are, and real world applications of the technologies in a logistics setting. This session will examine the appropriate places to insert AI and machine learning solutions into logistics processes, and what it means to the future of managing shipments.

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

**Panelists**
Brian Glick, Founder & CEO, Chain.io
Matthew Harding, Vice President, Freight Market Intelligence Consortium (FMIC), Chainalytics
Alex Hoffmann, Managing Director & Co-Founder, TNX Logistics
Anshu Prasad, Founder & CEO, LogisticsExchange

10:30 — 11:00 AM

**Networking Break**

**Location:** Pre-Function C
11:00 AM — 12:00 PM

**Who’s the Buyer?**

**Location:** Room 311

Logistics software providers and tech-oriented 3PLs are increasingly trying to involve the C-suites from BCOs in their sales process, if not selling directly to that part of the organization. That’s largely driven by the idea that supply chain is becoming core to every multinational shipper. In other words, logistics isn’t just a discrete function within a shipper’s organization, but one that touches multiple other departments, from sourcing to finance to customer service. This evolution has the potential to drive broader investment in logistics technology as it becomes part of a more strategic integrated buying decision for BCOs.

**Session Chair**

William Cassidy, Senior Editor, JOC, Maritime & Trade, IHS Markit

**Panelists**

Nina Luu, Co-Founder & CEO, Shippabo
Brian Reed, Vice President, Supply Chain Optimization, Geodis Global Solutions
Rachal Snider, Vice President, Customer Supply Chain, GlobalTranz

12:00 — 1:00 PM

**Networking Lunch**

**Location:** Room 310

1:00 — 2:00 PM

**Capital Investment: The VC View**

**Location:** Room 311

There’s a common thread behind the wave of logistics technology providers out there: money — hundreds of millions of dollars of it. The venture capital community has taken to the logistics industry like never before. But why, and why now? A panel of investors will discuss why the logistics industry is so attractive, why certain types of companies are particularly attractive from a seed- and early-stage perspective, how they view investment horizons, and what they look for in founders. And, lastly, why this is important to BCOs?

**Session Chair**

Eric Johnson, Senior Editor, Technology, JOC, Maritime & Trade, IHS Markit
Panelists
Julian Counihan, Founding Partner, Schematic Ventures
Brad Hollister, Co-Founder & CEO, SwanLeap
Santosh Sankar, Co-Founder & Director, Dynamo Venture Capital
Jon Slangerup, Chairman & CEO, American Global Logistics

2:00 — 3:00 PM
The Era of Software Partnership
Location: Room 311
Logistics software companies are as open as ever to forming alliances with complementary software providers, all in the name of creating networks that give BCOs access to supply chain partners, capabilities, and data through a single platform. This is a big change from the bygone era when shippers were expected to buy single, licensed, monolithic platforms that purportedly did everything under the sun. Now, new software architecture and pricing mechanisms allow software companies to offer shippers a sort of best-of-breed approach through single, easier-to-use platforms. This session will dive into the implications of this new, partner-friendly world, including how it impacts shipper procurement decisions.

Session Chair
Eric Johnson, Senior Editor, Technology, JOC, Maritime & Trade, IHS Markit
Panelists
Karim Jumma, Vice President, Interim Chief Product Officer, INTTRA
Eric Klein, Co-Founder & CEO, Crux Systems
Caro Krissman, Co-Founder & Chairman, INLT
Allen Thomas, Chief Strategy Officer, Advent Intermodal Solutions

3:00 PM
Closing Remarks
Location: Room 311
Eric Johnson, Senior Editor, Technology, JOC, Maritime & Trade, IHS Markit