

# CONTAINER SHIPPING CONFERENCE 2023

Explore Innovations, Global Issues, Technical Challenges and the Future Transportation Management in Container Industry

## AGENDA 2023

### Day 1

Tuesday, 30 May 2023

US Eastern Time Zone (ET)

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**8:15**      **Welcome Speech**

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**8:30**      **Unlocking Interoperability; Leveraging the Maritime Industry's Insights for Building Connected Supply Chains**

- Focus is shifting to connected supply chains to drive efficiencies in managing complex and dynamic logistics.
- Interoperability is a hot topic, but many are still unclear on how to achieve it.
- Within the Maritime sector, significant progress is being made towards interoperability.
- How can the supply chain leverage insights from the maritime industry and develop a scalable framework to achieve greater interoperability?

Lissa D'Arcy | Emerson



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**9:00**      **Being able to accurately apportion blame for damage to cargo, opportunities and challenges in revolutionising technology development in global logistics**

Shippers consign cargo per sales contract but still receiving notifications from the buyer about rejections, losses or damages to the cargo at destinations.

Consignee is caught between the carrier and consignor when problems arise and wants to be sure the shipper followed the instructions in the sales contract and the transporter wasn't careless.

Carriers are receiving claims against them and want to be sure cargo owners are conveying correct information about cargo issues and need proves cargo was handed in accepted condition.

Ngibip Marcel | StilFresh



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**9:30**      **How Much Does it Cost to Build a Resilient Container Supply Chain?**

- Supply Chain resiliency is a mega-trend in our industry. With COVID, the Suez Canal blockage, the war in Ukraine, and fluctuations in box availability and freight rates, we know that disruptions happen. As the backbone of business, supply chains need to be resilient and agile in order to mitigate the risk of disruptions.
- In the container supply chain, resiliency means building a network of diversified partners. However, this brings more complexity in managing all the involved parties. In this session, Chad Jones will explain what the cost of a resilient supply chain is and the tools required to manage its complexity.

Carl Lauron | BuyCo  
Gold Sponsor



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**10:00**      **Building Manufacturer and Supplier Resiliency through Optimized, Digitalized First Mile Visibility, Data-Driven, Action-Based Collaboration, and Lead Time Accuracy**

- First Mile Supply Chain Challenges
- Digitalizing, Optimizing Key Processes
- Today's supply chain operations and related challenges demand resiliency not attainable with manual, error prone processes, but instead through the leveraging of advanced technologies and digitalization.

Matt Goker | Quloi



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**10:30**      **Networking Break**

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**11:30**      **Foldable Shipping Containers for a Sustainable Blue Growth**

- The problem, empty container management and the value proposition of Zbox foldable containers.
- Real use cases 2021-2023
- Current status & next steps

Miguel Navalón | Navlandis



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**12:00**      **The (Belated) Rise of Digital Ocean Bookings: Why Ocean eBookings Are So Far Behind Air Cargo and How That Will Change Over The Next Five Years**

- The Air Cargo Mode: How airlines digitized over 50% of global capacity in just four years, passing millions of low-touch bookings with instant digital distribution
- The Modal Difference: Why ocean liners missed the boat, the COVID impact, and the early signs of change, leveraging internal research data and forward-looking indicators
- What it All Means: How BCOs, freight companies and ocean liners may adapt these changes differently, the new channels this will create, and the changing ecosystem.

Judah Levine | Freightos Group



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**12:30**      **Logistics life after the fall 2022**

- Will the current state of the market hold through 2023 and beyond?
- West Coast US vs East Coast US, who should we choose to take to the dance?
- I just want to come inland, why is that so hard?

James Thatcher | Totes Isotoner



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**13:00**      **How we (almost) survived the crazy container market.**

- We make a sustainable ground protection product in Brazil for use in infrastructure construction. Good news: Best product on market. Bad news: Very low value vs. weight ratio
- Freight moved from \$1500 to \$13,000 per can. We adapted by using a different value metric. Instead of selling price, we used strength and Total Cost of Ownership.
- We also kept "in the game" with customers by offering ship load quantities of mats at substantially lower prices than by containers.

Jeffrey Atkin | World Forest Group



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**13:30**      **End of Day 1**

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## Day 2

Wednesday, 31 May 2023

US Eastern Time Zone (ET)

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### 8:30 Innovating the Drayage Transportation Space and Beyond

Drayage without Demurrage  
Sustainability in Logistics  
Next Level Visibility and Analytics

Niraj Mahapatra | CDL 1000, Inc



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### 9:00 Savings through SMART collaboration platform

- Not only financial but also time, energy can be great savings through SMART collaboration. In this globalized challenge period none can survive by his own rather combine can shine.

Md. Shamsuddin Bhuiyan | Gildan

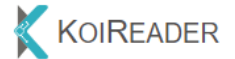


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### 9:30 Optimizing the Container Shipping Industry through Emerging Technologies

- Exploring the benefits of Edge Computing and IoT in Supply Chain & Ports
- Streamlining Container Operations at the Ports through Digitalizing the Ecosystem
- Examining the Impact of Digitalization on the Container Service Industry
- Reducing Trade Friction and Increasing Operational Visibility through the Digital Twin of the Ports

Ashutosh Prasad | KoiReader



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### 10:00 What would Malcolm McLean do? Call for Pragmatic Intrepid Investigators to Focus on Solutions in Logistics

- Fragmentation, media frenzy, greed, attention deficiency and simply not enough "smart" and experienced interdisciplinary individual(s) causing logistics and transportation opportunity of a generation to be wasted.
- in this presentation, Mac Sullivan will cover a mix of academic, historical, and personal takeaways on potential tangible actions that companies, professionals and students could take to move the needle towards a better future of the logistics industry.
- Mac's research and focus is primarily on freight forwarding, so he will be referencing mostly cases from this discipline however welcomes all to participate, discuss and summarize a call to action before the last of the Covid-19 / Digitalization dollars and interest fades away.

Mac Sullivan | NNR Global Logistics USA



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### 10:30 The importance of a digital strategy for freight forwarders

- Impact of Industry 4.0 in the logistics industry
- Finding a place in the industry 4.0 based on a well granted digital strategy.
- Challenges for freight forwarders in establishing a digital strategy.

Andrea Martin | FreightViewer



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### 11:00 Networking Break

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### 12:00 Broad Overview 2023

- Global Indicators
- Global Ocean Volumes
- Global Ocean schedule reliability
- Global Spot Rate Trends
- What to expect for 2023?
- Q2 2023 - Market Situation

Johnathan Finlayson | GEODIS



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### 12:30 End of Day 2

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