A MUST ATTEND EVENT FOR ALL COLD CHAIN PROFESSIONALS TO:

- Examine the expectations and future incentives of retailers to gain an insight into the impact of shifting sourcing methods
- Hear from shippers, AgroFair and Bama Gruppen, on the trend towards containerisation and temperature control technologies
- Analyse current global trends in the cold chain sector - question the experts on their future forecasts
- Learn how the industry will face the twin challenges of improving energy efficiency and environmental regulations
- Hear end user case studies in the latest green technologies and share technical solutions that will save you money
- Benefit from the experiences of companies implementing methods for a more transparent cold chain and improve your long-term efficiency

SAVE! Register by 1st April and save up to £300

Wednesday 1st - Thursday 2nd June 2011
Fira Palace Hotel, Barcelona

KEYNOTE

CORPORATE SOCIAL RESPONSIBILITY: A RETAILER’S DRIVERS AND REQUIREMENTS
Frances Goodwin, Ethical Trading Manager, Tesco

FEATURING CONTRIBUTIONS FROM LEADING INDUSTRY EXPERTS INCLUDING:

- Ben Huyghe, AgroFair
- Jens Strøm, Bama Gruppen
- Thomas Eskesen, Maersk
- Kartik Kumar, Carrier Transicold
- Frank Nachbar, Hapag Lloyd
- Frank Roovers, SeaCube
- Peter Jedeur-Palmgren, GoReefers
- Carsten Jensen, Jensen Associates
- Dr. Anne-Marie Warris, Lloyd’s Register
- John Palmisano, Carbon Positive
- Peter Geertse, Zeeland SeaPorts

“An excellent event for operators of the trade to network, exchange points of view and learn from each other”

G. Lanteri, Hapag Lloyd

For latest programme and to book online please visit: www.informamaritimeevents.com/reeferlogistics  Tel: +44 (0)20 7017 5511

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Reefer and Cold Chain Logistics Conference

Day one: Wednesday 1st June 2011

08.30 Registration and coffee
09.00 Chairman’s address
Carsten Jensen, MD, Jensen Associates

Industry progress and the global trend towards containerisation
09.10 State of the global reefer markets and long term mega trends for the industry
- Maersk’s perspective on the global reefer markets
- Impact on the environment
- Future trends
Thomas Eskesen, Global Head of Reefer Management, Maersk

AgroFair’s perspective on the shipping of bananas: containerisation vs specialised reefer
09.50
- An introduction to AgroFair
- Logistic implications: volume shifts
- The complete banana supply chain, from farm to supermarket: container vs reefer
- The AgroFair banana supply chain
- AgroFair’s experience of reefer transport
- Containerisation: a learning process
- AgroFair’s experience of container transport so far
- What the future holds: the impact and opportunities for both reefer and container
Ben Huyghe, Sourcing Manager, AgroFair

10.30 5 year forecast for the sector
- Analysing the boom in the lease market and rising rates
- Long term outlook for reefer container leasing
Frank Roovers, Vice President Europe, Middle East & Africa, SeaCube
11.10 Morning coffee

Green incentives and long-term sustainability
11.40 Ethical Trading Manager - Corporate Purchasing
- Evaluating sourcing strategies and CSR programmes.
- Retailer’s expectations across the cold chain.
- Future opportunities, incentives and targets.
Frances Goodwin, Ethical Trading Manager, Tesco

12.20 Solutions for environmental challenges facing the cold chain
- Current industry regulations and the direct effect upon the cold chain
- Overcoming challenges involved in implementing a global standard for monitoring green initiatives
- Future regulations and the prospect of governmental input
- How far can the environment be accommodated before food safety is compromised?
- How retailer CSR agendas have and will continue to affect the cold chain
- A review of the most successful green incentives within the sector
Panellists include:
Dr. Anne-Marie Warris, Environmental Advisor, Lloyd’s Register
John Palmisano, CEO, Carbon Positive
Kartik Kumar, Director of Marketing & Strategic Planning, Global Container Refrigeration, Carrier Transicold

13.20 Lunch and speedy networking business card exchange
Meet and exchange ideas and details with your fellow delegates

Technology roundtable surgeries
14.20 Upgrading to green technology
Hapag Lloyd, a leading global liner shipping company, began testing Carrier Transicold’s NaturalLINE™ refrigeration technology in 2008. The case study will review the development of a CO2 refrigerant machine for container shipping, which has a global warming potential of one, and how this corresponds to the ongoing issue of sustainability. The session will also address system performance as well as the operational challenges to successfully implementing a natural refrigerant system
Kartik Kumar, Director of Marketing & Strategic Planning, Global Container Refrigeration, Carrier Transicold
Frank Nachbar, Senior Manager, Container Engineering & Maintenance, Hapag Lloyd

15.10 Improving the quality of the cold chain: temperature monitoring technologies
Bama Gruppen, an industry leader in the marketing of fresh fruit, vegetables and processed products in Norway, will present their research and share their experiences of using temperature monitoring systems. Discussing their reasons for implementing a monitoring system, the challenges and advantages involved with tracking temperatures and elements of food safety, Jens Ström will look at the keys to a successfully transparent and cooperative chain
Jens Ström, Quality and Research Director, Bama Gruppen

15.40 Afternoon tea

16.20 This session is for delegates and speakers to discuss emerging technologies within the cold chain sector. A roundtable moderator will guide the discussion, mediate between participants and feed back to delegates at the close of the session. Delegates will choose 2 tables spending 30 minutes at each
Roundtable one: innovations in temperature control
- Examining technology options for controlling temperature and controlled atmospheres
Roundtable two: maintaining technologies
- What happens when innovative equipment needs replacing?
- How easy will it be to update new technologies?
- What are the costs involved with disposal?
Roundtable three: tracking and temperature monitoring devices
- Options depending on distances and the amount of information conveyed
- Potential for monitoring different temperatures within the same shipment
- The cost of installing and operating a tracking system
Roundtable four: pushing technology boundaries
- Is CO2 a viable alternative to marine refrigeration units?
- Alternatives to modified and controlled atmosphere: fungal and bacterial controls
- Could solar power efficiently produce the energy required to supply the refrigeration units?
Moderators include:
Jens Ström, Quality and Research Director, Bama Gruppen
Pieter Oosterhof, Previously European Shipping Operations Manager, Dole
Philip Eastell, Manager for European, Middle East and African business and sales for DAIKIN, Itcho Europe Ptc

17.20 Feedback and discussion from roundtable surgeries
18.00 Close of day one and drinks reception

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Day two: Thursday 2nd June 2011

09.00 Coffee

09.30 Chairman’s opening remarks

9.40 The retailer’s supply chain
Analysis of how the cold supply chain has changed and the affected major retailers
• Current challenges and opportunities for improvement
• The benefits of global sourcing and the long term outlook
• Providing shared objectives for the cold chain sector

10.20 Increasing visibility and building trust across the chain
• Examples of improved communication from representatives along the chain
• Identifying weak links and inefficiencies: the wider consequences for the sector
• Examining the specific requirements for an efficient cold chain at each stage
• Innovative solutions for implementing and maintaining standards
Panellists will give a 4 minute presentation on examples of successful communication within the cold chain, after which time the discussion will be opened up to allow audience participation.
Panellists include:
Peter Geertse, Commercial Manager, Zeeland Seaports

11.20 Morning coffee

Key trend roundtable surgeries

11.40 This session is for delegates and speakers to debate international trends and hot topics within the cold chain sector. A roundtable moderator will guide the discussion, mediate between participants and feed back to delegates at the close of the session. Delegates will choose 2 tables spending 30 minutes at each

Roundtable one: modal shifts - landside inefficiencies
• How much time and money do landside inefficiencies cost the cold supply chain?
• Road vs rail transit: the benefits and limitations
• How can landside transit be improved?

Roundtable two: specialised reefer vessels - future outlook
• Why traditional trade routes still use reefer vessels
• Was the move to containerisation too quick?
• Which containerised cargoes should still be shipped in reefer?

Roundtable three: the cost of being green - the prospect of ‘green’ taxes
• What regulations are being considered by the government?
• How will it affect the industry?
• Evaluating the industries contributions to tackling climate change – are increased taxes fair?

Roundtable four: how is the industry changing – who controls the cold supply chain?
• With the rising demand for containers and reefer terminals, what will happen to the traditional ports?
• How have direct sourcing agendas affected the chain?
• What will the future buying process look like?

Moderators include:
Peter Jedeur-Palmgren, CEO, GoReefers
John Palmisano, CEO, Carbon Positive
Peter Geertse, Commercial Manager, Zeeland Seaports

12.40 Feedback and discussion from the roundtable surgeries

13.00 Lunch

14.00 Establishing a central system for standards and processes
• Bringing inbound supply chain processes into the twenty-first century: the electronic Bill of Lading
• EU regulations on environment and carbon cutting: is everybody on the same page?
• The challenges involved with implementing new processes and ongoing regulation
• Examples of current successful electronic, streamlined systems

14.40 Cutting the cost of the cold chain
• Analysis of current costing mechanisms
• Solutions for reducing long term costs
• The case for competitor collaboration: how consolidated distribution can cut financial waste
• Exploring the common causes for insurance claims and easy solutions to prevent financial loss
• Risk management: how timeliness, poor quality produce and faulty equipment cost the cold chain

15.20 End2end solutions: forecasts for the cold chain industry
• Business ethics: a view of the practices of successful companies
• Long-term business sustainability
• Feeding the world of tomorrow: the increasing importance of water footprint
Carsten Jensen, MD, Jensen Associates

16.00 Chairman’s concluding remarks and close of conference

For the latest programme and to book online please visit: www.informamaritimeevents.com/reeferlogistics
The 4th Reefer and Cold Chain Logistics Conference
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Fira Palace Hotel
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