

## Sunday, 1 March 2020

8:30 AM

### **TPM20 Golf Tournament**

**Location:** Pelican Hill Golf Club

Registration for this tournament begins at 7:30 AM

**Sponsored by C.H. Robinson, National Retail Systems Inc., Vanguard**



9:30 AM — 4:30 PM

### **TPM20 Challenge Cup: Regatta and Yacht Race**

**Location:** Rainbow Pier, Long Beach Downtown Marina

Now in its third year, this event will consist of on-the-water team building, networking, and racing using a famous fleet of Catalina 37 racing boats.

**Sponsored by Acuitive Solutions, BOC International, Fenix Marine Services, Gulf Winds, Port of Los Angeles, MSC, Port of Long Beach, The Port of Virginia**



11:00 AM — 7:00 PM

### **Registration**

**Location:** Hyatt Regency Long Beach, Lobby

**Sponsored by Port of Long Beach**

12:00 — 3:00 PM

### **Introduction to International Logistics**

**Location:** Hyatt Regency Long Beach, Beacon Ballroom

For those working on logistics teams at retail, manufacturing, consumer product, agribusiness, energy, or other companies, this mini-course will introduce you to key issues you're likely to encounter in your role and offer guidance on how to achieve positive outcomes for your organization. Taught by Daniel Gardner, a longtime logistics educator and former vice president of supply chain at Lakeshore Learning Materials, this three-hour course is designed for those new in logistics roles focused on both imports and exports, as well as those who would like a brief refresher on key concepts discussed in an up-to-date context given recent changes to the logistics environment.

**Course Leader**

Dan L. Gardner, President, Trade Facilitators Inc.

*All sessions will take place at the Long Beach Convention Center unless otherwise indicated.*

SUNDAY

MONDAY

TUESDAY

WEDNESDAY

12:00 — 3:00 PM

## TPM20 Marketing and Sales Workshop

**Location:** Hyatt Regency Long Beach, Seaview B

The TPM20 Marketing and Sales Workshop is for marketers and salespeople interested in understanding their prospective customers' objectives and strategic thinking. Attendees will hear from buyers who are actively searching for the capacity, technology, and other logistics-related services your company sells. This is a unique, must-attend event for every level of sales and marketing professionals in the logistics industry: carriers, forwarders, technology, startups, 3PLs, and consultants.

### Workshop Leader

Kenneth Kowal, Founder, ShipStarter.com

### Presenters

Elena Asher, Assistant Director, Export Logistics, Ingredient Solutions, Dairy Farmers of America

Max Kantzer, CEO, TransModal

Chuck McDaniel, Founder, McDaniel Consulting

Matt Motsick, CEO, RPA Labs

3:00 — 4:00 PM

## Shipper Briefing

**Location:** Hyatt Regency Long Beach, Beacon Ballroom

**By Reservation Only for Shippers**

A special, off-the-record discussion and preview of TPM20 and the issues dominating today's containerized ocean shipping industry.

### Briefing Leaders

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

Philip Damas, Managing Director, Drewry, and Operational Head, Drewry Supply Chain Advisors

4:00 — 5:00 PM

## TPM20: An Orientation

**Location:** Hyatt Regency Long Beach, Beacon Ballroom

With nearly 40 sessions — many of them running concurrently — as well as numerous receptions and other networking opportunities, not to mention off-site activities, TPM can be an overwhelming experience. Successfully navigating the week requires a strategic game plan, but where do you start in your efforts to get the most out of your time in Long Beach? In this brief introductory session, open to new and veteran TPM attendees, members of the JOC editorial and event operations teams will provide a roadmap of the four-day event, including details about what topics will be covered, how to obtain information you may be looking for, networking events, and generally how to maximize your TPM20 experience.

### Orientation Leader

Chris Brooks, Director, Programming, JOC Events, Maritime & Trade, IHS Markit

*All sessions will take place at the Long Beach Convention Center unless otherwise indicated.*

# Agenda

5:00 — 7:00 PM

## Hospitality Reception

Location: Hyatt Regency Long Beach, Pool Deck

Sponsored by Canadian Pacific

SUNDAY

## Monday, 2 March 2020

7:00 AM — 6:00 PM

## Registration

Location: Hyatt Regency Long Beach, Lobby

Sponsored by Port of Long Beach

MONDAY

7:30 — 8:30 AM

## Networking Breakfast

Location: 1st Floor

TUESDAY

8:30 — 9:00 AM

## Welcome Remarks

Location: Grand Ballroom, 2nd Floor

Peter Tirschwell, Vice President, Maritime & Trade, IHS Markit

Bonnie Lowenthal, President, Long Beach Board of Harbor Commissioners

WEDNESDAY

9:00 — 9:45 AM

## Keynote Address

Location: Grand Ballroom, 2nd Floor

As the former director of the National Economic Council under President Donald Trump and a former president of Goldman Sachs, Gary Cohn is an ardent free trader who has a unique perspective of trade policy that will resonate with TPM20 attendees up and down the supply chain, from major shippers of containerized cargo to service providers, who have been severely impacted by the US-China trade dispute since the first tariffs were imposed in mid-2018. Cohn served as assistant to the president for economic policy and director of the National Economic Council from January 2017 through April 2018. As President Trump's chief economic adviser, he managed the administration's economic policy agenda and led the successful effort to grow the US economy through historic tax and regulatory reform. Prior to his White House service, Cohn was president and chief operating officer of Goldman Sachs, where he worked for more than 25 years. "There is not a single BCO, carrier, forwarder, or other participant in container trade that was not in one way or another affected by the US-China trade dispute and broader trade policies of the Trump administration. Gary Cohn is a passionate free trader, having cautioned against

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the use of tariffs in trade policy while serving in the White House and since leaving office,” said Peter Tirschwell, vice president, Maritime & Trade, IHS Markit, and chair of TPM. In this can’t-miss address, Cohn will offer his insights of trade policy and his role in it, before sitting down for a one-on-one discussion with IHS Markit chairman and CEO Lance Uggla.

#### Introduction

Lance Uggla, Chairman and CEO, IHS Markit

#### Keynote Speaker

Gary Cohn, Director, National Economic Council (2017-2018), and President and COO, Goldman Sachs (2006-2016)

9:45 — 10:15 AM

## **The Global Economic and Trade Outlook: A Presentation by IHS Markit Chief Economist Dr. Nariman Behravesh**

**Location: Grand Ballroom, 2nd Floor**

As the fourth quarter of 2019 hit the midway point, one dominant issue was determining the direction of the global economy and its medium-term outlook: global trade uncertainty. When November started, the US and China were making initial progress on a deal that could pave the way to ending a tariff war well into its second year, but the timing and scope of any agreement are still very much up in the air. In an October note, IHS Markit Chief Economist Nariman Behravesh cited the sharp rise and increasing volatility over the past year in indices derived from news and earnings reports that measure Trade Policy Uncertainty. The result of this uncertainty is a reduction in US capital spending and real GDP of \$100 billion (or 0.5 percent), with manufacturing suffering the biggest hit. Meanwhile, commodity markets are under growing pressure from the trade war, lack of growth in manufacturing, and geopolitical tension in the Middle East; and the global Purchasing Managers’ Index hit a three-year low in September — another sign of manufacturing weakness. The world GDP ramifications are clear in the latest projections from IHS Markit (parent company of the JOC), which show a drop from 3.4 percent in 2017, the year before the US-China trade war started, to 2.5 percent in 2020. As Behravesh said in October: “Recent market trends have confirmed what was surmised before: There is no upside to a trade war, and the damage is especially painful when global growth is on a downward trend.” Consistently one of the most popular speakers at TPM, Behravesh will return to deliver his typical clear, concise, informed, and forward-looking analysis of the US and global economies and how they connect to containerized trade in 2020 and beyond.

**Sponsored by Laufer Group International, Ltd.**

#### Introduction

Peter Tirschwell, Vice President, Maritime & Trade, IHS Markit

#### Featured Speaker

Dr. Nariman Behravesh, Chief Economist, IHS Markit

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10:15 — 10:45 AM

## Networking Break

Location: 1st Floor

10:45 — 11:45 AM

## Container Shipping Outlook: Are the Scales Tipping Against BCOs?

Location: Grand Ballroom, 2nd Floor

The fundamentals of container shipping may be improving, but the industry is hardly out of the woods, as the outlook for demand weakens and carriers grapple with higher operating costs tied to the low-sulfur global mandate. Maritime research firm Alphaliner expects global container capacity in 2020 to expand 3.3 percent while demand will grow 3.1 percent, compared with 2019 increases of 3.6 percent and 2.4 percent, respectively. But demand is fluid, particularly as the US-China trade war takes steady US economic growth down a notch, prompting Drewry Shipping Consultants in early October to downgrade its 2019 demand outlook from 3 percent to 2.6 percent. And, although carriers have met the International Maritime Organization's low-sulfur fuel mandate, their effort to pass on higher operating costs to shippers and forwarders or risk a return to deep losses is ongoing and hardly certain. This session will decipher what all this means for profitability and how carriers manage capacity globally and on the trans-Pacific and trans-Atlantic. The panel of industry experts also will address carriers' rising debt levels, driven largely through acquisitions that Maersk, CMA CGM, and others have taken to revamp — and even revolutionize — their offerings.

**Sponsored by CargoSphere**

### Session Chair

Mark Szakonyi, Executive Editor, JOC.com and The Journal of Commerce, Maritime &amp; Trade, IHS Markit

### Panelists

Carolina B. Does, Equity Analyst, EMEA Transport, Morgan Stanley

Rahul Kapoor, Vice President and Head of Research and Analytics, Maritime &amp; Trade, IHS Markit

Graham Slack, Chief Economist and Head of Strategic Intelligence, A.P. Moller-Maersk

11:45 AM— 12:30 PM

## Improving Carrier-Terminal Cooperation

Location: Grand Ballroom, 2nd Floor

There are tangible efficiency gains to be achieved between carriers and terminals if we collaborate more and closer. Hapag-Lloyd CEO Rolf Habben Jansen will present some ideas on how the industry can take another significant step forward.

**Sponsored by Maryland Port Administration ~ The Port of Baltimore**

### Speaker Introduction

Peter Tirschwell, Vice President, Maritime &amp; Trade, IHS Markit

### Featured Speaker

Rolf Habben Jansen, CEO, Hapag-Lloyd

*All sessions will take place at the Long Beach Convention Center unless otherwise indicated.*

# Agenda

SUNDAY

MONDAY

TUESDAY

WEDNESDAY

12:30 — 1:00 PM

## Three Ways to Win the Next Wave of Globalization

Location: Grand Ballroom, 2nd Floor

The container shipping industry has been at the forefront of two highly impactful macro-dynamics: a slowing of growth in international trade and heightened investment in technology that empowers global commerce. In that light, organizations managing global supply chains have a complicated task, namely figuring out how to integrate cutting-edge technology without veering off course. That all has to happen while satisfying end customers — consumers and B2B — who are becoming more exacting and demanding each day. Globalization isn't dead, but its next iteration does require a different approach than what was successful in the past, which largely was driven by advantages of labor arbitrage and inexpensive ocean transport. The next wave of globalization will require a deeper focus on the customer, as well as smartly investing in technology and people that can deepen that focus. Bridget van Kralingen, senior vice president at IBM, will give TPM20 attendees a welcome roadmap for this evolution. Van Kralingen has led a distinguished, multidecade career helping various markets to understand technology development and adoption, and she is a global thought leader on digital transformation. She currently leads a variety of key initiatives at IBM, including those around blockchain, and more broadly governing strategy, research, solution developments, and talent discovery across global industries. IBM, through its TradeLens platform (jointly developed and sold with Maersk) and its artificial intelligence systems, has been making a lot of noise in the global supply chain space.

### Speaker Introduction

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

### Featured Speaker

Bridget Van Kralingen, Senior Vice President, IBM Global Industries, Clients, Platforms & Blockchain, IBM

1:00 — 2:15 PM

## Networking Lunch

Location: Hyatt Regency Long Beach, Regency and Beacon Ballrooms, Seaview Rotunda & Pool Deck

Sponsored by Kuehne + Nagel

2:15 — 3:15 PM

## Concurrent Breakout Sessions

### Shipper Strategies: Managing Detention and Demurrage

Location: Grand Ballroom, 2nd Floor

After more than three years of investigation, the Federal Maritime Commission has established a framework to resolve long-running detention and demurrage disputes between ocean carriers and beneficial cargo owners. If nothing else, awareness about the issue — cargo owners complain that they shouldn't be held responsible when weather or other factors prevent timely pickup of

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cargo and return of equipment, while carriers and marine terminals counter that they can't eat higher operating costs either — has increased, and all stakeholders understand how important it is to find common ground and solve the problem together. BCOs now also have more confidence to file claims with the FMC, if necessary, because the agency has provided a framework to adjudicate the reasonableness of these penalties. This session will analyze what steps BCOs, truckers, terminal operators, and ocean carriers can take to implement long-lasting solutions in a cooperative fashion.

**Sponsored by Venable LLP**

Session Introduction

Ashley Craig, Partner and Co-Chair, International Trade and Logistics Group, Venable LLP

Session Chair

Ari Ashe, Senior Editor, Southeast Ports and Intermodal Rail, JOC, Maritime & Trade, IHS Markit

Panelists

Rachael Acker, Logistics Manager, Wolverine Worldwide

Lori Fellmer, Vice President, Logistics and Carrier Management, BassTech International

Robert Loya, Vice President, CMI West, CMI Transportation

Alan McCorkle, President and CEO, Yusen Terminals

Rich Roche, Vice President, International Transportation, Mohawk Global

## **Will Technology Transform Spot Ocean Pricing and the Market Overall?**

**Location: 102, 1st Floor**

The last 18 months have produced an unprecedented number of options for shippers to shop for ocean freight rates online. Numerous container lines, as well as a significant proportion of the world's biggest forwarders, now offer shippers the ability to get instant quotes and book capacity electronically. Notably, one of those options (Maersk, through its Maersk Spot product) also offers buyers a guarantee that cargo will be loaded as booked if the booking happens electronically. If the container line fails to load as booked, it will pay a compensation fee to the buyer. On the other hand, if a buyer books through Maersk Spot and does not show, it has to pay Maersk a fee. This is not a new concept — overbooking and no-show penalties have been tried before, with little success. But taken in tandem with NYSHEX, a neutral platform designed to enable guaranteed forward bookings between carriers and freight buyers, it's worth exploring whether the industry is now ready to embrace such an approach. And more broadly, whether electronic quoting and associated booking (guaranteed or not) will become more prevalent in ocean freight. One school of thought is that spot quoting will eventually migrate to an electronic environment, while contracts will remain as they are today. Another thought is that acceptance of dynamic quotes will grow and eventually compel shippers to adjust their mix of contract and spot buying. An expert panel will discuss current acceptance of electronic quoting, the impact of penalty-related guaranteed bookings, and how this will all play out in the years to come.

**Sponsored by Unique Logistics International (USA) Inc.**

*All sessions will take place at the Long Beach Convention Center unless otherwise indicated.*

## Session Introduction

Marc Schlossberg, Executive Vice President, Unique Logistics International

## Session Chair and Presenter

Lars Jensen, CEO and Partner, SeaIntelligence Consulting

## Panelists

Alan Baer, CEO and President, OL-USA

Kimberly Cockrell, Vice President, Sales and Marketing, New York Shipping Exchange

Laura Finbow, Regional Sales Director, Catapult - An Accelya Group Company

Siva Narayanan, Director, Global Logistics, Solvay Technology Solutions

Hardy Pearson, Senior Vice President, Sales and Customer Service, Hapag-Lloyd

## **The Coming Convergence of Trade Finance and Logistics**

**Location:** 104B, 1st Floor

It's often a long walk between the finance department and the logistics department, a gap that's as cultural and metaphorical as much as physical for most beneficial cargo owners. As a result, the idea of using information about the movement of goods as a lever to extract financial value has rarely been considered historically. But that's changing, as new tools emerge that tie freight data directly to the financing of goods like never before. This is not about a carrier or 3PL offering credit terms for its own services, but about the financing of actual goods. Part of this is a change in technology, with in-transit visibility improving to the extent that financing entities can reduce their perceived risk in providing funding to shippers. But a large part of the change is cultural, as BCOs begin to see logistics functions as a value driver rather than a cost center. That idea has been en vogue for a while, but there have been few specific examples of logistics activities enhancing a company's bottom line, outside reduced freight spend, lower inventory levels, and fewer stockouts. But, according to advocates of these products, tethering logistics data to trade finance opportunities can help shippers reduce financing costs, preserve working capital, or get access to the financing they might not ordinarily have. This session will explore the role of new product offerings in furthering those goals, both from a technological and cultural perspective. A spectrum of providers of such offerings will discuss how and why they do so, while a shipper will discuss the benefits of using such tools.

## Session Chair and Presenter

Rahul Kapoor, Vice President and Head of Research and Analytics, Maritime & Trade, IHS Markit

## Panelists

Paul Mallon, Head of Customer Engagement and Legal, Bolero International

Graham Parker, CEO and Co-Founder, Containers

Stefan Reidy, CEO, Arviem AG

Daniel Son, Head of Global Large-Cap Banks, Global Trade, and Supply Chain Finance, U.S. Bank

3:15 — 3:45 PM

## **Networking Coffee Break**

**Location:** 1st Floor

**Sponsored by Ascent Global Logistics**

*All sessions will take place at the Long Beach Convention Center unless otherwise indicated.*



3:45 — 4:30 PM

## Concurrent Breakout Sessions

### **TPM Accelerator: The NotPetya Attack on Maersk, FedEx, and Others — A Look Back and the Future Impact**

Location: Grand Ballroom, 2nd Floor

It seems a world away now, but the cybersecurity attack that crippled the digital operations of A.P. Moller-Maersk was fewer than three years ago. That attack, dubbed NotPetya, threw Maersk's operations into turmoil for weeks, but it also highlighted the utter interconnectedness of global container shipping supply chains. Maersk, like every other container line and global logistics company, does not operate in isolation. Its systems are connected to thousands of other parties, and the information it conveys to the market underpins transactions, cargo visibility, port calls, and more. Hard questions arose in the aftermath of the attack: How prepared is every company for a similar attack, both in terms of defense and recovery? More broadly, how susceptible are the innately interconnected shipping networks that govern our industry? How does an attack on another company impact others? Helping to answer all these questions is Andy Greenberg, a senior writer with Wired who has examined the NotPetya attack from a number of perspectives, including that of how Maersk addressed the crisis. Greenberg brings a wealth of knowledge to the discussion, having covered the impact of cybersecurity for years. This session will help attendees sharpen their focus on the true challenges of cyberattacks in the shipping industry, as well as ideas to counter the threat.

**Following the session, Greenberg will be signing copies of his new book, "Sandworm," analyzing the new cyberwar era, from 5:30-6:30 PM in the Hyatt Regency Long Beach Seaview Rotunda.**

#### Introduction

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

#### Featured Speaker

Andy Greenberg, Senior Writer, Wired, and Author of the Book, Sandworm: A New Era of Cyberwar and the Hunt for the Kremlin's Most Dangerous Hackers

### **Trucking 2020: Is the Market About to Turn Against Shippers Again?**

Location: Room 102, 1st Floor

For the past year, beneficial cargo owners and domestic shippers have enjoyed strong pricing leverage in US trucking markets, especially the spot truckload market, as transactional pricing dropped from highs reached in 2018, pulling contract truckload rates down with them. 2019's low rates and a capacity cornucopia marked an abrupt about-face from 2018, when truck supply tightened and prices soared by double digits. There are signals, including the Coyote Curve forecast from Coyote Logistics and a slow increase in spot rates that began last summer, that the truckload pricing cycle may turn again this year, with Coyote saying spot rates could rise again year over year in the first half of 2020. That could affect pricing from dry-van truckload to container drayage to LTL trucking and fuel a rise in contract rates in the second half of the year. What are the risks to shippers moving goods inland from ports by truck in 2020

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and beyond, and how can they best prepare for them? Are they shifting freight among various modes to achieve a better supply chain balance and control costs? How might economic changes, and the outcome of US trade battles, change the picture? This panel will examine these questions and more as we attempt to hone the 2020 vision for North American trucking.

**Sponsored by Fr. Meyer's Sohn North America LLC**

Session Introduction

Bill McAllister, Director, Sales, Fr. Meyer's Sohn North America

Session Chair

William Cassidy, Senior Editor, Trucking and Domestic Transportation, JOC, Maritime & Trade, IHS Markit

Panelists

Jack Atkins, Managing Director, Research Analyst, Transportation, Stephens Inc.

Jeniffer Boukal, Supply Base Manager, Global Logistics, Deere & Company

John Janson, Logistics Director, SanMar

Lee Klaskow, Senior Analyst, Transportation & Logistics, Bloomberg Intelligence

Jeff Tucker, CEO, Tucker Company Worldwide

## Cool Cargoes I: 2020 Opportunities and Challenges

**Location: Room 104B, 1st Floor**

A combination of new and familiar risks is confronting the refrigerated shipping sector as the turbulence of 2018 shows no signs of letting up. On the political front, US and foreign agricultural shippers have been among the hardest hit in the US-China trade war that is now in its second year. The looming impact of the International Maritime Organization's low-sulfur rule and its ramifications could slash carrier investment in equipment, including refrigerated containers — where capacity already is struggling to keep up with demand. Still, growth in US imports and exports of perishable food is a bright spot, as is technology that helps support the reefer sector with smarter, more sophisticated containers while giving shippers and other cargo stakeholders better analytics to optimize their operations and improve customer service. This session will analyze the state of reefer shipping, the outlook for 2020, how geopolitical and regulatory uncertainty is impacting sourcing and routing decisions, and advancements in efficiency-enhancing technology.

**Sponsored by Infor**

Session Introduction

Monica Truelsch, Director, Solution Strategy, Infor Nexus

Session Chair

Thomas Eskesen, Founder, Eskesen Advisory

Panelists

Richard Conser, Vice President, Refrigerated Cargo Sales, CMA CGM America

Neal Rider, Co-Founder and CEO, Emergent Cold

Chris Swartz, Director, Global Transportation and Logistics Services, AJC International

4:30 — 5:30 PM

**Concurrent Breakout Sessions****AB5: Where Do California Drayage Operators Go From Here?****Location:** Grand Ballroom, 2nd Floor

It's a whole new playing field between trucking companies and port truckers in California. While there is currently an injunction keeping Assembly Bill 5 from applying to trucking, the owner-operator model is under attack. Other states are also trying to codify an ABC test to determine whether a worker is an employee or an independent contractor. Even if the Teamsters union fails in California this year, it doesn't preclude other legislation in California in the future, or other states putting an ABC test into law. Should AB5 become applicable to trucking, there are three options: make drivers employees, become a freight property broker, or do nothing and hope a legal challenge will be favorable for trucking. This session will explore the latest legal updates, what trucking companies and BCOs should do to prepare for any outcome, and how shippers and NVOs should approach the uncertainty.

Session Chair

Ari Ashe, Senior Editor, Southeast Ports and Intermodal Rail, JOC, Maritime &amp; Trade, IHS Markit

Panelists

Mark Bartmann, Senior Director, Seafreight Drayage Solutions, North America, Kuehne + Nagel

Alex Cherin, Partner and Executive Director, Englander Knabe &amp; Allen, and Executive Director, Intermodal Conference, California Trucking Association

Jaime Laurent, Shareholder and Labor and Employment Attorney, Littler

Greg Sanders, CEO, Rail Delivery Services

Karen Vellutini, Executive Vice President, Devine Intermodal

**Shipper Strategies: Mitigating Tariffs in the Protectionist Era****Location:** Room 102, 1st Floor

The Trump administration the past two years has launched trade sanctions or tariffs involving China, the European Union, and its closest trading partners in Canada and Mexico. US importers are learning that if they remain nimble, and adhere to strict guidelines enforced by regulatory agencies, they can continue to thrive in this uncertain environment. However, a company that changes its overseas sourcing and adjusts its supply chain to other regions of the world can be a costly, complex, and possibly risky venture that only should be taken with the advice and oversight of professional logisticians and customs attorneys. Changing product sourcing from China to Vietnam to avoid tariffs may sound like an easy solution, but the importer must do due diligence to ensure Vietnam has the factories, skilled labor, and transportation infrastructure needed to consistently provide quality products in the quantity it needs. Transshipping China-made products through another country — to make the case to CBP that enough transformation of the product has occurred in the second country to prove it was manufactured there — requires guidance from a customs attorney. Locating a plant in one of about 200 foreign trade zones in the US has been a tariff-mitigation option for many companies for years, and may work for your business today, with the proper legal guidance

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on customs issues. Importing your shipments into a bonded warehouse allows you to delay paying tariffs until the products are released into US commerce, but again, the advice of a customs attorney may be needed to maintain your status as a trusted importer. This panel will ask BCOs, a freight forwarder, and a customs attorney how importers can safely navigate these turbulent waters.

#### Session Chair

Bill Mongelluzzo, Senior Editor, West Coast, JOC, Maritime & Trade, IHS Markit

#### Panelists

Sandra Fallgatter, Global Trade Compliance Director, Supply Chain, JCPenney

Daniel Krassenstein, Director, Global Supply Chain, Procon Pacific

Gary Raines, Chief Economist, Footwear Distributors and Retailers of America

Susan Kohn Ross, Partner, Mitchell Silderberg & Knupp

Jane Taeger, Head of Trade Compliance Services, Vandegrift, a Maersk Company

## **Cool Cargoes II: Funding Growth — Are We Facing a Critical Equipment Shortage?**

**Location:** Room 104B, 1st Floor

The global refrigerated perishable market continues to grow and outpace overall trade growth, sparking a wave of merger and acquisition activity in the cold-storage sector and dramatically changing the landscape. Following in the footsteps of ocean carriers, terminals are investing at or around port facilities. Domestic over-the-road reefer trucking and rail is growing. Demand for refrigerated equipment investment is rocketing. And it won't be long before smart technology, while an added value today, is a flat-out necessity. With billions of dollars of private equity investment flowing into the cold chain, who are the players that will lead and grow on land, at sea, in IT, in owning assets, and in domestic transportation? In today's turbulent times, will the funding be there to meet future needs? This session will explore the state of cold-chain investment and whether it will keep up with soaring demand.

#### **Sponsored by North Carolina State Ports Authority**

#### Session Introduction

Hans Bean, Chief Commercial Officer, North Carolina Ports

#### Session Chair

William C. Duggan, North American Cold Chain Adviser, Eskesen Advisory

#### Panelists

Kristin Decas, CEO and Port Director, Port of Hueneme

Katharina Poehlmann, Global Head of Cold Chain Logistics, A.P. Moller-Maersk

Robert Sappio, CEO, SeaCube Containers

5:30 — 7:30 PM

## **Welcome Reception**

**Location:** Hyatt Regency Long Beach, Regency Ballroom

**Sponsored by Port of Los Angeles**

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*All sessions will take place at the Long Beach Convention Center unless otherwise indicated.*

## Tuesday, 3 March 2020

7:00 AM — 6:00 PM

### Registration

Location: Hyatt Regency Long Beach, Lobby

Sponsored by Port of Long Beach

7:15 — 8:15 AM

### Salute to Diversity in the Workplace

Location: Hyatt Regency Long Beach, Beacon Ballroom

Join us for this special TPM20 breakfast promoting camaraderie, dialogue, and networking that examines the positive impact diversity has in the workplace and how it can lead to innovation.

Sponsored by The Northwest Seaport Alliance, Port of Long Beach

Breakfast Host and Speaker Introduction

Janet Nodar, Senior Editor, Project and Heavy-Lift Shipping, JOC, Maritime & Trade, IHS Markit

Welcome Remarks

Dr. Noel Hacegaba, Deputy Executive Director, Port of Long Beach, California

Tong Zhu, Chief Commercial Officer and Chief Strategy Officer, The Northwest Seaport Alliance

Featured Speaker

Brandy Christian, President and CEO, Port of New Orleans, and CEO, New Orleans Public Railroad

7:30 — 8:30 AM

### Networking Breakfast

Location: 1st Floor

Sponsored by Gulf Winds International

8:30 — 8:45 AM

### Welcome Remarks and Log-Net E-Commerce Excellence Award

Location: Grand Ballroom, 2nd Floor

Log-Net's Electronic Commerce Excellence Award has consistently reinforced the partnership between carriers and their customers and the fundamental importance of data quality in that relationship. Digitization has made data management and data quality foundational elements of successful global supply chains. Whether the data is coming from smartphones, web forms, Internet of Things devices, AI, or EDI, it needs to be complete, timely, and accurate. Data quality is critical, considering the consumers of this information now range from import and logistics specialists to business intelligence and machine learning platforms that demand ever more granular information. For the past 17 years, Log-Net CEO John Motley has presented the Log-Net E-Commerce Excellence Award. The award recognizes the efforts of the international carrier

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community and its outstanding daily performance with Log-Net's Trading Partner and Data Quality teams.

**Sponsored by LOG-NET Inc.**

Stuart Strachan, Senior Vice President, Maritime & Trade, IHS Markit

Award Introduction

Peter Tirschwell, Vice President, Maritime & Trade, IHS Markit

Award Presenter

John Motley, CEO, LOG-NET

8:45 — 9:00 AM

## **Lifetime Achievement Award: Honoring the Port of Oakland's Chris Lytle**

**Location: Grand Ballroom, 2nd Floor**

After a 53-year career that included executive positions at shipping lines, terminal operators, and port authorities, Chris Lytle announced his retirement in late 2019. One of the best known, well-liked, and most quoted executives on the waterfront, Lytle combined his passion for the industry with a genuine interest in the well-being of the individuals with whom he interacted every day. Lytle held leadership positions at Sea-Land Service, A.P. Moller-Maersk, P&O Ports North America, and CMA CGM. He served as executive director of the Port of Long Beach, and since 2013, as executive director of the Port of Oakland, where he is seen as having hugely improved the port during his time there. "I've had a long and satisfying career. I'm leaving the industry with great memories and pride in what I've accomplished alongside hundreds of wonderful colleagues," Lytle said upon his retirement from the Port of Oakland. TPM is proud to honor Chris Lytle for an extraordinary logistics industry career.

Introduction

Edward A. DeNike, President, Containers, SSA Marine Inc.

Honoree

Chris Lytle, Executive Director (Retired), Port of Oakland

9:00 — 9:45 AM

## **Intermodal Rail Reaches a Critical Juncture: The Path Forward From Canadian National President and CEO JJ Ruest**

**Location: Grand Ballroom, 2nd Floor**

Investors may be pleased with their quarterly profits, but major North American railroads face an existential crisis as higher-margin carload cargo such as coal declines steadily. With the deterioration worsening because of slowing global economic growth, railroads can batten down the hatches and maintain the status quo, or reinvent their business by injecting themselves deeper into consumer-driven supply chains. JJ Ruest is driving Canadian National Railway down the latter path, even if it means dramatically changing how the company works with marine terminals and trucking companies. That is seen in CN's acquisition of logistics provider TransX, which aims to create a new level of customer service offerings, and in the

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railroad's willingness to invest in eastern marine terminals to create the "Prince Rupert" of the east coast. In this Day 2 kickoff address, Ruest will outline the challenges facing the international and domestic intermodal sectors and how the nearly 200-year-old industry must transform to survive the new dynamics brought about by a changing cargo mix. His message on the impetus to inject value for shippers into so-called traditional assets will come as railroads and other freight transportation providers face the temptation to focus only on the current slowing volumes, risking lost opportunities.

**Sponsored by Halifax Port Authority**

Session Chair

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

Featured Speaker

Jean-Jacques Ruest, President and CEO, Canadian National Railway

9:45 — 10:45 AM

## **Decarbonization and the Supply Chain: The Clock Is Ticking**

**Location:** Grand Ballroom, 2nd Floor

Confronting the impact of climate change on the container supply chain is rapidly emerging as a top priority of shipping lines, forwarders, and a growing number of BCOs. It involves determining the feasibility of alternative fuels and propulsion technologies and confronting the potential reality of much higher costs. With the International Maritime Organization committing to reduce carbon emissions from shipping by 50 percent by 2050, even more aggressive goals have been set by leading players. Leading that charge is Maersk Line, which committed to having a zero-carbon fleet by 2050, a pledge that spawned the Getting to Zero Coalition initiative of more than 70 companies committed to getting commercially viable deep-sea zero-emission vessels powered by zero-emission fuels into operation by 2030. In this inspirational general session, leading industry figures will discuss the state of play in research, best practices, and possible costs that are almost certainly inevitable as the industry prepares for historic change.

**Sponsored by De Well Group**

Panelists

Jeremy Nixon, Global CEO, Ocean Network Express (ONE)

Elisabeth Munck af Rosenschöld, Sustainability Manager, IKEA Transport & Logistics Services

Dr. Joseph W. Pratt, Partner, Zero Emission Advisors

Otto Schacht, Executive Vice President, Sea Logistics, Kuehne + Nagel International AG

10:45 — 11:10 AM

## **Networking Break**

**Location:** 1st Floor

**Sponsored by Unique Logistics International (USA) Inc.**

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11:10 - 11:15 AM

## **TPM20 Recognition: Building Homes for Heroes**

**Location:** Grand Ballroom, 2nd Floor

Since 2006, Building Homes for Heroes® has made a significant difference in the lives of wounded American service members and their families. The organization gifts mortgage-free homes that meet the needs of men and women who have selflessly served our country. These homes not only help to remove the family's financial burden but also help to restore the individual's freedom and enable the veteran to lead a more independent and productive civilian life. Founded by Andy Pujol, owner and operator of New York-based logistics provider VIP International, Building Homes for Heroes gifted its 225th home last year and hopes to reach 300 homes by 2021 and its milestone 500th home by 2025. The JOC and IHS Markit are honored to recognize Pujol and Building Homes for Heroes at TPM20.

### Introduction

Chris Brooks, Director, Programming, JOC Events, Maritime & Trade, IHS Markit

### Featured Speaker

Andy Pujol, Founder and CEO, VIP International and Building Homes for Heroes

11:15 AM — 12:00 PM

## **Using Data to Build Intelligent Supply Chains**

**Location:** Grand Ballroom, 2nd Floor

Until recently, collecting data — as in “big” data — was almost considered a goal in itself. Data itself, however, is inert, like so much raw dirt. The information must be managed and manipulated in ways that create value by allowing logistics managers to make informed decisions, creating what is called an intelligent supply chain by using intelligence derived from data. Advances in technology, especially the development of broad digital platforms such as J.B. Hunt 360, are creating the opportunities beneficial cargo owners and shippers need to break down internal data silos and external barriers to sharing data with other parties, including service providers and even competitors. Customers are driving demand for these opportunities. Visibility, for example, is no longer just about locating freight and vehicles. Visibility today is about knowing when and where decisions related to risk management need to be made. It's also about having a broader view and the ability to make connections across pools of data that in the past were mutually impenetrable. In this analytical and actionable address, Shelley Simpson, J.B. Hunt Transport Services' executive vice president, chief commercial officer, and president of highway services, will discuss how we can unlock the power of data to enable actual collaboration and real-time decision-making that will bring a new level of efficiency and intelligence to supply chains.

### Session Chair

William Cassidy, Senior Editor, Trucking and Domestic Transportation, JOC, Maritime & Trade, IHS Markit

### Featured Speaker

Shelley Simpson, EVP, Chief Commercial Officer, President, Highway Services, J.B. Hunt Transport Services

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# Agenda

SUNDAY

MONDAY

TUESDAY

WEDNESDAY

12:00 — 12:45 PM

## View From the Top: A Conversation With Industry Leaders

Location: Grand Ballroom, 2nd Floor

What is the perspective and outlook of industry leaders as we reach the quarter pole of 2020 in a year that could prove to be pivotal for international logistics? As we look forward into 2020 and beyond, how do industry leaders see their segments of the industry evolving? Where do they see risks in the international supply chain? Will technology finally be transformational or will it remain incremental in its impact? What impact has the IMO 2020 low-sulfur fuel mandate had through the first two months since implementation? Consolidation among container carriers has led to increasingly divergent strategies among the few remaining incumbents and is creating new pressures between carriers and forwarders. In this session, we will have a lively discussion with a group of industry leaders about how they see the future unfolding.

**Sponsored by CenterPoint Properties**

Session Chair

Sarah Barnes-Humphrey, Host, Let's Talk Supply Chain, and CEO, Shipz

Panelists

Catherine Arredia, Manager, Carrier Relations and International, Supply Chain, Ecolab

Ludovic Renou, President, CMA CGM America

Tim Scharwath, Member of the Management Board, Deutsche Post DHL Group, and CEO, DHL Global Forwarding, Freight

Tania Polonnowita Wettimuny, Group Managing Director, IAS Holdings

12:45 — 1:45 PM

## Networking Lunch

Location: Hyatt Regency Long Beach, Regency & Beacon Ballrooms, Seaview Rotunda & Pool Deck

1:45 — 2:45 PM

## Concurrent Breakout Sessions

### Planning Supply Chains for the 2022 West Coast Contract Negotiations

Location: Grand Ballroom, 2nd Floor

The 2019 dispute over a reefer automation project at APM Terminals at the Port of Los Angeles was a wakeup call for how volatile the issue of automation is at West Coast ports. It already has insiders worried about 2022 when the West Coast collective bargaining agreement will next come up for renewal and could flare again at any moment if and when other terminals choose to pursue automation projects, as is their right under the existing longshore labor contract. For importers and exporters, one of the key lessons from the 2002 and 2014 contract negotiations — when labor disruptions and retaliation by employers led to gridlock at West Coast ports — was the need to establish business relationships with truckers and warehouse operators on the East and Gulf coasts long before the West Coast contract expires to ensure supply chain capacity in case they must divert their freight to other gateways. One thing the International Longshore and

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Warehouse Union and the Pacific Maritime Association can agree on is that West Coast ports must improve cargo-handling efficiency and reduce operating costs in order to stem a further loss of market share to competing ports in the US, and to Vancouver and Prince Rupert in Canada — making automation the linchpin for both sides. The West Coast share of US imports from Asia has declined from 71.2 percent in 2014 to 61.9 percent last year, according to PIERS (a sister product of The Journal of Commerce within IHS Markit). Representatives of the National Retail Federation and the Pacific Merchant Shipping Association will give their views on what labor and management on the West Coast must do to be the ports of choice in the US-Asia trade.

#### **Sponsored by Performance Team**

##### Session Introduction

Fred Gilbert, Vice President, Strategy and Marketing, Performance Team

##### Session Chair

Bill Mongelluzzo, Senior Editor, West Coast, JOC, Maritime & Trade, IHS Markit

##### Panelists

Jonathan Gold, Vice President, Supply Chain and Customs Policy, National Retail Federation

John McLaurin, President, Pacific Merchant Shipping Association

## **IMO 2020: Where We Stand and What the Transition Looks Like**

**Location:** Room 102, 1st Floor

From an operational standpoint, the Jan. 1 start date of the International Maritime Organization's low-sulfur mandate went without a hitch. Now comes the hard part for carriers: getting a handle on fuel-price volatility expected to last at least another three months while determining whether to order more scrubber installations, based on where they see high-sulfur fuel supply and pricing heading. For beneficial cargo owners, price discovery on the low-sulfur fuels may offer a better idea of how to budget for next year, but the variety of pass-through costs by carriers and trade lanes adds a dimension to analyze amid trans-Pacific service contracting. In this highly anticipated actionable session, industry experts will detail the medium-term outlook for pricing and supply of low- and high-sulfur fuels; how scrubbers are reshaping the operating-cost landscape; BCO strategies for freight invoicing; and just how effective enforcement is in keeping the playing field fair.

##### Session Chair

Kevin Saville, Associate Managing Editor, JOC, Maritime & Trade, IHS Markit

##### Panelists

Hédi Grati, Consulting Director, Oil Markets, Midstream & Downstream, IHS Markit

Mary McNelly, Director, Global Logistics, Crocs

Adrian Tolson, Director, BLUE Insight Lead

## **Cool Cargoes III: What Do Shippers Really Want — and at What Price?**

**Location:** Room 104B, 1st Floor

The global refrigerated perishables business has seen growth and expansion, in no small part because of the rise of the middle class and the reach of global carriers. Despite this

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expansion, freight rates have fallen over the years, rendering some of the largest commodity types, including proteins and bananas, to be marginally profitable for the carriers. Carriers have reacted by reducing services, limiting investment in containers, gen-sets, and other equipment; and reducing terms on contracts for free time and detention and demurrage. In today's environment, are BCOs' expectations being met when compared to the price they pay for moving the cargo? What do the refrigerated BCOs truly want, and how willing are they to pay for reinvestment back into this perishable commodity group for future growth?

#### **Sponsored by AFMS Global Transportation Consultants**

##### Session Introduction

Mike Erickson, CEO, AFMS

##### Session Chair

William C. Duggan, North American, Cold Chain Adviser, Eskesen Advisory

##### Panelists

Ronald Hildebrandt, Senior Vice President, Global Logistics, Trident Seafoods

Jean Murphy, Vice President, Trade Policy and Technical Services, US Poultry & Egg Export Council

Stephen Sothmann, Associate Director, Meat Import Council of America

Ed Tracey, Vice President, Supply Chain and Sustainability, Produce Marketing Association

2:45 — 3:15 PM

### **Networking Coffee Break**

Location: 1st Floor

**Sponsored by Montreal Port Authority**

3:15 — 4:15 PM

### **Concurrent Breakout Sessions**

#### **Shipper Strategies: Managing Container Flow Through Marine Terminals and Rail Ramps in 2020**

Location: Grand Ballroom, 2nd Floor

The collection and sharing of data on terminal congestion, gate times, and cargo availability increasingly is seen as the way forward for improving cargo fluidity at marine terminals and intermodal rail ramps. At most ports and rail facilities, however, the collection of data lacks standards, causing truckers to question the accuracy of the data. Since 2013, the Harbor Trucking Association has tabulated monthly truck visit times at the 12 container terminals in Los Angeles-Long Beach, and more recently at Oakland. The HTA publishes key performance metrics including average turn times on a terminal-by-terminal and a portwide basis, as well as the percentage of truck visit times each month that exceed two hours. The HTA meets regularly with individual terminal operators, and the two parties agree on how each can improve performance for the good of the entire supply chain. The efforts are producing quantifiable results, with recorded turn-times in September the best in six years. Kuehne + Nagel, with offices throughout North America, each week collects turn-time data at some 65 marine

terminals and rail ramps. In addition to detecting trends, the data allows the service provider to advise its customers on where the bottlenecks are and how to work around those obstacles. This panel will discuss trends and provide real-world advice on how marine terminal and rail ramp operators can work with their customers to improve cargo velocity.

**Sponsored by E2open**

Session Introduction

Kambiz Pakzad, Area Vice President, Account Management, E2open

Session Chair

Bill Mongelluzzo, Senior Editor, West Coast, JOC, Maritime & Trade, IHS Markit

Panelists

Weston LaBar, CEO, Harbor Trucking Association, and President and CEO, Ventures 52

Bill Rooney, Vice President, Strategic Development, Kuehne + Nagel

Michael Symonanis, Director, North America Logistics, Global Container Logistics Group, Louis Dreyfus

Michelle Taylor, CEO, Taylor Logistics

## Shipper Strategies: Developing an Effective Air Cargo Plan

**Location: Room 102, 1st Floor**

Managers of ocean BCO supply chains have traditionally held a special dislike for air cargo, regarding that transportation option as nothing more than a costly last resort that's guaranteed to get the CFO yelling down the line. But this is an unfair and outdated assessment of the air freight market, where new digital platforms using IoT and big data are improving visibility and allowing more strategic management of shipments. Despite the higher transportation cost, there are savings to be found in BCO supply chains by adjusting the air and ocean mix and moving away from the air-cargo-as-an-emergency approach. This panel of BCOs and logistics experts will discuss how to incorporate air cargo into your supply chain in a structured manner without breaking the bank.

**Sponsored by Apex Logistics International, Inc.**

Session Introduction

Michael Piza, Vice President, Corporate Sales, Apex Logistics

Session Chair

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

Panelists

Alan Chester, Senior Vice President, International Operations and Transportation, Williams Sonoma

Tim Strauss, Vice President, Cargo, Air Canada

Christian Sur, Executive Vice President, Unique Logistics International

Stan Wraight, President and CEO, Strategic Aviation Solutions International

## Cool Cargoes IV: Population Growth, Climate Change, and the Long-Term Threat

**Location: Room 104B, 1st Floor**

A rapidly growing population that has seen the world's inhabitants soar from 6.13 billion

in 2000 to an expected 7.49 billion this year, coupled with increasing incidents of drought, devastating storms, and rising temperatures, is leading to unprecedented change in living conditions. How the near-, medium-, and long-term future plays out will have significant consequences on the world's food supply and the supply chain interests that produce and transport it. This concluding Cool Cargoes session will take the long view of these critical issues, debate the conflicting mega-trends, and identify opportunities and threats to cold-chain interests.

#### Session Chair

Thomas Eskesen, Founder, Eskesen Advisory

#### Panelists

Ryland Maltsbarger, Associate Director, Agri-Business Intelligence, Energy & Natural Resources, IHS Markit

Jessica Poliner, Vice President and General Manager, Global Marine, Rail and Air, Thermo King

Raja Ramachandran, Co-Founder and CEO, Ripe.io

4:15 — 5:15 PM

## **Where Do We Go From Here? Spinning Forward the Key Takeaways From TPM20**

**Location:** Grand Ballroom, 2nd Floor

Having heard from multiple experts at TPM20, what does the picture look like as we head deeper into 2020, and how should BCOs approach this climate? Given the dynamics of the 2020 market, what should be the key strategies around service contracting going into direct carrier negotiations ahead of what, for many, remains a May 1 renewal date on annual contracts? How should BCOs approach the fuel issue with IMO 2020 now a reality? What tweaks to carrier mix and number of carrier contracts should BCOs be considering given the fewer number of carriers remaining in the market? How best to manage the greater frequency of blanked sailings and continued likelihood of far-from-perfect schedule reliability? How should BCOs be looking at the mix of direct contracts versus NVOs? These topics and others will be addressed in a session that will spin forward key takeaways from TPM20.

#### Session Chair

Peter Tirschwell, Vice President, Maritime & Trade, IHS Markit

#### Panelists

Philip Damas, Managing Director, Drewry, and Operational Head, Drewry Supply Chain Advisors

Andrew Gillespie, Director, Global Logistics, Ansell

Matthew Leech, CEO and Managing Director, DP World Americas

Thorsten Meincke, Member of the Board Air/Ocean Freight, DB Schenker AG

5:15 — 7:15 PM

## **Networking Reception**

**Location:** Hyatt Regency Long Beach, Pool Deck

**Sponsored by Georgia Ports**

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## Wednesday, 4 March 2020

8:30 — 11:00 AM

### Registration

Location: Hyatt Regency Long Beach, Lobby

Sponsored by Port of Long Beach

8:30 — 9:00 AM

### Networking Breakfast

Location: 104 Foyer

9:00 — 10:00 AM

### Shipper Case Studies

#### Direct Chassis Leasing: A Case Study in the Benefits for BCOs

Location: 104B, 1st Floor

Shippers trying to improve flow and reduce costs at major port gateways continue to experience challenges with chassis in terms of shortage of supply, imbalance of equipment, wait times, split chassis fees, different cost structures from different drayage providers, and detention and demurrage costs. The chronic chassis issues led footwear/apparel importer SG Companies in July 2019 to opt for a different solution: leasing its own chassis in an arrangement with FlexiVan. Grains and animal feed exporter Fornazor also leases chassis. In this session, Jeff Solomon of SG Companies and Carl Varner of Fornazor will discuss the benefits and pitfalls of leasing chassis versus relying on the chassis pool-of-pools at Los Angeles-Long Beach and how the determination was made on the correct number of chassis to lease.

#### Session Chair

Bill Mongelluzzo, Senior Editor, West Coast, JOC, Maritime & Trade, IHS Markit

#### Panelists

Jeffrey Solomon, Director, Logistics and Compliance, SG Companies

Scott Stogner, Director Sales Northeast, FlexiVan Leasing Inc.

Carl Varner, Vice President, Logistics, Fornazor International

#### A BCO Rationale for Shipment Visibility: How Eastman Chemical Is Turning Visibility Into Commercial Advantage

Location: 104C, 1st Floor

The major specialty chemicals company Eastman Chemical set a goal of providing an “Amazon-like experience” to its customers, as part of an overall strategy to deliver excellent products and services and differentiate itself from competitors. Visibility to where products are is a key element of delivering this value, which means supply chain and logistics are playing a critical

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role in making this vision a reality. After a lengthy vetting process, Eastman selected visibility provider FourKites and IoT device provider ShadowTrack24/7 for a pilot in North America (for truck and ocean) and Europe (for rail). The logistics, IT, and supply chain teams set the initial goals and expectations for the pilot and selected and approached customers. They tested the software and GPS devices initially for truck and then for drayage, and then ocean shipments to Europe and Asia. After several months of testing, the results for Eastman were overwhelmingly positive, and it quickly decided to proceed with permanent implementation, with a goal of creating shipment visibility for selected shipments and customers in certain lanes, potentially sharing the status of a shipment with a customer (via Salesforce, for example), as well as being able to receive alerts to manage exception handling for shipments in distress — such as when containers are stuck in a transshipment point. This case study led by Eastman Chemical's Klaus Schnede, and including executives from FourKites and ShadowTrack24/7, will describe the strategy and commercial rationale behind Eastman's goal of creating greater visibility in its supply chain and how the results have played out.

#### Session Chair

Peter Tirschwell, Vice President, Maritime & Trade, IHS Markit

#### Panelists

Matthew Elenjickal, Founder and CEO, FourKites

Klaus Schnede, Manager, North American Marine Category, Eastman Chemical

Jeff Stingel, President/Owner, ShadowTrack 24/7

10:00 — 11:00 AM

## **How Logistics Can Support Exponential Growth: An Ember Case Study**

**Location:** 104B, 1st Floor

As Logistics Management recently wrote, “There’s nothing worse than getting halfway into what was once a piping hot cup of coffee or tea, only to have it go cold on you. But what if you could customize that drink’s temperature as you consumed it, vary the degrees to see how it affects the taste, and enjoy your hot beverage right down to the last drop?” That’s the problem Clay Alexander, a holder of 100 patents who invented the GE LED light bulb, set out to solve; a quest that led to the creation of Ember and its first product, a travel mug, being on the shelves at Starbucks in 2016 and sold through Best Buy. By 2018, with Apple as another major customer, the rapidly expanding company was selling mugs in multiple colors as well as accessories and needed a more sophisticated approach to international logistics. That involved changing its initial approach of working through several third-party logistics providers to one where it relies on a primary 3PL, SEKO Logistics, with an integrated system and capabilities across its end-to-end supply chain. As Logistics Management reported, the relationship began with Ember’s connections to SEKO’s Hong Kong team and has since extended across its supply chain. This case study will explore the value of a close 3PL relationship with a focus on utilization of expedited ocean and how that adds value to improve cash flow.

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# Agenda

## Session Chair

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

## Panelists

Akhil Nair, Vice President, Global Carrier Management and Ocean Strategy, and Director, Commercial, Asia Pacific, SEKO Logistics

Phil Poel, Chief Operating Officer, Ember Technologies

10:00 — 11:00 AM

## **How Shippers Can Take Greater Control Over Airfreight: A Perry Ellis Case Study**

**Location:** 104C, 1st Floor

Lacking visibility and agility across ocean freight procurement leaves shippers at the mercy of a highly volatile market, especially during peak demand periods. Although shifting volume to airfreight can mitigate some of this unreliability, shippers are forced to rely on forwarders because they have no direct contact with the airlines. Once a forwarder accepts the cargo, it vanishes into an untraceable black hole until the forwarder notifies the shipper at the other end. But new digital products are providing a viable alternative, offering real-time transparent and dynamic pricing, live booking options, and a vast improvement to ocean freight. In this case study, Daniel Gazitua, senior vice president of customs, logistics, and trade finance at clothing company Perry Ellis International, will present the company's innovative approach to freight procurement that was devised in collaboration with Freightos Group. For example, while air cargo today is frequently sold as a five-plus-day solution with padded and vague transit times, Perry Ellis can now price, select, and book specific flights in real-time, avoiding the traditional and time-consuming phone or email enquiry process. In this joint presentation, Gazitua and Freightos CEO Zvi Schreiber will outline the issues that drove Perry Ellis to change its airfreight strategy, how this was achieved, and the benefits it will bring for the international shipper.

## Session Chair

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

## Panelists

Daniel Gazitua, Senior Vice President, Customs, Logistics, and Trade Finance, Perry Ellis International  
Zvi Schreiber, CEO, Freightos

11:00 — 11:30 AM

## **Networking Break**

**Location:** 1st Floor

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11:30 AM — 12:30 PM

## Supply Chain Sustainability: A BCO Route to Decarbonization

Location: 104C, 1st Floor

In line with their broader sustainability objectives as global brands, beneficial cargo owners need to see measurable progress from their service providers in reducing carbon dioxide emissions, with more sustainable transportation solutions urgently needed in the drive to decarbonize the supply chain. It is recognized, however, that decarbonization in heavy transport is a challenge that not only will require radical collaboration among all actors in the value chain — from BCOs and carriers to ports and engine manufacturers — but also a policy and financial environment that enables first movers to drive progress. Led by Business for Social Responsibility (BSR) and steering committee members of Clean Cargo, a B2B peer group of more than 65 companies dedicated to accelerating sustainability in the container shipping industry, this timely session will share case studies from Electrolux and H&M detailing their sustainability and decarbonization efforts, followed by a lively discussion including DHL Global Forwarding and Maersk Line executives on opportunities and lessons learned around collaboration on supply chain emissions-reduction efforts, as well as barriers that must be overcome to scale these up and drive further decarbonization efforts for a zero-carbon shipping future.

### Session Chair

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

### Panelists

Angie Farrag-Thibault, Director, Transport & Logistics, BSR

Bjorn Vang Jensen, Vice President, Global Logistics, Electrolux

Lee Kindberg, Director, Environment and Sustainability, Maersk Line

Simon Munn, Vice President, FCL Product, DHL Global Forwarding

Mats Samuelsson, Senior Vice President, Global Logistics, H&M

12:30 — 2:00 PM

## Lunch With Speaker

Location: 104C, 1st Floor

As one of container shipping's premier analysts and thought leaders, Lars Jensen is world renowned for his analysis of current trends and prescience. His next book picks up where his 2017 release, *Liner Shipping 2025: How to Survive and Thrive*, left off. *Global Liner Shipping: A Practical Guide to the Engine Room of World Trade* looks at viable business models for the next decade as the industry prepares for the International Maritime Organization's push to reduce carbon emissions from shipping by 50 percent by 2050, and Maersk's even greater commitment to deploy a zero-emission fleet by the same date.

In his third consecutive TPM wrap-up luncheon address, Jensen will take a four-tiered approach to how the industry will get from where it is in 2020 to where it will be in 2050. What will happen in 2020-2021 as a consequence of the targets for 2025-2030? How prepared is the industry to

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# Agenda

deal with the changes coming in the next two years? What needs to happen in the next 5 to 10 years to make the 2050 goals reality? And finally, what will the industry look like in 2050, and will the carriers actually agree with and — more importantly — act upon the IMO's ambitious goals? Consistently one of TPM's most engaging speakers, Jensen will offer his usual thought-provoking, and potentially controversial, views in this increasingly popular address.

Speaker Introduction

Bill Mongelluzzo, Senior Editor, West Coast, JOC, Maritime & Trade, IHS Markit

Featured Speaker

Lars Jensen, CEO, SeaIntelligence Consulting

2:30 — 4:00 PM

## Long Beach Port Tour

**Location:** Dock #9, outside Parker's Lighthouse, Shoreline Village

The Port of Long Beach cordially invites TPM20 attendees to join a harbor cruise that will tour many of the port facilities. The cruise will depart from Dock #9, just outside of Parker's Lighthouse in Shoreline Village in downtown Long Beach, and will last approximately 90 minutes. The tour will offer a close-up look at the many container terminals, on-dock rail yards, and a diverse mix of cargo that makes the Port of Long Beach a world leader in goods movement. TPM20 attendees may use this opportunity to discuss with port representatives how the current and future challenges of trade growth are being handled at the Port of Long Beach.

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