



INSCHRIJVEN

- Werk je in shiften? Neem dan deel voor of na de werkuren.
- Inschrijven voor een sessie tijdens de werkuren, vereist een goedkeuring van het operationeel management en/of dispatch.

Schrijf je [hier](#) in.

OVERZICHT PROGRAMMA 08.02.2022 (ENGELS)

9.00 - 10.15

PSA's Cargo Solutions Journey - Welcome Session for Asia & EuroMed

Ho Ghim Siew - Siddharth Adya - Eddie Ng

Heard about **PSA Cargo Solutions** but don't know what it's about? Want to know about PSA's digital supply chain platform **CALISTA**? If these questions are on your mind, this session is for you. Hear from the PSA Cargo Solutions management team as they share about **PSA's journey beyond ports** into Cargo Solutions and CALISTA.

10.30 - 11.45

Introduction to Maritime Supply Chain Concepts

Edwin van Hassel - Christa Sys - Thierry Vanelslander

This session will deal with the overall concept of the **maritime supply ecosystem**. The term maritime ecosystem refers to the integrated entire process of the end to end (E2E) supply chain and the different actors, all of which have specific roles and objectives.

In this session, the **different parties within the supply chain** such as manufacturers, suppliers, transporters, warehouse providers, retailers, and customers will be explained and how they interact with each other. Next to that, also the **main concepts** (3PL, intermodal transport, etc.) and **main maritime shipping documents** (commercial invoice, bill of lading, etc.) used are highlighted and positioned in the maritime supply chain. **All this is discussed from the point of view of the deep-sea container terminal.**

Turning Vision into Reality: SABIC and BASF

Sean Tian

Saudi Basic Industries Corporation (SABIC) and Badische Anilin- und SodaFabrik (BASF) are both key multinational chemical companies that supply a wide variety of chemical products to various industries globally. Despite their size and global presence, both SABIC and BASF are not spared from the **supply chain disruptions** that have impacted their production and businesses.

The COVID-19 pandemic has seriously tested the ingenuity, resilience and flexibility of their supply chain but it also opens up an **opportunity for PSA Cargo Solutions to offer solutions better than other logistics service providers in the market**. With a vision to combine our expertise in port operations with differentiated and environmentally sustainable supply chain solutions that are powered by digital technologies, PSA Cargo Solutions (SEA) has rolled out a suite of bespoke solutions to both our strategic customers.

12.00 - 12.30

BDP International and PSA - an introduction

Ghim Siew & Siddharth Adya

PSA has been actively collaborating with its customers and partners to offer **logistics and supply chain solutions beyond the port**. On 1 December 2021, PSA announced that it has signed an Agreement* to acquire 100% of the shares of privately-held BDP International, Inc. (“BDP”) – a leading provider of global integrated supply chain, transportation and logistics solutions.

Join us in this session as we share more about this new milestone and a **brief introduction to BDP**, as well as understand **what this means for PSA**.

**The transaction is still subject to regulatory approvals by the relevant authorities and other customary closing conditions.*

13.15 - 14.30

Creating Rail Cold Chain Corridors: Mumbai

Cheng Yong Khiam

Fruits are the biggest reefer import commodity in India. Major consumption centres are the metros, with Mumbai being the largest market. Hence, fruits are imported into Mumbai to give importers like IG International (IG) the flexibility to feed selected hinterland markets based on demand and supply.

After the fruits are imported into Mumbai, they are cleared at a **Container Freight Station (CFS)** and **transported by road** to the hinterland markets. Road freight is more expensive, more challenging logistically and has a heavier carbon footprint as compared to rail.

IG, PSA Cargo Solutions India and a rail operator co-created a solution to **enable a modal shift from road to rail**, giving IG **significant cost and time savings**, as well as a marked **reduction in their carbon footprint**.

If you would like to find out more about our **multimodal solutions**, this session from our PSA Cargo Solutions MESA team is for you!

The Digital Supply Chain Ecosystem - a brief introduction

Eddie Ng, Kam Poh Yuen, Bertrand Chen

Ever wondered about the differences between an application, platform and data infrastructure? Heard of industry platforms like the GSBN (Global Shipping Business Network) and want to know more?

This session aims to provide participants with a basic understanding of **components of the digital supply chain ecosystem**, and share how PSA participates in key industry initiatives to optimise our operations and customers' supply chains.

15.00 - 16.15

Keynote: Vertical integration along supply chains

Theo Notteboom

This session will shed light on **vertical integration as a business strategy for terminal operating companies** by answering a series of questions.

What is the current status of vertical integration in global containerized supply chains? What logistics activities are rival terminal operators developing and why? How can terminal operating companies build sustainable competitive advantage in the logistics industry by leveraging their core competencies in terminal operations? What is valued by customers? How to avoid logistics services experience a debasement and become basic services, only generating a small margin?

16.45 – 17.15

BDP International and PSA - an introduction (recording)

Ghim Siew & Siddharth Adya

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16.45 – 17.15

FISH Fun & Play: Active Break

Zaina De Beer

During this active break we will be using the whole body but without equipment. After a warm up, we will work to train both the legs, abdomen/back and arms.

We will move for 45 seconds and then rest for 25 seconds. This creates an after burn effect whereby the body will be up to 48 hours later. We conclude with a cooling down/stretch.

An ideal break to forget everything for a while, to get out of your comfort zone and let go of everything.

17.45 – 19.00

PSA's Cargo Solutions Journey - Welcome Session for Americas

Enno Koll - Pascal Reinards

Heard about **PSA Cargo Solutions** but don't know what it's about? Want to know about PSA's digital supply chain platform **CALISTA**?

If these questions are on your mind, this session is for you. Hear from the PSA Cargo Solutions management team as they share about **PSA's journey beyond ports into Cargo Solutions** and CALISTA.

19.30 – 20.45

Beyond Port Operations: Canada & Italy

Natalia Nomura & Steven Coppens

In this session, our colleagues **Steven Coppens** and **Natalia Nomura** will take us on the ingenious Canada and Italy cases enlightening us on:

- What are those Cargo Solutions initiatives about?
- What make them unique?
- What were the implementation challenges and how were they overcome? How we ramped-up new customer base?
- What is in it for the Customers?

Multimodal Transport Solutions explained

Prof. Jochen Maes

In his session on hinterland transport, Jochen will be guiding us in the **benefits and challenges for intermodal transport solutions**. In Western-Europe, and specifically in the Antwerp region, road congestion is an increasing problem for realising smooth and reliable transport solutions. The congestion on the highway networks is now also felt at the land-side of terminals. This is increasing costs and urges the transport sector to develop alternative solutions via inland waterway transport and railways. Moreover, these intermodal options are contributing to the sustainability ambitions of the PSA, the transport sector and European policy makers.

Nonetheless the alternatives to road transport can offer a reliable and sustainable alternative, they both have their operational challenges. Intermodal transport is a more complex way of transporting containers, and rapid take-up of sustainable trucks (running on LNG or electricity) could way on the validity of the sustainability argument.

The session will offer an **accessible introduction to road, inland waterway and rail transport**. Then, the benefits and (future) challenges are discussed.

21.00 - 21.30

Fun & Play: Cargo Solutions Quiz

Sander Dom – Liselot Paeleman

What do you know about Cargo Solutions? Test it during our **interactive quiz**.

You can expect a good portion of **fun** with your colleagues and **great prizes!** And of course you will return with **interesting facts** about different domains within Cargo Solutions.

OVERZICHT PROGRAMMA 09.02.2022 (ENGELS)

9.00 - 10.15

Keynote: Vertical integration along supply chains

Theo Notteboom

This session will shed light on **vertical integration as a business strategy for terminal operating companies** by answering a series of questions.

What is the current status of vertical integration in global containerized supply chains? What logistics activities are rival terminal operators developing and why? How can terminal operating companies build sustainable competitive advantage in the logistics industry by leveraging their core competencies in terminal operations? What is valued by customers? How to avoid logistics services experience a debasement and become basic services, only generating a small margin?

Control Tower Orchestration: SE Asia & Europe

Karen Teh & Liselot Paeleman

The ongoing supply chain challenges have amplified the disruptions felt by customers. Shippers need a balance of reliability and flexibility for solutions offered by logistics service providers. Visibility and the ability to extract **sustainability value** out of the solutions are key.

By tapping on our core competencies of PSA's operational excellence as a leading terminal operator, PSA Cargo Solutions is able to provide shippers with **bespoke priority handling of the cargo and timely visibility of the logistics movements** – better than other logistics service providers in the market. This leads to opportunities for deeper engagements with beneficial cargo owners.

In **Southeast Asia**, this allows cargo owners to build their distribution hubs in Singapore, or synergise node-to-network solutions such as cargo orchestration from the PSA's Jurong Island Terminal to Western China through the International Land-Sea Trade Corridor (ILSTC). In **Euromed**, we have built a strong network of hinterland connections in and between Belgium and The Netherlands. Customers have access to an online Hinterland Booking Module developed in-house on CALISTA, which contributes to a more transparent, reliable and greener supply chain. With this, PSA meets the ever-increasing demand for integrated pre- and on-carriage services directly from our Euromed deepsea terminals onward to key markets in Southeast Asia through the transshipment hub of Singapore. Our H1 provides a good foundation for H2 collaboration, which in a healthy cycle drives further H1 volumes via our terminals.

10.30 - 11.45

Behind the Scenes: Cross-border eCommerce Shipments to US

Mike Yap

Have you ever wondered why it takes 2 or more days for your parcel to reach you after it arrives in your country? What could go wrong with your parcel delivery?

Digital Customs and Container Freight Stations (CFS) have a significant impact to the cross-border service delivery of eCommerce in the US. Many times, consumers tracking their parcels are curious as to why the parcels are held up after flights or vessels arrive in the US. Find out about the **critical role that CFS plays in the US** when shipments arrive in airports and seaports for Customs clearance, and the value that CFS adds to the last-mile delivery process – to deliver the goods to the end customer.

Railway Services and e-Commerce Logistics: China

Alfred Sim & Gordon Tan

The pandemic has adversely disrupted supply chains. Instead of being nailed down by the pandemic which has affected the whole freight forwarding market, the **China Cargo Solutions team** turned the tide around and seized the opportunity to **launch value-added services** in the market, **including air freight, railway transportation and e-commerce logistics** which are in hot demand.

PSA China Cargo Solutions has since launched products to the market including China-Europe railway express from Chengdu in China to Vorsino, Tilburg, Duisburg, Lodz and Małaszewicze in Russia and Europe.

We served international BCOs like P&G to perform multimodal service from Europe to Southeast Asia and Northeast Asia. We also provided e-commerce B2B Fulfillment by Amazon (FBA) and B2C parcel shipments from China to Europe and North America. We have commenced our exciting journey up the logistics value chain alongside PSA to provide value-added end-to-end supply chain solutions to our end-customers.

If you would like to find out more, this session from our colleagues Alfred Sim and Gordon Tan is for you!

12.00 - 12.30

Supply Chain Sustainability – Awareness, Strategy & Action!

Eddy Ng

A key dimension moving forward in supply chain solutioning will be sustainability as we build **responsible value chains for the future** and shift towards **sustainable global trade**. Beyond just reducing Scope 1 and 2 emissions, companies are now taking an end-to-end perspective in addressing emissions across their whole supply chain.

Concurrently, sustainability has become one of the key global supply chain trends, with a shift in demand towards green products and sustainable practices from key stakeholders such as customers, governments, legislators and communities.

Commitment to **climate action** is growing fast in all sectors of society and addressing **Scope 3 emissions** and **supply-chain decarbonization** will be a “game changer” and fundamental for companies to realize credible climate change commitments.

Join us in this session to find out more on the key strategies of PSA’s sustainability focus, our decarbonisation pathways and partnerships within the supply chain ecosystem in pursuing decarbonisation for long term value creation!

FISH Fun & Play: Active Break

Karim Setta

During this active break, Karim is going to teach you how to relieve your shoulders and lower back. This through movement and lots of tips!

You don't need anything in particular. Keep a towel, some water and a mat (if you have this) nearby.

13.15 - 14.30

Sailing to New Horizons: Cargo Solutions Start-up in EuroMed & Americas

Zeki Demirag & Filip Merckx

How are goods moving? Why are they in a container? Why are they waiting within a terminal, or in a warehouse? Who decides, and according to which dynamics? What is the logic behind the requirements of a certain supply chain? And finally, how can we position ourselves within this flow and create value?

Join us in taking a deep dive into **the kickstart of Cargo Solutions initiatives in the Euromed & Americas Region**; through a prime example of **cargo orchestration and value creation for BCO's**, in a highly volatile and price sensitive logistics environment.

Cargo owners can control cargo flows in today's disrupted world - myth?

Lennaert Heip & Jurgen Huygh

In his presentation, **Lennart Heip** (Dow) will focus on the **new normal in shipping of containers**. He will **share a shipper's view**, discussing the evolution from early 2020 right down to today's situation.

Some of the reasons for this evolution will be discussed, as well as an attempt to predict the future. Finally, some challenges in the area of Trade Compliance will be shared.

In his presentation, **Jurgen Huygh** (Barry Callebaut) will focus on the **challenges in shipping food in today's world** taking into account global disruptions in ocean logistics on the one hand and customers' expectations on the other hand.

15.00 – 16.15

Keynote – The Day after Tomorrow: The Phoenix Transformation of PSA

Peter Hinssen

Ten years ago, I wrote a book called 'The New Normal', about what would happen when digital would stop being 'special', and just become normal. That's exactly what happened in the last decade, and the global COVID pandemic only functioned as the 'great accelerator' of that **New Normal**. But it would be very naïve to think that post pandemic we're just going back to the 'Old Normal'.

On the contrary, I believe we are heading for a radical 'Never Normal', the constantly changing business environment, with Seismic Shocks (technological, biological, ecological, even geopolitical) driving Systemic Shifts. Every single one of these Shifts offers opportunities, and **companies have to have an eye on the 'Day After Tomorrow' to seize these chances.**

New players, the famous **Unicorns**, will be able to grow quickly in such an environment, but I fundamentally believe this is also an opportunity for traditional companies to re-vent themselves: the **Phoenix phenomenon**, where companies can use the power of the Never Normal to innovate faster, and grow stronger.

But what does strategy mean in the Never Normal ? How do you organize yourself to take advantage of the Never Normal ? And how does culture, mindset and leadership evolve ? I believe the best recipe for the Never Normal is the **VACINE model**: a combination of Velocity, Agility, Creativity, Innovation, Networking and an appetite for Experimentation.

How does this apply to PSA, and **what is necessary to make PSA a successful Phoenix in the Never Normal?**

16.45 - 17.15

Fun & Play – Hatha Yoga for beginners

Anne-Laure Rondel

With our **Fishball** program, we bring awareness to the importance of **self-care, mental well-being** and **resilience**.

Discover the benefits of yoga for your **body** and **mind** during this relaxing FISH Fun & Play moment on the mat! Plus, it's the perfect opportunity to see your colleagues again during Corona times and participate in a fun activity together.

17.45 - 19.00

Introduction to Maritime Supply Chain Concepts

Edwin van Hassel - Christa Sys - Thierry Vanelslander

This session will deal with the overall concept of the **maritime supply ecosystem**. The term maritime ecosystem refers to the integrated entire process of the end to end (E2E) supply chain and the different actors, all of which have specific roles and objectives.

In this session, the **different parties within the supply chain** such as manufacturers, suppliers, transporters, warehouse providers, retailers, and customers will be explained and how they interact

with each other. Next to that, also the **main concepts** (3PL, intermodal transport, etc.) and **main maritime shipping documents** (commercial invoice, bill of lading, etc.) used are highlighted and positioned in the maritime supply chain. **All this is discussed from the point of view of the deep-sea container terminal.**

19.30 - 20.45

Strengthening Cargo Owner Relationships in South America

Mayerline Santamaria and Roberto Triay Cuestas

There is no doubt that the world is facing one of the biggest challenges in the history. COVID-19 set new and unknown obstacles to humanity, impacting the global maritime transport and all actors in the supply chain. Then, throughout this contingency and understanding that **disruptive crisis** can reshape the industry, we must ask ourselves how to convert this into creating value? With the changes at a speed never seen before, how can it be **transformed into value adding change to the Port Industry?**

In this session, our colleagues Mayerline Santamaria (Puerto Agudulce Colombia) and Roberto Triay Cuestas (Exolgan Argentina) will share their best practices to respond to those questions and their view about key areas in **developing a long term commercial relationship** making the best out of critical situations.

21.00 - 21.30

Fun & Play: Cargo Solutions Quiz

Sander Dom – Charlotte Poelmans

What do you know about Cargo Solutions? Test it during our **interactive quiz**.

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OVERZICHT PROGRAMMA 10.02.2022 (NEDERLANDS)

9.00 - 10.15

PSA's Cargo Solutions Journey

Pascal Reinards – Filip Merckx

Heb je al van **PSA Cargo Solutions** gehoord, maar weet je niet exact waar het over gaat?

Wil je meer weten over het wat, waarom, hoe en wanneer van Cargo Solutions binnen PSA en ons digitaal supply chain platform **CALISTA?**

Tijdens deze sessie nemen Pascal Reinards en Filip Merckx je mee in de **Cargo Solutions Journey** van PSA.

10.30 - 11.45

Introductie tot Maritime Supply Chain Concepten

Edwin van Hassel, Christa Sys & Thierry Vanelslander

In deze sessie worden de **algemene begrippen** en **betrokken partijen** van de **maritieme supply chain** uitgelicht.

De betrokken partijen (fabrikanten, leveranciers, vervoerders, opslagplaatsen, detailhandelaars en klanten) hebben elk een specifieke rol en doelstelling binnen de supply chain, waar we dieper op in gaan. Daarnaast werpen we een blik op de belangrijkste **concepten** en **maritieme vervoersdocumenten** in de supply chain.

Zo komen we uit op het volledig geïntegreerde proces van de end-to-end (E22) toeleverings-keten met zijn verschillende actoren.

12.00 - 12.30

Hatha Yoga voor beginners

Lyza Michels

Met ons **Fishball** programma maken we je bewust van het belang van **zelfzorg, mentaal welzijn** en **veerkracht**.

Ontdek de voordelen van yoga voor je lichaam en geest tijdens dit ontspannen FISH Fun & Play moment op de mat! Plus, het is de perfecte gelegenheid om je collega's weer te zien tijdens de Corona tijden en samen deel te nemen aan een leuke activiteit.

13.00 - 14.15

Op weg naar nieuwe horizonten: de start-up van Cargo Solutions in België

Filip Merckx & Charlotte Poelmans

Hoe worden goederen verplaatst? Waarom zitten ze in een container? Waarom wachten ze in een terminal of in een magazijn? Wie beslist en volgens welke dynamiek? En tot slot, hoe kunnen we ons positioneren binnen deze logistieke keten en meerwaarde creëren? Wil je meer weten over onze zelf ontwikkelde Cargo Solutions vanuit het oogpunt van de klant?

Ontdek samen met ons de **Cargo Solutions initiatieven van PSA CS Belgium**; aan de hand van onze op maat gemaakte en duurzame supplychain oplossingen voor drie klanten.

Multimodale transportoplossingen in Europa: voordelen & uitdagingen

Jochen Maes

Jochen Maes maakt ons in deze sessie wegwijs in de voordelen en uitdagingen inzake intermodale transportoplossingen.

De problematiek van congestie in het wegennet zorgt voor een mismatch in de realisatie van vlotte en betrouwbare transportoplossingen.

Deze congestie wordt nu ook gevoeld aan de landzijde van terminals. De kosten verhogen, waardoor de transportsector aangemoedigd werd tot het **ontwikkelen van alternatieve oplossingen via de binnenvaart en het spoor**.

Buiten hun kostenverlagende, duurzaam en betrouwbare karakter, dragen deze intermodale opties bij tot de duurzaamheidsambities van de transportsector, de Europese beleidsmakers en PSA.

Hiertegenover staat dat intermodaal vervoer een complexere manier is om containers te vervoeren welke operationele uitdagingen met zich meebrengen.

De versnelde invoering van duurzame vrachtwagens (die rijden op LNG of elektriciteit) zou de geldigheid van het duurzaamheidsargument in het gedrang kunnen brengen.

De sessie biedt een **inleiding op weg-, binnenvaart- en spoorvervoer** waarin de voordelen en (toekomstige) uitdagingen worden besproken.

14.30 - 15.45

Keynote: Verticale integratie binnen supply chain

Theo Notteboom

Deze sessie zal licht werpen op **verticale integratie als een bedrijfsstrategie voor terminalbedrijven** door een reeks vragen te beantwoorden.

- Wat is de huidige status van verticale integratie in de wereldwijde supply chains voor containers?
- Welke logistieke activiteiten ontwikkelen rivaliserende terminalbedrijven en waarom?
- Hoe kunnen terminalbedrijven een duurzaam concurrentievoordeel opbouwen in de logistieke sector door gebruik te maken van hun kerncompetenties in terminalactiviteiten?
- Wat wordt door klanten gewaardeerd?
- Hoe kan worden vermeden dat logistieke diensten een devaluatie ondergaan en basisdiensten worden die slechts een kleine marge genereren?

16.15 - 16.45

Fun & Play: Cargo Solutions Quiz

Sander Dom – Liselot Paeleman

Wat weet jij over Cargo Solutions? Test het tijdens onze **interactieve quiz**.

Je mag je verwachten aan een heerlijke portie **fun** met je collega's en **leuke prijzen!**

En natuurlijk keer je terug met **interessante weetjes** over verschillende domeinen binnen Cargo Solutions.