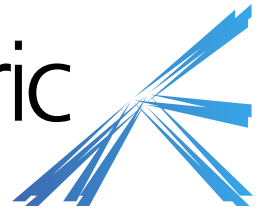


LEARN, DEBATE AND NETWORK
 – PCL 2010 IS **THIS YEAR'S
 DEFINITIVE EVENT** FOR PORT
 CENTRIC LOGISTICS.

PortCentric Logistics



Hilton Hotel, Manchester, UK. 2–3 March 2010

Key conference themes

- The big picture – where we are now and where can we get to with port centric logistics solutions?
- FMCG agile supply chains – food and non-food
- Port capacity, asset management and investments
- Supply chains for high-value goods
- Product handling, transparency and traceability in port centric supply chains
- The future role of port centric solutions in manufacturing, distribution and retail supply chains



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Developing partnerships, creating opportunities

The concept and application of port centric logistics is gathering pace throughout Europe and has the potential to benefit all participants in the supply chain including primary retailers, manufacturers and distributors, deepsea and shortsea ship operators, port owners, logistics providers and other related service operators.

For the first time, this brand-new conference brings together the relevant supply chain partners to examine, debate and learn how effective port centric logistics solutions are changing current distribution systems, improving effectiveness and generating competitive advantage. In a carbon constrained society, the port centric model can make a significant contribution to supply chain improvements.

— PORT
CENTRIC
SOLUTIONS
CAN RESULT
IN SIGNIFICANT
COST
REDUCTIONS
WITHIN THE
SUPPLY CHAIN

Expert speakers from retail, logistics, ports, carriers and consulting will share their knowledge and experiences, and examine trends in maritime trade flows, economic impact, barriers and opportunities, development and planning challenges, productivity benefits, improved customer service, equipment, technology and systems requirements. And, most importantly, port centric case studies and first-hand sector experience will be shared from, amongst others, the fast-moving food and non-food industries, manufacturing and specialized cargoes.

*This is your chance to debate with the trailblazers,
meet potential new partners and develop
commercial opportunities.*

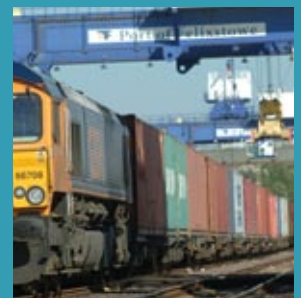
Who should attend?

This conference will benefit:

- Retailers, shippers, receivers and other buyers of transport services
- Manufacturers
- Ship owners and operators (shortsea and deepsea)
- Port and terminal operators
- Storage and warehousing providers
- Supply chain professionals
- Logistics and distribution experts
- Rail and road hauliers
- Service providers
- Consultants, analysts and academics
- Economic development practitioners

Networking opportunities

The event offers a range of opportunities for delegates from all sectors to meet and network. Ample time will be given at morning coffee, afternoon tea and lunch on both days. In addition, all delegates are invited for drinks at the Hilton Hotel's Cloud 23 bar at the end of the first day.



PCL WORKSHOP

Port centric logistic in operation — how to create successful solutions in a multi-user environment, based on practical experience at Felixstowe, Port of Tyne and Thamesport.

Following the conference, on Thursday 4 March, we shall be holding a half-day workshop for those looking to further their understanding of the nuts and bolts of port centric logistics. The workshop is open to anyone — conference delegate or not — and will provide a valuable and complementary addition to the main conference agenda.

WORKSHOP AGENDA

Introduction

Identifying the potential value to your business:

- Cost-savings – freight related costs and logistics costs
- Product availability – lead-time reduction and decision-point postponement

Developing new processes:

- Working with the port-authorities - understanding the 'rules of the game' and delivering long-term benefits
- Working with on-port logistics service-providers - key contractual roles & responsibilities and information flows

Examples of working solutions:

- High-volume FMCG
- Plant & equipment
- Beers wines & spirits (bonded)
- Home-shopping
- Bulk materials

Making a start:

- Where to focus?
- What happens tomorrow?

The workshop will be delivered by Steve Cuff, Managing Director, SCC Associates Ltd; John Tye, Commercial Director, Port of Tyne; Bob Thomson, Commercial Director, Howard Tenens; and Phil Bass, Operations Director, BAP Group

Cost £250 plus VAT or £200 plus VAT if booked alongside a conference delegate place.



THE CURRENT ECONOMIC DOWNTURN CAUGHT MOST, IF NOT ALL, OF US BY SURPRISE. EVEN MORE SURPRISING WAS THE SPEED WITH WHICH THE CHANGES TOOK PLACE. THE MOST SINISTER TREND FROM A SUPPLY CHAIN POINT OF VIEW WAS THE CONSTANT FLUCTUATIONS IN THE PRICE OF OIL AND COMMODITIES.

UNFORTUNATELY, THESE CHANGES POINT TO AN EMERGENT REALITY OF HIGHER OVERALL MARKET VOLATILITY BECOMING THE NORM IN THE FUTURE.

...TO THIS END, SUPPLY CHAINS NEED TO DEVISE RADICALLY DIFFERENT APPROACHES TO COMPETE SUCCESSFULLY IN THE NEW BUSINESS ENVIRONMENT. FOR SUPPLY CHAIN DECISION-MAKERS, THIS MEANS RELEARNING HOW TO DEVELOP STRATEGY AND HOW TO EXECUTE IT EFFECTIVELY. NO ORGANIZATION CAN BE IN COMPLETE CONTROL OF ITS DESTINY. BUT WITH A FUTURE-FOCUSED MINDSET, LEADERS CAN BECOME MORE ADEPT AT NAVIGATING IN THE UNCERTAIN SEAS OF CHANGE.

...THE MANDATE TODAY IS TO OPERATE WITH MINIMUM HARM TO THE ENVIRONMENT, TO REDUCE ENERGY CONSUMPTION AND POLLUTANT GENERATION, AND TO RECYCLE ALL DISCARDED PRODUCTS AND PACKAGING. ALREADY, WE'RE STARTING TO SEE THE REQUIREMENTS (BOTH REGULATORY AND FROM CUSTOMERS) THAT PRODUCTS CARRY CARBON FOOTPRINT INFORMATION. AS THESE MANDATES INCREASE AND AS CONSUMERS BECOME MORE ENVIRONMENTALLY CONSCIOUS, COMPANIES THAT CAN TRANSPARENTLY SHOW THAT THEIR PRODUCTS AND SUPPLY CHAINS ARE THOUGHTFULLY DESIGNED TO TAKE THE ENVIRONMENT INTO ACCOUNT WILL ENJOY A COMPETITIVE ADVANTAGE.

MAHENDER SINGH
RESEARCH DIRECTOR FOR THE
SUPPLY CHAIN 2020 PROJECT AT THE
MIT CENTER FOR TRANSPORTATION
AND LOGISTICS, USA



AGENDA

Day One Tuesday March 2, 2010

09:00 Registration, Tea/Coffee and Introductions
09:45 Chairman's introductory remarks and conference objectives
— *Stephen Taylor, UK Ports and Logistics*

SESSION 1: The Big Picture — where are we now and where can we get to with port centric logistics solutions? The role of ports as logistics hubs to service different supply chains — the numbers, key issues, conceptual framework, economic and environmental benefits.

09:50 **Global maritime trade flows: Analysis of 2009 results through the major transport corridors, and what this means for UK distribution hubs**
— *Mike Garratt, Managing Director, MDS Transmodal*

10:10 **How port centric logistics can provide the next big source of supply chain savings to retailers and shippers; the role of port centric logistics in primary (international sourcing) and secondary (UK mainland) distribution**
— *Philip Damas, Division Director, Drewry Supply Chain Advisors*

10:30 **The impact of transport modes on our environment - the latest research, evidence and statistics for measuring carbon footprints. How PCL can contribute to a company's sustainability goals**
— *Geoff Clarke, Associate Director, AECOM*

10:50 **Key points and questions to the panel**
— *Chair and speakers*

11:00 **Morning break, sponsored by Port of Tyne**

11:30 **Win,win,win. Delivering a formula for global freight shipping and distribution that fits**
Peter Livey, Head of Logistics, Hyundai Merchant Marine (Europe)

11:50 **Case study: The strategy and results of port centric investments at the European mainland Port of Zeebrugge**
— *Miel Vermorgen, Director Sales and Logistics, Port of Zeebrugge*

12:10 **Case study: How direct customer shipments from port-based facilities can save up to 25% in supply chain operating costs.**
— *Jean Van den Poel, Managing Director, 2 XL, Belgium*

12:30 **Key points and questions to the panel**
— *Chair and speakers*

13:00 **Lunch, sponsored by Port of Tyne**

SESSION 2: FMCG agile supply chains — Food: Unpredictable demand patterns and short lead times call for fast responses through the supply chain, in particular for perishable, seasonal products. Is the port centric model applicable?

14:00 **What does PCL success look like for a UK retailer? On-shelf availability — back of house — waste — key issues and challenges, future needs and policy directions. Can UK ports /shipping lines deliver?**
— *Leading high-street retailer (invited)*

14:20 **Cold chain: Samskip's port centric model at Rotterdam for food handling and distribution**
— *Anthony Plummer, Senior Consultant, Samskip*

14:40 **Case study: PCL benefits for a specialist retailer/ manufacturer**
— *Speaker to be announced*

15:00 **Key points and questions to the panel**
— *Chair and speakers*

15:30 **Afternoon break, sponsored by Port of Tyne**

SESSION 3: FMCG — non-Food — lean/agile supply chains. The opportunities, and barriers to success, for expansion of PCL on long lead time, fast moving non-perishables and products with unpredictable demand patterns; lean/agile supply chains; multi-channel distribution.

16:00 **The business case for port-based distribution centres servicing non-food, high street supply chains**
— *Graham Wall, Commercial Director, PD Ports*

16:20 **Case study: What retailers are looking for from their supply chain partners to meet seasonal and promotional demand. Multi-channel distribution/ home shopping. Can PCL deliver?**
— *Ken Daly, Group Managing Director, JMLdirect.com and John Tye, Commercial Director - Logistics, Port of Tyne*

16:40 **Port centric solutions for consumer goods delivered by a RoRo ferry operator to UK markets**
— *Jens Skibsted Nielsen, Managing Director, DFDS (UK)*

17:00 **Key points and questions to the panel**
— *Chair and speakers*

17:00-18:30 **Drinks reception in Cloud 23 sponsored by Felixstowe Warehousing**

Speakers from: Marks & Spence Electronics; Hutchison Ports; Samskip;

AGENDA

Day Two Wednesday March 3, 2010

- 09:00 **Welcome, introduction and objectives**
— *Stephen Taylor, UK Ports and Logistics*
- SESSION 4: Port capacity, asset management and investments. What capacity is available, what hurdles need to be overcome and what are the opportunities? Property, infrastructure and inland ports.**
- 09:10 **Port development planning and capacity for growth. The importance of infrastructure planning to enable, actively support and attract, port centric logistics activities**
— *Tobias Merten, BMT Transport Solutions GmbH*
- 09:30 **Port strategy and capacity — the perspective of a global port operator**
— *DP World (invited)*
- 09:50 **Growing port-centric capacity by improvement of hinterland distribution hubs and looking at the potential of 'inland ports' with multimodal connections — the Dryport project**
— *Richard Morton, Communications Manager, Dryport*
- 10:10 **Key points and questions to the panel**
— *Chair and speakers*
- 10:30 **Morning Break, sponsored by Port of Tyne**
- SESSION 5: Supply chains for high value goods. How can PCL offer the services and standards necessary for distribution of higher unit value, slower moving merchandise and product lines? What are the opportunities for streamlining manufacture and distribution chains — servicing multi-channel sales/distribution.**
- 11:00 **Case study: Samsung. The benefits of port centric logistics for "brown goods" — delivering what the customer is looking for. The manufacturer/importer perspective**
— *Ian Ulvmoen, General Manager, Samsung Electronics (UK) Ltd*
- 11:20 **Case study: Servicing automotive component supply chains and consumer electronics through port-based import centres.**
— *Iain Veitch, Chief Executive, NYK Logistics (UK)*
- 11:40 **Case study: Changes in consumer buying patterns and the impact on supply chains**
— *Speaker tbc*
- 12:00 **Key points and questions to the panel**
— *Chair and speakers*
- 12:15 **Lunch, sponsored by Port of Tyne**
- SESSION 6: Product handling, transparency and traceability technologies in port-centric supply chains. Productivity benefits and improved customer service from the equipment, technology and systems applied to port centric logistics operations**
- 13:15 **Systems and training for forwarding, handling and shipping dangerous goods at/through port centric operations**
— *Ken Burgess, Director, Exis Technologies*
- 13:30 **Future perspectives on the visibility and security of maritime freight at ports of entry**
— *Professor David Menachof, Professor of Port Logistics, Hull University Business School*
- 13:45 **Building port centric networks for the customer — making it easier to do business. IT solutions to link incompatible systems and organisations.**
— *James Douglas, Managing Director, Containerport*
- 14:00 **Key points and questions to the panel**
- 14:15 **Afternoon break, sponsored by Port of Tyne**
- SESSION 7: The future role of portcentric solutions in global manufacturing, distribution and retail supply chains.**
- 14:45 **The 'coming of age' of port centric logistics and what the next generation might look like. Multi-user shared facilities for PCL — benefits to consumers and retailers — the changing role of ports.**
— *Murray Gibson, Head of Sales and Marketing, Hutchison Ports (UK) Limited*
- 15:05 **Port centric logistics as a strategic option within UK retailers' global supply chains**
— *Emile Naus, Head of Logistics Strategy, Marks & Spencer*
- 15:25 **From 2010 to 2020 – what will success look like for ports and terminal operators?**
— *Budha Majumdar, Ports and Terminals Consultant*
- 15:50 **Key points and questions to the panel and conference conclusions**
- 16:00 **Close of conference**

r; JMLDirect.com; Samsung
; 2XL; NYK Logistics...

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PCL10F2H_W

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Conference fee (per delegate)
Conference only £650 plus VAT @ 17.5% = £763.75
Workshop only £250 plus VAT @ 17.5% = £293.75
Conference + Workshop £850 plus VAT @17.5% = £998.75

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If you would like to reserve four or more places at this conference we would be happy to discuss a group discount with you. Please call for more information.

VENUE

Hilton Manchester Deansgate, 303 Deansgate, Manchester M3 4LQ United Kingdom. Telephone 0161 870 1600. Hotel rooms can be booked at specially negotiated rates through the Hilton's website www.hilton.com/en/hi/groups/personalized/MANDGHI_GNAVI/index.jhtml

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