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4th Annual TPM Asia Conference

TUESDAY, 19 OCTOBER, 2010

7:30-5:00 pm Registration/Coffee

8:30-9:00 am Welcoming Remarks

9:00-9:25 am Opening Keynote
Financial forecast and current outlook by a leading economist
Qing Wang, Managing Director and Chief Economist – Greater China, Morgan Stanley Asia Limited



9:30-9:55 am Opening Keynote
Bronson Hsieh, Chairman, Evergreen Marine Corp



10:00-10:30 am Morning Coffee/Tea Break Sponsored by:



10:30-10:55 am Opening Keynote
Scott C. Larson, Vice-President International Logistics & Customs The BON•TON Stores, Inc

11:00-11:25 am Opening Keynote
Luc Jacobs, Senior Vice President for Ocean Freight, head of global FCL business, DHL Global Forwarding

11:30-12:30 Roundtable discussion with keynote speakers, moderated by **Paul Page, Editor in chief, Journal of Commerce** and **Peter Tirschwell, Senior Vice President-Strategy, The Journal of Commerce/UBM Global Trade**

12:30-2:00 pm Networking Lunch Sponsored by:



2:00-3:15 pm State of the Container Shipping Market- What Will Happen Next?

The global economy is tentatively emerging from the worst recession in decades, but the container trades are still very much experiencing the feeling the after-effects. Carriers are restoring profitability, but customers are experiencing the tightest capacity in years and are venting frustrations. While the idled fleet as reported by Alphaliner has declined dramatically from 12% last December to just 3.5% in mid-June, a growing worldwide container shortage is preventing a return to normal operating conditions. When will the situation normalize? How will global economic conditions impact the industry in 2011? This panel will assess.

Moderator: Paul Page, Editor in chief, Journal of Commerce
Eng Aik Meng, President, APL
Sam Lee, Director, Head of Asian Transportation Research, Credit Suisse



3:15-3:45 pm Afternoon Coffee/Tea Break Sponsored by :



3:45-5:00 pm BCOs: Lessons Learned from the Downturn

BCOs have been on a wild ride, with many caught with excess inventory followed by a retrenchment that sent volumes and rates plummeting in 2009. Yet few BCOs saw what was coming next: a rally driven by inventory-replenishment that overwhelmed available capacity and drove rates right back where they came from, a situation exacerbated by an unexpected global container shortage. Capacity some BCOs thought they had secured wasn't necessarily there, promoting a review of contracting. What was learned by BCOs during the recent downturn, and how has their thinking and approaches to container-based logistics changed as a result of these once-in-a career experiences.

**Moderator: Barry Horowitz, Principal, CMS Consulting Services LLC
Philip Damas, Division Director, Drewry Supply Chain Advisors
Edwin Coseteng, Stream Managing Director, IDS Logistics International Ltd., a unit of Li & Fung**

5:00-8:00 pm Welcome Reception

8:00-9:30 pm Dinner Hosted by Shenzhen Port – All Delegates Welcome however RSVP Required

WEDNESDAY, 20 OCTOBER, 2010

7:30-5:00 pm Registration/Coffee

**8:30-9:00 am Opening Address
Tim Smith, Chief Executive, North Asia Region, Maersk Line**

Tim Smith has worked in the container shipping industry for 25 years. Initially with P&O Containers and then P&O Nedlloyd, Mr. Smith has been with Maersk Line since their acquisition of P&O Nedlloyd in 2005. During his time in the industry he has held a number of management and leadership roles in various aspects of the business—operations, sales, line management, logistics, and regional management. He has spent a large part of his working life in Asia Pacific, having lived and worked in Singapore, Australia, and Hong Kong for 13 years in total.

Maersk Line is the container shipping business of the A.P. Moller – Maersk Group. Maersk Line operates more than 500 container vessels, and has more than 300 offices in 125 countries worldwide. The revenue for container shipping and related activities in 2008 was USD28.666 billion. In his current role, Mr. Smith is responsible for Maersk Line's business in North Asia, comprising Japan, Korea, mainland China/Hong Kong, and Taiwan, a region which contributes approximately 1/3 of Maersk Line's global volume.

Mr. Smith is a graduate of the University of Oxford in the U.K., earning a 1st Class Honors degree in geography before starting his career in shipping. He is married to Helen, a doctor. They have four children and have lived since 2004 in Hong Kong.

9:00-10:15 am Asia-Europe and Trans-Pacific: Growing More Similar or More Apart?

After a period of extreme freight rate volatility, are U.S. shippers questioning their service contract model such that the TP trade may come to more closely resemble the forwarder-dominated Asia-Europe market? Or do European shippers feel they need more of the assurance of capacity that comes with a U.S.-style service contract? This session will analyze the very different models at work in the TP and Asia Europe and draw lessons from each approach that may make sense in the post-Great Recession environment.

10:15-10:45 am Morning Coffee/Tea Break – Sponsorship Available

10:45-12:00 am Freight Rate Derivatives: Fad or Game Changer?

Container freight rate derivatives based on the Shanghai Shipping Exchange index began trading in early 2010 and dozens of contracts are now traded weekly. But are they merely a response to the wild volatility of 2009-2010 or do they herald a new era in container shipping? Several big BCOs are skeptical, preferring the guaranteed capacity of service contracts and not wishing to effectively become traders of freight rate contracts. Some carriers are openly skeptical while others may quietly be showing interest. Proponents see container derivatives not as revolutionary but as an evolutionary step that can co-exist with other risk-management strategies. Some take the idea further, believing that container shipping is inevitably moving towards market-based pricing – at least in some trades - and thus tradable contracts are a natural development. This session will probe these key questions for the industry.

**Moderator: Peter Tirschwell, SVP Strategy The Journal of Commerce/UBM Global Trade
Brian Nixon, Executive Director, Morgan Stanley – Commodities
Benjamin Gibson, Freight Derivatives Broker, Clarkson Securities Limited
Sean Smith, Managing Director, Kerry Teamwork Ltd (unit of Kerry Logistics)**

12:00-2:00 pm Networking Lunch – Sponsorship Available

DAY TWO PM – TRACK ONE

2:00-3:15 pm The 3PL Factor: Steadily Rising?

In the quest for access to capacity, there are indications that shippers in the trans-Pacific turned more to 3PLs this year. At the very least, many BCOs approached 3PLs seeking capacity during 2010 and often found the response to be "yes, but we also want a longer term relationship." Does this mean the trans-Pacific will edge closer to an Asia-Europe style market? Is 3PL influence growing as an alternative to direct carrier relationships? What will the shortage of boxes mean, and are 3PLs offering compelling cost savings solutions to BCOs? This panel will assess.

**Charlie Wellins, Vice President – Ocean, Asia Pacific, CEVA Logistics
Alan E. Baer, President, Ocean World Lines, Inc. and RF International Ltd.**

3:15-3:45 pm **Coffee/Tea Break – Sponsorship Available**

3:45-5:00 pm **Intra-Asia Market Analysis**

The so-called Intra-Asia market remains as complex as, what with this enormous market- the world's largest – comprising a tangled web of literally hundreds of sub-trades served by global and niche regional carriers. A traditional spot market, the intra-Asia trade was affected during the financial crisis of 2009 but has been steadily recovering. In this session we will take the pulse of this critical market and suggest what the key drivers are and where it's headed.

**Moderator: Charles de Trenck, analyst and owner, Transport Trackers
Randy Chen, Special Assistant to the President, Wan Hai Lines Limited**

5:00 pm **Closing Remarks**

Peter Tirschwell, SVP, Journal of Commerce/UBM Global Trade

DAY TWO PM – TRACK TWO

2:00-5:00 pm **Special Container Shipping Regulatory Workshop**

A special half-day workshop on container security and ocean shipping regulation led by Robert Pisani, a former U.S. Customs attorney now in private practice in Washington D.C. Topics to be covered include:

- 10+2/ISF update: Customs is moving into enforcement mode on ISF/10+2 where importers will be subjected to liquidated damages and penalties versus the situation to date when errors would not result in fines. Session will address how to avoid being non-compliant, and what can happen if your company is deemed non-compliant with the regulation
- Registered agent update: Legislation moving through the U.S. Congress would require non-U.S. manufacturers to sign up with a registered agent in the U.S. as a pre-requisite to importing manufactured goods.
- Consumer Product safety update.
- Potential de-regulation of ocean shipping in the U.S.
- European Regulation 1875, similar to the U.S. 24-hour rule, in which as of Jan. 1 manifest information will have to be submitted to European nation customs authorities prior to vessel sailing from the foreign port.

Workshop Leader: Robert J. Pisani, Partner, Pisani & Roll LLP, Attorneys at Law

Ashley Craig, Partner, Venable LLC

**Richard Di Nucci, Director, Cargo Control Division, Cargo & Conveyance Security Division,
Office of Field Operations, U.S. Customs and Border Protection**

Peter Steehouwer, Inter-enterprise Integration Services Manager, Orient Overseas Container Line Limited

Peter Steehouwer joined former FENA Agencies at Rotterdam in 1985 as sales representative for deep-sea liner services. Since 1991 he has worked with OOCL in a number of positions, including customer service manager for Benelux, ISO manager, and business process and system manager in The Netherlands, Benelux and OOCL's former European headquarters in Levington, U.K.

In his current position as inter-enterprise integration services manager he has been involved in the European security legislation resulting from the implementation of EU Regulation 1875/2006 (AKA the European Advance Manifest requirements). He has led this project for implementation with OOCL, overseeing the physical implementation with EU Member States and the internal process development.

Mr. Steehouwer became a member of the WSC European Security Advisory Committee in 2006. He graduated from the higher division of the Rotterdam Port and Transport College in 1985.

5:00 pm **Conference Closes**

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Register