



## Day program 8 September 2017

### Data (driven) supply chain

Category	Date	Time:	Location
Hall Forum 2 - Smart Horticulture Asia	September 8, 2017	10:30 - 13:00	Hall Forum 2 (Hall 5B)

The supply chain is changing. In this day and age, it is more important to be the best supply chain data manager than to be the best logistics provider. Data are essential for trade, logistics, packing, sorting, warehousing, etc.

**Keywords:** #ERP #controllertowers #productsensing #dataownership #bigdata #datasecurity #robotics #warehousemanagement #sortandpack

The session is about:

#### The INTELLIGENT supply chain (40 min.)

New and disruptive technologies will be changing our supply chain in the upcoming years. What does the supply chain of the future look like? What is the impact on growing, storage, packing and trading of fresh produce? Is it a threat or an opportunity?

**Keywords:** #supplychain #import #export #cultivation #industry4.0

#### Smart data for a DURABLE SUPPLY CHAIN (30 min.)

Fresh produce is basically nothing without the data on when, where and how it is grown. Data performs a key role in the optimisation of the supply chain when it comes to food loss and waste. C. Yin provides examples and best practices.

**Keywords:** #supplychain #databar, #foodwaste #foodloss

#### Smart, Flexible Temperature Sensors (30 min.)

Data loggers based on traditional electronics are widely used in the perishable supply chain. However, new printing technologies make it possible to print sensors on flexible labels at a projected lower cost. This disruptive innovation will make it possible to equip every item or carton with a sensor. But is there a business case? And how much data is too much data?

**Keywords:** #supplychain #sensing #printedsensors #qualitymanagement

#### Speaker:

[Ron Lemaire](#), President, Canadian Produce Marketing Association

[Gerd Uitdewilligen](#), Director International Sales - Cargo Solutions, Emerson Commercial & Residential Solutions

[Cindy Yin](#), Manager Industry Engament, GS1 Hong Kong

### What's new in varietal development?

Category	Date	Time:	Location
Hall Forum 1 - Asiafruit Business Forum	September 8, 2017	11:00 - 12:00	Hall Forum 1 (Hall 3B)

This session looks at some of the breakthroughs being made in breeding new varieties, and examines how breeders and marketers are bringing new branded varieties to market.

#### Speaker:

[Garth Swinburn](#), Sun World International

[Dave Weil](#), Varieties International

### Harmonising QA standards for broader market access

Category	Date	Time:	Location
Hall Forum 1 - Asiafruit Business Forum	September 8, 2017	14:00 - 15:00	Hall Forum 1 (Hall 3B)

Securing access to export markets depends not only on meeting their quarantine standards, but also complying with technical standards around quality assurance (QA) and food safety. Currently, there is a range of farm assurance and QA schemes in the global marketplace, all sharing ultimately the same aim. What potential is there to develop a common, harmonised approach to QA and food safety? How can broader compliance with such standards be developed across the Asian region?

#### Speaker:

[Richard Bennett](#), PMA Australia-New Zealand

[Feng Chunguang](#), China Consumer Products Quality & Safety Association



[Joseph Ekman](#), Fresh Produce Group  
[Clare Hamilton-Bate](#), Freshcare

## Exporting to Asia using Airfreight Logistics

Category	Date	Time:	Location
Hall Forum 2 - Cool Logistics Asia	September 8, 2017	14:00 - 16:30	Hall Forum 2 (Hall 5B)

Time to market is critical for fresh produce. High value commodities need to reach consumers in top quality conditions. But where are the pitfalls?

- First mile
- Last mile
- Chilling revelations
- Dedicated handling
- Exception management
- E-commerce and supply chain transparency

### Speaker:

[Alfred Cheung](#), Founder & Director, JC Food Republic, Hong Kong

[Oliver Huesmann](#), CEO, Fruit Consulting

[Natasha Solana](#), Global Business Development Manager - Perishable Logistics, Kuehne + Nagel N.V.