



WED 5 – FRI 7
SEPTEMBER 2018
ASIAWORLD-EXPO
Hong Kong

**CHANGING PERISHABLE TRADE
PATTERNS AND PERISHABLE PRODUCT
DISPLACEMENT** *September 5*

VALUE MIGRATION IN THE PERISHABLE SUPPLY CHAIN

Bigger ships - smaller consignment

- Slow steaming and more frequent shopping
- What does fresh produce mean to container ships?
- E-commerce is to retail → what retail has been to wholesale → what container ships have done to reefer bulk shipping!
- ❑ Current ratio: 80:20 - By 2022: bulk shipping down to 14 percent (Source: Drerwy)
- ❑ Convenience and the shift in value-creating forces in the logistics chain



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VALUE MIGRATION IN THE PERISHABLE SUPPLY CHAIN

Time is of the essence → Logistics is ‘time to market’

- Logistics is the ‘shortest route’
- Quality logistics means the best possible and a highly cost-efficient cold chain
- Modes are only of secondary importance!
- Air, sea, road or rail or a meaningful combination



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Big challenges ahead

- ❑ Logistics means consolidation: how can this be achieved in the age of the ‘distribution of 1’?
- ❑ e-commerce: focus on the last mile is set to increase in the future with the delivery man (or woman) being the last contact between cargo owner and end-customer
- ❑ Will technology drive logistics or will logistics dictate the pace of innovation?
- Can Amazon afford to run logistics as a ‘loss leader’?



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Big challenges ahead

- As disruption has become the “new normal” logistics could fast develop into the Achilles Heel of the supply chain!
- Tracking value migration = the theme of this year’s Cool Logistics Asia conference, covering shipping, e-commerce, cold chain investment, distribution, packaging and waste reduction



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Thank you



alexfreshwaterlogistics@gmail.com/ Tel + 44 208 744 0244 (UK)