



Day program 5 September 2018

Changing perishable trade patterns and perishable product displacement

Category	Date	Time:	Location
2号论坛 - 亚洲冷链物流大会	2018年9月5日	10:30 - 13:00	2号论坛

Fresh produce represents an important section of the global transportation of perishable products. The lion's share of fresh produce is shipped by sea, primarily in containers. But other transport modes cannot be ignored. How long will the love affair last and can for example airfreight and rail stand up to the challenges of modern e-commerce driven distribution today and in the future?

(10:30 - 10:35)

Introduction to fresh produce logistics: Value migration in the perishable supply chain

Alex von Stempel, Managing Director of Freshwater Logistics Ltd., UK

(10:35 - 11:00)

Perishable seaborne trades

Graham Schrieder, head of Fruit and Vegetables, Maersk Line, Denmark

(11:00 - 11:25)

Fresh produce: Trend analysis, market share, seasonal analysis, value and volume

Wayne Prowse, Fresh Intelligence Consulting, Australia

(11:25 - 12:00)

Food e-commerce and logistics

Zhen Liu, Wageningen University, Netherlands

(12:00 – 13:00)

Panel discussion with speakers on modal shift:

- Air-to-sea or sea-to-air?
- Sea or rail
- 'Perishable drones'
- Home delivery

Speaker:

[Dr. Zhen Liu](#), Wageningen University, Netherlands

[Wayne Prowse](#), Fresh Intelligence Consulting, Australia

[Graham Schrieder](#), Head of Fruit and Vegetables, Maersk Line, Denmark



Breakthroughs in breeding

Category	Date	Time:	Location
1号论坛 - 亚洲水果商务论坛	2018年9月5日 - 2018年9月6日	11:00 - 12:00	1号论坛

Advances in breeding technology mean that new and better varieties are being developed faster. We look at some of the key breakthroughs and ask what they mean for the future of the global fresh produce business? How can suppliers and retailers ensure they have access to the best IP?

Declan Graham, Plant & Food Research (New Zealand)

Big trends in bananas

Category	Date	Time:	Location
1号论坛 - 亚洲水果商务论坛	2018年9月5日	13:00 - 14:00	1号论坛

Bananas remain the most traded fruit globally. What are the key trends in the world trade? What can we expect in the future?

Wayne Prowse, Fresh Intelligence Consulting (Australia)

Blockchain: opportunity or threat?

Category	Date	Time:	Location
2号论坛 - 亚洲智能园艺大会	2018年9月5日	14:00 - 16:30	2号论坛

Blockchain is seen as the future for supply chain (information) management in the fruit and vegetable industry. In this session, we look at both opportunities and challenges blockchain brings to horticulture.

(14:00 - 14:05)

Introduction on blockchain in fresh produce

Harij Schmeitz, Chairman of Smart Horticulture Asia

(14:05 - 14:45)

Blockchain for the food industry

The use of blockchain technology to create transparency across information management is revolutionary. A trusted connection with shared value for all ecosystem participants in the supply chain is directly applicable to the issues of the food industry today. One of the applications today is the gathering trust. But how does this work? We bring you the example of Food Trust solution. Here, we will take a look at the practical uses of our solution, as well as Proof of Concepts around the globe for fresh produce with Walmart, Dole, Kroger, Driscoll's, Robinson Fresh, Maersk and others.

Nigel Gopie, Marketing Leader IBM Food Trust

(14:45 - 15:15)

Blockchain: solution or technology

In the world of fresh produce, blockchain is often seen as the new oil for the supply chain, making it more secure and trustworthy. But is that really true? What can blockchain bring to the industry and what does it mean for your operations and business?

Massimo Ciccioni, Director IVA & Survey Agri Chain Center Ltd., Auckland, New Zealand

(15:15 - 15:45)

Blockchain: shared service platform as middleman?

Smart Contracts is one of the opportunities blockchain brings to the market. The Reterms' use case is about simplifying grocery supplier terms using



shared services and marketplace platforms (which include payment solutions). This shared service platform will power a marketplace platform where a retail community can review and settle their account payable positions using solutions from FinTech partners. What does this mean for trade?

Barry Shalley, Managing Director Strategica Pte Limited, Singapore

(15:45 - 16:15)

No common data standards – no blockchain

The term Blockchain is used as a general-purpose magic word that can solve every organisation's problems. The term blockchain however applies to public cryptocurrency solutions whilst the use of this technology in access-controlled supply chain settings is more generally described as Distributed Ledger Technology (or DLT). For DLT to work, like any other supply chain system, it's essential to agree on which data fields and definition standards will be used, common business rules and agreed processes. That's why Microsoft and IBM and a range of other DLT providers have partnered with GS1 to leverage global standards in their blockchain in their DLT applications.

Melanie Wishart, Senior Advisor - Food & Beverage, GS1 Australia, Australia

(16:15 - 16:45)

Impact of disruptive technology on your company

Technology such as blockchain is disruptive for a lot of industries. But what will the impact be for companies in the fresh produce supply chain - for growers, traders and service providers? And what are the first steps your company should make in this journey to a next generation company?

Dirk Jan Kennes, Global Strategist Farm Inputs, Rabobank, Hong Kong

Eastern Europe & Central Asia - Emerging supply sources

Category	Date	Time:	Location
1号论坛 - 亚洲水果商务论坛	2018年9月5日	15:00 - 16:00	1号论坛

Asia's insatiable demand for fresh produce is opening doors for new supply countries with a number of eastern European countries now working to gain a foothold in the region. We look at some of the countries and companies seeking to grow their presence in Asia, including the Ukraine, Uzbekistan and Moldova.

Andriy Yarmak, UN Food & Agriculture Organisation (Italy)

Oleksandr Pakhno, Ukrainian Horticultural Association (Ukraine)