



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

Moderation:

Alex von Stempel, Managing Director of Freshwater Logistics Ltd.

(10:30-10:50)

Perishable seaborne trades

Graham Schrieder, head of fruit and vegetables, Maersk Line

(10:50-11:10)

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

Wayne Prowse, Fresh Intelligence Consulting

(11:10-11.30)

Seafreight trends

(11:50-12:10)

Perishable airfreight trends

(12:10-12:30)

Food E-commerce and logistics

Zhen Liu, Wageningen University

(12:30-13:00)

Panel discussion on modal shift

Foci:

- Air-to-sea
- Sea-to-air
- Road-to-rail
- Home delivery

Speaker:

[Dr. Zhen Liu](#)

[Wayne Prowse](#)

[Graham Schrieder](#)

Breakthroughs in breeding

**Category**

1号论坛 - 亚洲水果商务论坛

Date

2018年9月5日 - 2018年9月6日

Time:

11:00 - 12:00

Location

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

1号论坛 - 亚洲水果商务论坛

Date

2018年9月5日

Time:

13:00 - 14:00

Location

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

2号论坛 - 亚洲智能园艺大会

Date

2018年9月5日

Time:

14:00 - 16:30

Location

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.

Introduction on blockchain in fresh produce (15 min)

H. Schmeitz, Chairman of Smart Horticulture Asia

Blockchain for the food industry (45 min)

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, IBM Food Trust

Blockchain: solution or technology (30 min)

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?

M. Ciccioni, Director IVA & Survey Agri Chain Center, New Zealand

Blockchain: shared service platform as middleman? (30 min)

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?

B. Shalley, Managing Director Strategica, Singapore

Impact of disruptive technology on your company (30 min)

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?



TFJM 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)