



Day program 7 September 2018

Changing priorities in distribution, processing and transport packaging

Category	Date	Time:	Location
2号论坛 - 亚洲冷链物流大会	2018年9月7日	10:30 - 13:00	2号论坛

Waste reduction is a critical issue for fresh produce. With 30 per cent of food being wasted in the supply chain there is an urgent need to combat waste immediately at the post-harvest stage through better production planning, transport technology and distribution.

Introduction and chair

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

(10:35 - 11:00)

Fresh distribution – fast track implementation and solutions

Mathilde Tran and Chris Catto Smith CEL Consulting, Vietnam

(11:00 - 11:20)

Shelf-life extension and waste reduction: Active versus passive controlled atmosphere solutions

Ah Huat Goh, General Manager, Global Marketing and Service, Reefer Container Dept. Daikin Refrigeration, Japan

(11:20 - 11:40)

A practical approach to post-harvest waste reduction

Katia Cassol, head of sales, Tropical Food Machinery, Italy

(11:40 - 12:00)

Panel Discussion with speakers

Speaker:

[Goh Ah Huat](#), General Manager, Global Marketing und Service, Reefer Container Dept. Daikin Refrigeration, Japan

Marketing for occasions



Category	Date	Time:	Location
1号论坛 - 亚洲水果商务论坛	2018年9月7日	11:00 - 12:00	1号论坛

Fresh produce suppliers and retailers worldwide are tuning into the marketing opportunities presented by a wide range of occasions and events – be it Valentine’s Day, Singles’ Day, Halloween or back-to-school. Case studies look at some of the produce possibilities and potential.

Fresh opportunities in food service

Category	Date	Time:	Location
1号论坛 - 亚洲水果商务论坛	2018年9月7日	13:00 - 14:00	1号论坛

‘Eating out’ is very much ‘in’ across global markets while new food delivery services are blurring the line between retail and foodservice. What opportunities are there for fresh produce marketers in the rapidly evolving foodservice space? How can suppliers adapt their product offering to tap into new and fast-growing segments of the foodservice sector?

Jason Xu, Shanghai Supafresh (China)

David Smith, Hortifrut (China)

Digital growing in a digital supply chain

Category	Date	Time:	Location
2号论坛 - 亚洲智能园艺大会	2018年9月7日	13:30 - 15:30	2号论坛

New technologies are disrupting the way we produce our crops. In this session, we look into how technology brings about new ways of working for growers and traders, and the way this is disrupting our industry.

(13.30 - 13.35)

Introduction on digital transformation in fresh produce

Harij Schmeitz, Chairman of Smart Horticulture Asia

(13:35 - 14:15)

Farming in the digital world

Digital developments are changing our world. For the agriculture industry, this means that enabling an integrated, sustainable ecosystem – one that connects all information and companies across the food value chain – is more important than ever before. Key to transforming the food value chain in the agriculture industry is data. Advanced analytics tools and techniques like machine learning and stream analytics are now accessible to small or big players to integrate data from various systems across the entire ecosystem. Jan Brouwer of Microsoft is sharing his vision on farming in the digital world.

Jan Brouwer, Business Group lead Dynamics & spokesperson Agriculture and Food, Microsoft Netherlands, Netherlands

(14:15 - 14:45)

Scanning for consumer trust and brand protection

Every person in the world should be able to know whether the products they use are genuine or not. Scantrust works on a unique concept to protect products and has invented a truly secure mobile product authentication solution, so brand owners can fight counterfeiting and restore trust. But can it also give you insights on the supply chain or make o2o communications for shopper engagement possible.

Tobias Kars, VP Product Management, Scantrust, Shanghai, China

(14:45 - 15:15)

Together we can farm smarter: using data and state-of-the-art technologies to fuel Growth on small- and medium-size farms

Smart Yields connects farmers, agricultural researchers and their communities through crowd-sourced data gathered from a network of integrated sensors that measure everything from soil health to inputs such as water, energy and nutrients in real time. In turn, these users tap into a vast wealth of



local, regional and national knowledge to increase productivity, yield, and revenue. Learn how these new technologies are revolutionising the way we plant, grow, process and eat food worldwide.

Vincent Kimura, CEO & Founder Smart Yields, Hawaii, USA

(15:15 - 15:45)

Data-driven growing: why, how and what's next...

Data is the big discussion point across the industry but how useful is it? How will data increase grower yields, cut costs, ensure compliance with legislation and support a more sustainable growing environment? How will data and AI create autonomous farms of the future? How do "new" technologies like open source, API's and Virtual Labs improve the useability? And what is next?

Darryn Keiller, CEO Autogrow, Auckland, New Zealand

Localising your brand in Asia

Category	Date	Time:	Location
1号论坛 - 亚洲水果商务论坛	2018年9月7日	14:30 - 15:30	1号论坛

For brands thinking of entering the Asian market, or hoping to solidify their place, there might be keys to success in cultural awareness. With the help of an expert we explore strategies for effectively positioning your brand within the Asian market.

Jerry Clode, Resonance (China)

Steve Trickett, Avanza (New Zealand)

Tony Ponder, Avanza (New Zealand)