



coollogistics
global

The world's leading networking community
for logistics, shipping and supply chain
professionals focusing on perishable cargoes

Events
Networking and
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Business Intelligence

13th Cool Logistics Global

“Looking Back & Building Forward”

Conference | Exhibition | Networking

Incorporating CoolTech Forum

Online / Virtual from 19-21 October 2021

Introduction

For the 13th year running, Cool Logistics invites you to join our global community of decision-makers, experts, explorers and innovators with a common passion for perfecting perishables logistics and promoting excellence along the cold supply chain.

From producers, shippers and perishables supply chain executives, to refrigerated shipping, logistics, transport, port, infrastructure and post-harvest specialists, to equipment and technology innovators, Cool Logistics brings the cold chain industry together to share, learn and debate latest supply chain, logistics and shipping solutions for food, pharma, flowers and other temperature-sensitive cargoes.

COVID19 continues to create an uncertain and volatile situation for international industry gatherings and business travel. As the world strives to re-open and allow people, not just cargo, to move more freely, we are seeing new spikes of infection in many countries and regions. After consultation with key stakeholders, out of an abundance of caution and to ensure that [Cool Logistics Global 2021](https://bit.ly/coolglobal21) can safely host an international community, Cool Logistics Global 2021 will therefore once again take place online. We will be back in-person in 2022!

With 85% of the world not yet vaccinated there is still a long way to go to tackle the pandemic on a true global scale. The cold chain community has a vital role to play in making

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that happen and this will be among the talking points at the [13th Cool Logistics Global](#) event this autumn.

Under the headline theme “*Looking Back and Building Forward*”, this year’s event will examine the tumultuous events of the past 18 months, provide practical guidance and perspectives on global reefer trade and shipping in 2022, and explore changing dynamics, priorities and approaches to **build forward better**.

From bananas to berries, pork to prawns, pharma to flowers, each cold supply chain is unique. Yet all are dependent on a common global cold chain logistics and transport system across sea, air and land. As worldwide ocean and airfreight disruption, port and transport network congestion, equipment shortages and rising reefer freight rates continue to put pressure on supply chains for perishables goods of all types, how should shippers and industry respond?

More investment in physical cold chain infrastructure and transport assets is clearly crucial. The drive towards more logistics integration, consolidation and data-driven supply chain segmentation for temperature-controlled goods of all types has also accelerated during the pandemic. This new “intelligent and integrated” battleground for cold chain logistics brings with it both opportunities and challenges for shippers and service providers alike.

Advances in data, digitalisation, automation, clean and green energy and refrigeration technologies will all play a key role in improving cold chain efficiency and Cool Logistics will showcase and discuss cutting edge cold chain and reefer logistics technology in our CoolTech forum running as part of Cool Logistics Global 2021. That includes smart solutions for remote real-time cold chain visibility and monitoring, which have seen a surge of activity and investment during the pandemic.

Fresh approaches are also urgently needed to tackle major sustainability challenges for people, planet and profit - from food and pharma waste, safety and security, to climate change, extreme weather incidents and threats to biodiversity, to green and clean cooling, to diversity, inclusion and equity.

As global food giant Nestle puts it: “Ensuring sustainable supplies of food is a global challenge that requires transformative solutions. Agriculture and supply chains face

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significant challenges, and overcoming them will require a **concerted, multi-stakeholder effort**. Issues like child labor, forced labor, climate change, water scarcity, deforestation and animal welfare are all significant challenges that cannot be tackled by Nestlé alone. They require **collaborative effort and sharing of expertise** to gain a deep understanding of the issues in local contexts and develop solutions to bring about real transformation.”

Better end-to-end cold supply chain resilience and sustainability go hand in hand and must be a priority for all. That requires not just technology but communication, collaboration and orchestration across the many cold chain links and layers from production to consumption.

Companies must now optimise operations beyond their four walls with network visibility, real-time data and intelligent data tools to predict and rapidly adjust to changes in demand and supply – including the impact of technology for e-commerce and home delivery of fresh chilled and frozen goods.

Now more than ever the international perishables shipper and cold chain logistics community needs to come together. Cool Logistics provides a proven neutral platform to facilitate the global dialogue and connect people, ideas, knowledge and businesses to build forward better. Join us to share your views, expertise, ideas and advance the global cold chain cause.

We look forward to welcoming you.

The Cool Team

Our mission: “Help create a better world by supporting, sharing, shaping and facilitating the global cold supply chain community’s efforts to deliver smart, safe, sustainable, secure, efficient and equitable solutions for world trade in food, healthcare and temperature-controlled cargoes”

“A hearty job well done to Cool Logistics. Once again you assembled the right people to focus on the most relevant topics that held the attention of the audience. Thank you and best wishes for continued success” Bob Sappio, CEO, Seacube Containers

“A great event, that provided a balance of technical discussion, global trends and digital transformation into one event. Good insight into the industry and the challenges ahead and what we need to do to tackle them” Mark Cairns, CCO/COO Cold Chain - Africa and West Central Asia, Maersk

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"I am responsible for temperature-controlled transports by sea for a large health care company. Although we talk about different products (fruits, seafood, meals and healthcare products) I have learned that the challenges are more or less the same. In my opinion the organization, selection of speakers, place of the conference was a complete success."

Andreas Hilken, Dachser Se / DB Schenker

"For ProEcuador is a place to be and connect, in particular for Ecuadorian banana exporters. Cool Logistics gives us a great platform for networking and information on reefer logistics."

Juan Navarro, ProEcuador

Speakers, Moderators & Panel Members

Michael Abdul, Vice President Sales, Wireless Maritime Services (WMS)

Thomas Bagge, CEO, Digital Container Shipping Association (DCSA)

Diego Barriga, Director Lancaster Logistics and Foodcareplus

Campbell Brooke, General Manager, Telematics, Global Container Refrigeration, Carrier Transicold

Joseph Mark Buhl, Co-Founder & VP Business Development, DataHarvest, President, Avotopia, CEO, Global Agricultural Technical Experts

Steve Cameron, Principal, Cameron Maritime Resources

Chris Catto-Smith, Advisor Vaccine Distribution, Agri-Logistics & Cold Chain Logistics SME at Asian Development Bank (ADB), Managing Director, Freshport Asia

Alfred Cheung, Founder, Green Society Association, Adjunct Professor, City University of Hong Kong, Chief Representative, Overseas Development, China International Cross-Border E-commerce Industry

Andy Connell, Lead Technical Consultant, A-Bar-C Services

Lissa D'Arcy, Solutions & Customer Integration Manager, Emerson Commercial & Residential Solutions

Stefano Di Paolo, President and GM, Great White Fleet Ltd, Chiquita Brands

Martin Dixon, Head of Research Products, Drewry and Director, Drewry Group

Thomas Eskesen, Founder, Eskesen Advisory

Marc Evrard, Commercial Director, BFV Belgische Fruitveiling cvba

Juan Andres Ferrari, Director Perishables Supply Chain, ACF Global Sourcing

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Adam Forste, Co-Founder and Managing Partner, Bay Grove Capital, Co-Executive Chairman, Lineage Logistics Holdings

Capt. Paul J. Gallie, Director, Business Development, A.P. Moller Capital

Deirdre Holcroft, Consultant, Holcroft Postharvest Consulting

Olaf Habert, Director Container Applications, Hapag-Lloyd AG

Amit Hasak, CEO, Transship Corp

Matteo Iagatti, Senior Specialist Food and Agriculture Supply Chains, Rabobank

Michel Looten, Director Maritime, Seabury Cargo

Tadhg Kenny, SVP Marketing, PR & Strategic Partnerships, Druid Software

Andrew Lorimer, CEO, Datamar

Theofrastos Mantadelis, A.I. Consultant

Bruce Marshall, Head of Reefer Solutions, A.P Moller-Maersk

Don Miller, Chief Sales and Marketing Officer, Globetracker

Johannes Naninga, CEO and Owner, Guangzhou Port (Europe) BV, representing Port of Nansha

Juan-Patricio Navarro, Directeur Général, ProEcuador France

Tim Moran, Regional Vice President, Lineage Logistics

Hristo Petkov, Global Vertical Head of Pharmaceuticals & Healthcare, A.P Moller-Maersk

Hanno Reeser, New Silk Way Logistics, Director, Strategic Development, H.Essers Synchronomodal Transport

Gadi Ruschin, Co-Founder and CEO, WAVE BL

Ole Schack-Petersen, Executive Officer, Broom Group

Robert F. Sappio, CEO, SeaCube Containers LLC

Sarah Schlueter, Senior Director Niche Products, Hapag-Lloyd AG

Andre Simha, Global Chief Digital & Information Officer, MSC Mediterranean Shipping Company

Sebastian Steinmueller, Director Global Reefer Competency Centre, DHL Global Forwarding

David Sussmann, President, Seafoodia & Founder, Pure Ocean Fund

Chris Swartz, Director Global Transportation and Logistics Services, AJC International

Al Tama, Vice President and General Manager, Container and Ports Solutions, ORBCOMM

Tineke Van de Voorde, Key Account Manager, Shippers and Forwarders, Port of Antwerp

Hans-Willem van der Waal, CEO, AgroFair Europe BV.

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Eelke Westra, Programme Manager Post-Harvest Quality, Wageningen Food & Biobased Research, Wageningen University

Rachael White, CEO & Co-Founder, Cool Logistics Resources

Michael Yarwood, Director Loss Prevention, TT Club

Confirmed organisations, speaker names tbc:

Global Cold Chain Alliance

IDENTEC Solutions

Port of Rotterdam

SOHAR Port and Freezone

Agenda | All times currently in BST

The organisers reserve the right to change the timing and content of sessions and speakers

TUESDAY 19 OCTOBER

08:00 Networking and welcome video from the organisers

Take the chance to update your personal profile, set up your AI matchmaking preferences for personalised meeting recommendations, check out speakers, exhibitors and fellow delegates. Get in touch with our attendee concierge Helen Coffey and tell her what sort of people you are interested in meeting. Just as she has done in the in-person meeting world for decades, she will help introduce and connect you with fellow attendees during general networkers and networking breaks. Watch our welcome video to learn how to get the most from your attendance with content and connections

09:30 OPENING REMARKS WITH HOST PORT OF ROTTERDAM

"Looking Back and Building Forward" – join our opening session with host Port of Rotterdam



10:00 GLOBAL PERISHABLES TRADES, REEFER SHIPPING & COLD CHAIN LOGISTICS OUTLOOK I

Moderator: Rachael White, CEO & Co-Founder, Cool Logistics Resources

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Thomas Eskesen, Founder, Eskesen Advisory

Michel Looten, Director Maritime, Seabury Cargo

Bruce Marshall, Head of Reefer Solutions, A.P Moller-Maersk

11:30 Hosted networking lunch break, exhibition and demos

Lunch kindly sponsored by Port of Valencia



Join our attendee concierge Helen Coffey and the Cool team for an open session to share your views and network with cold chain industry colleagues old and new

**12:45 GLOBAL PERISHABLES TRADE, REEFER LOGISTICS & COLD CHAIN
OUTLOOK II**

Moderator: Rachael White, CEO & Co-Founder, Cool Logistics Resources

Diego Barriga, Director Lancaster Logistics and Foodcareplus

Andrew Lorimer, CEO, Datamar

Robert F. Sappio, CEO, SeaCube Containers LLC

Sarah Schlueter, Senior Director Niche Products, Hapag-Lloyd AG

14:15 Networking break

**14:45 GLOBAL COOL SHIPPERS FORUM - MANAGING CHANGE, PLANNING FOR
DISRUPTION, BUILDING RESILIENCE & SUSTAINABILITY**

Moderator: Ole Schack-Petersen, Executive Officer, Broom Group

Stefano Di Paolo, President and GM, Great White Fleet Ltd, Chiquita Brands

Marc Evrard, Commercial Director, BFV Belgische Fruitveiling cvba

Juan Andres Ferrari, Director Perishables Supply Chain, ACF Global Sourcing

Juan-Patricio Navarro, Directeur Général, ProEcuador France

David Sussmann, President, Seafoodia & Founder, Pure Ocean Fund

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Chris Swartz, Director Global Transportation and Logistics Services, AJC
International

16:15 Networking break

**16:45 COLD CHAIN LOGISTICS EVOLUTION – INTEGRATION, CONSOLIDATION,
CUSTOMER-CENTRICITY & DIGITALISATION**

Moderator: Ole Schack-Petersen, Executive Officer, Broom Group

Adam Forste, Co-Founder and Managing Partner, Bay Grove Capital, Co-Executive
Chairman, Lineage Logistics Holdings

Amit Hasak, CEO, Transship Corp

Matteo Iagatti, Senior Specialist Food and Agriculture Supply Chains, Rabobank

18:00 Close of day 1

WEDNESDAY 20 OCTOBER

08:00 Networking and welcome video from the organisers

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**09:00 GLOBAL ACCESS TO HEALTHCARE - COLD CHAIN LOGISTICS PRIORITIES
FOR PHARMA, MEDICINES & VACCINES**

Moderator: Rachael White, CEO & Co-Founder, Cool Logistics Resources

Chris Catto-Smith, Advisor Vaccine Distribution, Agri-Logistics & Cold Chain
Logistics SME at Asian Development Bank (ADB), Managing Director, Freshport

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Asia

Hristo Petkov, Global Vertical Head of Pharmaceuticals & Healthcare, A.P Moller-Maersk

Sebastian Steinmueller, Director Global Reefer Competency Centre, DHL Global Forwarding

Tineke Van de Voorde, Key Account Manager, Shippers and Forwarders, Port of Antwerp

10:15 Networking break

11:00 COOL PORTS & COLD STORES: INTEGRATED PERISHABLES HUBS OF THE FUTURE

*Session kindly sponsored by
Port of Nansha*



PORT OF NANSHA

Moderator: Steve Cameron, Principal, Cameron Maritime Resources

Capt. Paul J. Gallie, Director, Business Development, A.P. Moller Capital

Johannes Naninga, CEO and Owner, Guangzhou Port (Europe) BV, representing Port of Nansha

Ole Schack-Petersen, Executive Officer, Broom Group
Port of Rotterdam, Speaker tbc

SOHAR Port & Freezone, Speaker tbc

GCCA Global Cold Chain Association, Speaker tbc

13:00 Hosted networking lunch break, 'open mic', exhibition and demos

Join our attendee concierge Helen Coffey and the Cool team for an open session to share your views and network with cold chain industry colleagues old and new

14:00 GLOBAL FOOD SYSTEMS & SUPPLY CHAINS IN TRANSITION - SMART, SAFE, SECURE, SUSTAINABLE

Moderator: Moderator: Andy Connell, Lead Technical Consultant, A-Bar-C Services

Joseph Mark Buhl, Co-Founder & VP Business Development, DataHarvest, President, Avotopia, CEO, Global Agricultural Technical Experts

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Tim Moran, Regional Vice President, Lineage Logistics

Sebastian Steinmueller, Director Global Reefer Competency Centre, DHL Global Forwarding

Michael Yarwood, Director Loss Prevention, TT Club

16:00 COOL GLOBAL COMMUNITY NETWORKER & 'OPEN MIC'

THURSDAY 21 OCTOBER

COOLTECH 21 FORUM

From pioneering early developments in refrigerated shipping driven especially by bananas – still the largest fresh produce trade in the world - the international movement of temperature-controlled perishable goods has long been a catalyst for technological innovation in transport and logistics.

Today, advances in Industry 4.0 CoolTech, AgriTech and PharmaTech are accelerating and converging, with digitalisation and automation, real-time data gathering, sensing, intelligence and sharing, clean energy and cooling, packing and packaging, refrigeration, climate and post-harvest technologies all set to play their part in transforming global efficiency, safety and sustainability in food, pharma and other cold supply chain operations.

The CoolTech Forum serves as a platform to showcase, debate and demystify the transforming technology landscape with practical, pragmatic and provocative content.

08:00 Networking and welcome video from the organisers

Take the chance to update your personal profile, set up your AI matchmaking preferences for personalised meeting recommendations, check out speakers, exhibitors and fellow delegates. Get in touch with our attendee concierge Helen Coffey and tell her what sort of people you are interested in meeting. Just as she has done in the in-person meeting world for decades, she will help introduce and connect you with fellow attendees during general networkers and networking breaks. Watch our welcome video to learn how to get the most from your attendance with content and connections

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**09:00 COOL 4.0 - THE EVOLVING TECHNOLOGY LANDSCAPE: INNOVATORS,
START-UPS, ENTREPRENEURS, INVESTORS & SKILLS**

Moderator: Rachael White, CEO & Co-Founder, Cool Logistics Resources

In conversation with

Alfred Cheung, Founder, Green Society Association, Adjunct Professor, City University of Hong Kong, Chief Representative, Overseas Development, China International Cross-Border E-commerce Industry

Andy Connell, Lead Technical Consultant, A-Bar-C Services

09:30 NETWORKING BREAK

**10:00 COLD CHAIN VISIBILITY, MONITORING, ANALYTICS &
FORECASTING**

Session kindly sponsored by Carrier Transicold



Campbell Brooke, General Manager, Telematics, Global Container Refrigeration, Carrier Transicold

Lissa D'Arcy, Solutions & Customer Integration Manager, Emerson Commercial & Residential Solutions

11:30 NETWORKING LUNCH BREAK

**12:15 REEFER TECH & POST HARVEST OPERATIONS: REDUCING WASTE &
MINIMISING ENVIRONMENTAL IMPACT**

Moderator: Andy Connell, Lead Technical Consultant, A-Bar-C Services

Deirdre Holcroft, Consultant, Holcroft Postharvest Consulting

Theofrastos Mantadelis, Founder, dimetra.eu

Hans-Willem van der Waal, CEO, AgroFair Europe BV.

Eelke Westra, Programme Manager Post-Harvest Quality, Wageningen Food & Biobased Research, Wageningen University

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13:45 NETWORKING BREAK

**14:15 DIGITALISATION, DATA & SMART REEFER CONTAINER OPERATIONS -
TECHNOLOGY, STANDARDS & ADOPTION**

Moderator: Rachael White, CEO & Co-Founder, Cool Logistics Resources

Michael Abdul, Vice President Sales, Wireless Maritime Services (WMS)

Thomas Bagge, CEO, Digital Container Shipping Association (DCSA)

Olaf Habert, Director Container Applications, Hapag-Lloyd AG

Tadhg Kenny, SVP Marketing, PR & Strategic Partnerships, Druid Software

Don Miller, Chief Sales and Marketing Officer, Globe tracker

Gadi Ruschin, Co-Founder and CEO, WAVE BL

Andre Simha, Global Chief Digital & Information Officer, MSC Mediterranean
Shipping Company

Al Tama, Vice President and General Manager, Container and Ports Solutions,
ORBCOMM

16:15 Event wrap-up



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