

INTERMODAL ASIA 2003

Trade and Transportation - A New Perspective in the Era of Trade Liberalisation

Endorsed by the Ministry of Transport Malaysia
Officiated by YB Dato' Seri Dr. Ling Liong Sik, Minister of Transport Malaysia

Tuesday 24 and Wednesday 25 June 2003

Co-Sponsored By



- The Future and Challenges – A Strategic Approach in Achieving an Integrated Intermodal Transportation Network
- Impact of Globalisation and the Changing Trend in Trading Patterns
- The Importance and the Role of Government in Providing the Support to Provide and Achieve an Efficient and Effective Intermodal Transportation Link – Road, Rail, Air and Seaports
- Increased Business Value and Competitiveness Through an Efficient Intermodal Transportation Network – Providing a Synergistic Integrated Network
- Extending the Role of Seaport and Airport in the Total Logistics Chain
- Linking the Gateways of the Country to End Users Through and Effective Inland Connection
- A Strategic Approach – Integrating Total Supply Chain in the Global Transportation Industry – Providing a Real Time Logistic Processes and Creating Value Added Service
- The Opportunities and Challenges of the Future Market Trends – Managing the Increased Intensity of Competition
- Special Feature on the Evolving Trends in Container Shipping and its Role in the Intermodal Transportation Network
- Logistics Planning – A Practical Approach in Managing and Reducing Cost in an Increasingly Competitive Environment – A New Challenge with the Introduction of Greater Security Measures

Supporting Organisations

- Airfreight Forwarders Association of Malaysia
- ASEAN Ports Association
- BIMP-East ASEAN Business Council
- Brunei Freight Forwarders Association
- Federation of ASEAN Shippers' Councils
- Federation of Malaysian Freight Forwarders
- Federation of Transportation and Stevedoring Brunei Darussalam
- Indonesian Shipowners' Association
- International Association of Ports and Harbors
- International Shipowners' Association of Malaysia
- Shipping Association Brunei Darussalam
- The Chartered Institute of Logistics and Transport in Malaysia

Supporting Media

- Cargo Systems
- Cargo Times Indonesia
- Cargo Village News – Civil Aviation Dubai
- Container Management
- Containerisation International
- Fairplay the International Shipping Weekly
- Indonesia Shipping Gazette
- Lloyd's Freight Transport Buyer Asia
- PortCalls

Official Airline



Official Hotel & Venue



Monday 23 June 2003

There will be a Site Visit to MASkargo on Monday 23 June for conference delegates and exhibitors. Transport will leave the lobby of the Sheraton Subang Hotel and Towers at 2pm sharp and return to the hotel by 5 30pm.

Tuesday 24 June 2003

0730 Conference Delegates' Registration and Breakfast

0900 Conference and Exhibition Opening Ceremony

Keynote Address

*YB Dato' Seri Dr. Ling Liong Sik
Minister of Transport Malaysia*

The Future and Challenges – A Strategic Approach in Achieving an Integrated Intermodal Transportation Network

Session 1 Impact of Globalisation and the Changing Trend in Trading Patterns

1015 Chairman's Opening Remarks

*Christopher C. Fisher
Principal
Fisher Associates, United Kingdom*

1030 The Importance of the Government's Role in Providing Support to Achieve an Efficient and Effective Intermodal Transportation Link – Road, Rail, Air and Seaports

*Dato' Zaharah Shaari
Secretary General
Ministry of Transport, Malaysia*

1100 The Increase in Trade Volumes - The Significant Role of the Transportation Sector

*Geetha Karandawala
Economic Affairs Officer, Water Transport Section
Transport, Communications, Tourism and Infrastructure
Development Division
United Nations ESCAP, Thailand*

1130 Globalisation and the Developing World Trades

- Impact of globalisation on container traffic growth
- Ongoing penetration of the break bulk sectors, including reefers, by containers
- The global breakdown – East/West, developing world, intra regional trades
- South America with special focus on Brazil, Africa and South Asia

*John Fossey
Executive Consultant
Drewry Shipping Consultants Limited, UK*

1200 IMO Activities to Enhance Maritime Security: The International Code for the Security of Ships and of Port Facilities

- The measures required by the amendment to SOLAS and the ISPS Code
- The responsibilities of governments, ports and companies
- Implementation strategies

*Christopher Trelawny
Senior Technical Officer –
Navigational Safety and Maritime Security Section
International Maritime Organisation, United Kingdom*

1230 Questions and Answers Followed by Chairman's Closing Remarks

1245 Conference Delegates' Lunch Sponsored by



Session 2 Increased Business Value and Competitiveness Through an Efficient Intermodal Transportation Network – Providing a Synergistic Integrated Network

2.1 Extending the Role of Seaport and Airport in the Total Logistics Chain

1415 Chairperson's Opening Remarks

*Geetha Karandawala
Economic Affairs Officer, Water Transport Section
Transport, Communications, Tourism and Infrastructure
Development Division
United Nations ESCAP, Thailand*

1430 The Strategy in Maintaining the Competitiveness of an Air Cargo Hub via the Development of an Integrated Intermodal Network – A Case Study

- Sharing HACTL's experience in developing an intermodal transport network of the SuperLink China Direct service and the Marine Cargo Terminal to enhance connectivity between Hong Kong International Airport and the catchment areas in the Pearl River Delta
- Identifying the inefficiencies in the supply chain between Hong Kong and its hinterland in the Pearl River Delta Region
- Examining the value propositions of SuperLink China Direct and the Marine Cargo Terminal
- Outlining the strategy for future development

*Anthony Wong
Managing Director
Hong Kong Air Cargo Terminals Limited, Hong Kong*

1500 I-Port – The World's First Airport Within a Seaport

*J. J. Ong
Senior General Manager (Cargo)
Malaysian Airlines System Berhad, Malaysia*

1530 Conference Delegates' Refreshment Break

1615 Extending the Role of Seaport and Airport in the Total Logistics Chain

- What is total logistics?
- The role of seaports and airports
- Strategies for extending their role
- Case study

*Christopher C. Fisher
Principal
Fisher Associates, United Kingdom*

1645 Critical Success Factor in Managing an Integrated Intermodal Network - Case Study

*Edwin Silva
Managing Director
Cargolux Airlines International S.A., Malaysia*

1715 Questions and Answers Followed by Chairperson's Closing Remarks

Wednesday 25 June 2003

Session 2 Increased Business Value and Competitiveness Through an Efficient Intermodal Transportation Network – Providing a Synergistic Integrated Network

2.2 Linking the Gateways of the Country to End-users Through and Effective Inland Connection

0900 Chairman's Opening Remarks

Christopher Trelawny
Senior Technical Officer
Navigational Safety and Maritime Security Section
International Maritime Organisation, United Kingdom

0915 Providing an Effective and Efficient Inland Connection to Reach the End-users. The Important Role of a Rail Network

- Rail's role in bringing cargo to shipside from remote, off-wharf terminals
- The benefits for the city-bound port in maximising precious land holdings
- The benefits for the regional port in spreading their area of cargo capture and in balancing import and export trade flows

Michael Beard
Managing Director
Tranz Rail, New Zealand

0945 Progress of the Singapore/Kunming Rail Connection and the Increasing Role with the Emergence of AFTA

- Bridging the development gap in rail transportation
- Embarking on a close South-East Asian rail partnership
- Reaching the Greater Mekong sub-region

Abd. Radzak Malek
General Manager – Freight Services
KTM Berhad, Malaysia

1015 Conference Delegates' Refreshment Break

Session 3 A Strategic Approach – Integrating Total Supply Chain in the Global Transportation Industry – Providing a Real Time Logistic Process and Creating Value Added Service

1100 What Prominent Activities that the Airport Plays as Part of the Logistics and Distribution Chain

- Sea to air
- Air to air
- Air to land

Ali Al Jallaf
Director
Dubai Cargo Village, United Arab Emirates

1130 Integrated Logistics – The Challenges of Integrating and Outsourcing the Supply Chain

- Integrated logistics networks – what is driving the push for ever-increasing complexity between the logistics centres and transport networks?
- As the boundaries between production and the logistics centre becomes system intensive, can we resolve the communications issues?
- Is the integrated logistics model becoming broader, deeper and more complex or do we just have an inflation of terminology? 4PL is 3PL with one too many P's.

David Oldridge
Managing Director
Tradeport Hong Kong Limited, Hong Kong

1200 Expectations of Shippers from Logistics Service Providers. Emerging Trends and Value-added Solutions. Case Study: A Logistics Park Concept

- Shift in supply chain trends
- Transportation within the supply chain
- Case study

Richard Owens
Commercial Director – Asia Pacific
Exel, Singapore

1230 Questions and Answers Followed by Conference Delegates' Lunch

Session 4 The Opportunities and Challenges of the Future Market Trends

1415 Northern Africa: An Emerging Mediterranean Region for Far East Trade

- Details of Northern Africa countries
- Development of opportunities and problems
- Challenge for traders and carriers: instructions for use

Giovanni Bandini
Commercial and Marketing Director
Tarros, Italy

1445 More Distributed Transshipment Operations vs. Super Hubs – Finding a Cost Effective Equilibrium. Redefining the Role of a Port as a Point of Distribution and a Multi Purpose Hub. Providing the Value Add and not Just the Infrastructure

Morten Lokkegaard
Managing Director
Maersk Sealand, Malaysia

1515 Conference Delegates' Refreshment Break

Session 5 The Evolving Trends and Changes in the Shipping Industry - Managing the Impact

1600 The Impact of Stringent Security Measures and Requirement on Insurance Coverage

Nicholas Sansom
Managing Director
Thomas Miller (South East Asia) Pte. Ltd., Singapore

1630 Alternative Dispute Resolutions in Transport

- Jurisdictional problems
- Alternative dispute resolutions
- Cost and efficiency

Dato' Jude Benny
Principal
Joseph Tan Jude Benny, Singapore

1730 Questions and Answers Followed by Chairman's Closing Remarks

REGISTRATION INFORMATION

Special Offer: If 2 or more delegates register from the same company, a 3rd delegate from the same company is entitled to Free of Charge registration.

To participate in **Intermodal Asia 2003**, you need to register as a delegate. Delegate registration includes the site visit, participation in all conference sessions, conference papers, two lunches and refreshment breaks.

The registration fee is: US\$ 985

METHOD OF PAYMENT

* **Online registration at www.transportevents.com**

Alternatively, by facsimile. Please ensure that this section is completed in full before returning the registration form. Registrations will be processed once payment is received.

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CANCELLATIONS

No refunds can be made. However, substitutions can be made at any time.

DISCLAIMER

The organiser reserves the right to change the contents of this brochure and speaker programme without notice. E&OE.

FAXBACK REGISTRATION

To register for **Intermodal Asia 2003**, please complete and return this form. If you wish to register multiple participants, please copy the form for each person and fax to: + 60 3 8023 3963

- I wish to register for **Intermodal Asia 2003**
- I wish to attend the site visit on Monday 23 June at 2pm

Name: _____

Mr/Ms/Mrs/Dr/Other _____

Job Title: _____

Organisation: _____

Address: _____

Tel: _____

Fax: _____

Email: _____

I will not attend **Intermodal Asia 2003** but wish to purchase a set of conference papers after the event at a cost of US\$ 285 per copy including delivery. A set of papers will be delivered by DHL once payment is received.

COMPLETE AND RETURN YOUR REGISTRATION FORM TO:

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OFFICIAL HOTEL AND VENUE

The Official Hotel and Venue is the **Sheraton Subang Hotel and Towers**. To receive discounted accommodation rates, please quote **Intermodal Asia 2003** when making your hotel reservation.

Reservation Department

Sheraton Subang Hotel & Towers
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www.sheraton.com/subang



OFFICIAL AIRLINE

Malaysia Airlines is providing preferential air fares to registered participants for its international services to attend **Intermodal Asia 2003** excluding Singapore - Malaysia each way and domestic services. Please contact your nearest Malaysia Airlines office quoting **G INTERMODAL** for further information. You may also visit www.malaysiaairlines.com.my for flight schedules and on-line information.



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