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# 2<sup>nd</sup> TRANS PAN PACIFIC 2004 Busan

The Future of Air, Sea, Rail and Road Intermodalism

Paradise Hotel, Busan, Korea  
Tuesday 29 and Wednesday 30 June 2004



Supporting Government Organisation



In Association With



- Market Review - Strategic Issues In The Current Shipping Cycle And The Driving Force In The Current Environment Of Global Economic Activity
- Container Shipping Boom: New Challenges - Special Feature And Focus On Fundamental Issues On Port Operations And Shipping
- The Changing Landscape Of Globalisation - Impact On The Total Trade And Emerging Market - Special Focus On Container Shipping
- Dealing With Crisis And Current Issues- Linking And Securing The Total Logistics Chain

- Refocusing Port Operations - Finding An Equilibrium Between Efficiency And Profitability
- Key Challenges And Complexity In The Linkage Of The Global Supply Chain
- 100 Conference Delegates, Exhibitors and Event Sponsors**
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## Tuesday 29 June 2004

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**7.30 am** Conference Delegates' Registration and Refreshments

**8.45 am** There is a Site Visit to Busan Port for all participants. Please be in the Paradise Hotel lobby by 8 45am. Transport leaves at 9am sharp. Refreshments will be provided and transport will return to the hotel by 12pm

**12.30 pm** Conference Delegates Lunch

**2.00 pm** Conference and Exhibition Opening Ceremony

**2.00 pm** Welcome Address

*June-Suk Choo*  
*President*  
*Busan Port Authority, Korea*

**2.10 pm** Keynote Address

*Dr J.K. Lee*  
*Director*  
*Ministry of Maritime Affairs & Fisheries, Korea*

**2.30 pm** Exhibition Opening Ceremony and Tour of Exhibits

**Session 1** Market Review - Strategic Issues In The Current Shipping Cycle And The Driving Force In The Current Environment Of Global Economic Activity

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**3.30 pm** Chairman's Opening Remarks

*Steve Meyrick*  
*Managing Director*  
*Meyrick & Associates Pty. Ltd., Australia*

**3.45 pm** Trade In The Korean Context And Future Infrastructure Expansion Plans In Support Of The Maritime Industry

*Auh Jae-hyuck*  
*Deputy Director*  
*Ministry of Maritime Affairs & Fisheries, Korea*

**4.15 pm** The Maemi Typhoon in Busan 2003 and Speedy Recovery

*Song Man Soon*  
*Vice President for Engineering & Construction*  
*Korea Container Terminal Authority, Korea*

**4.45 pm** The Shape Of Asian Container Shipping – Past, Present And Future

- How have Asian trade patterns changed?
- What are the implications for Asian container services?
- What has this meant for the port and terminal sector?
- Where do we go from here?

*Steve Meyrick*  
*Managing Director*  
*Meyrick & Associates Pty. Ltd., Australia*

**5.15 pm** Questions and Answers Followed By Chairman's Closing Remarks

**5.30 pm** Welcome Reception Sponsored by



## Wednesday 30 June 2004

**8.00 am** Conference Delegates Registration and Refreshments

**Session 2** Container Shipping Boom: New Challenges - Special Feature And Focus On Fundamental Issues On Port Operations And Shipping

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**9.00 am** Chairman's Opening Remarks

*Peter Bosmans*  
*Director*  
*Lillo Port Centre, Port of Antwerp, Belgium*

**9.15 am** Coping With Double The Volume In South Korean Ports

- A review of current Busan practices benchmarking to best in the World practices for transshipment cargo
- How to improve the efficiency of handling transshipment and indigenous cargo
- Benefits for the customers (shipping lines and end users)
- How will this attract shipping lines to view Busan as the choice for transshipment in NE Asia?

*Rob M. Walker*  
*Executive Vice President*  
*Pusan Newport Company, Korea*

**9.45 am** **New Challenges, Trends And Opportunities In Developing Ports Within The ASEAN Region – Philippine Ports Policy**

- Policy challenges
- The need to adapt
- Plans and progress
- Global influence
- Pace of change

*Alfonso G. Cusi*  
*General Manager*  
*Philippine Ports Authority, The Philippines*

**10.15 am** **Conference Delegates Refreshments**

**Session 3** **The Changing Landscape Of Globalisation – Impact On Total Trade And Emerging Markets – Special Focus On Container Shipping**

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**11.15 am** **Picking Up Momentum In The Intra Asian Trade - What Are The Strategies Adopted By A Regional Player In Coping With Additional Volume**

*Y.H. Choi*  
*Vice President and Chief Executive Officer*  
*Korea Marine Transport Company Ltd., Korea*

**11.45 am** **Pacific Ports – A European Port’s Perspective and Experience**

- How every region located nearby main ports face the same situation and evolution
- How European experience can be an example from which other ports can learn from positive and negative effects of the situation
- The latest use of new technology in our future container terminals - shown and explained

*Peter Bosmans*  
*Director*  
*Lillo Port Centre, Port of Antwerp, Belgium*

**12.15 pm** **Questions and Answers Followed by Conference Delegates Lunch**

**Session 4** **Dealing With Crisis - Securing The Total Logistics Chain**

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**2.00 pm** **The Aftermath of a Catastrophic Incident. Can We Avoid Catastrophic Losses?**

- Earthquake, Flood, Windstorm & Subsidence
- Terrorism and the ISPS code
- Bodily Injuries
- Small incidents with major impacts
- Coverage and Availability

*Andreas Mueller*  
*Regional Manager*  
*Thomas Miller (Hong Kong) Limited, Hong Kong*

**Session 5** **Adapting to the Changing Trends – Finding Equilibrium Between Efficiency And Profitability**

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**2.30 pm** **Strategies And Conditions For A Regional Hub Port In North-East Asia**

- Globalisation of container shipping and globalisation of port operations
- Shipping line strategies: Alliances, Mergers & Acquisitions (M&A) and transshipment strategies
- Container ships: larger and fast ships - changes in deployment
- Impact of shipping lines' strategies on port competition
- Conditions for a regional hub-port in North-East Asia

*Captain Daniel (Seong-Hyeok) Moon, Ph.D*  
*Professor, Division of Maritime Transportation Science*  
*Korea Maritime University, Korea*

**3.00 pm** **Conference Delegates Refreshments**

**4.00 pm** **IT - Its Role As A Catalyst In Progress And Cost-Savings For Ports Industry**

*Y.J. Kim*  
*Research and Development Manager*  
*Total Soft Bank Ltd., Korea*

**5.00 pm** **Questions and Answers Followed By Conference 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 the **2nd Trans Pan Pacific 2004 Korea**, you need to register as a conference delegate. Delegate registration includes the site visit, participation in all conference sessions, a set of conference papers on CD ROM, Welcome Reception, lunches and refreshment breaks. The registration fee is **US\$1,495 / KRW1,795,000**

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I cannot attend the **2nd Trans Pan Pacific 2004 Korea** but wish to purchase a set of conference papers at a cost of US\$395 / KRW460,000 per set including delivery. A set of papers on CD ROM will be delivered by courier once payment is received.

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