



# TRANS Middle East Cairo 2004

Wednesday 22 and Thursday 23 September 2004  
Conrad Cairo, Egypt



- The Framework of Shipping ñ The Shape Of Things To Come
- Trends In Economic Development And Trading Patterns ñ Latest Development, Opportunities and Challenges
- Ports Embracing The Future Shipping Trends - Challenges And Forecast
- Value Creation Processes ñ Enhancing Ports Efficiency
- Achieving An Efficient And Cost Effective Logistics And Supply Chain Network
- Intermodalism ñ Transport System Integration - Responding To Market Needs
- Latest Trends And Technology In Container Operations
- Container Shipping Boom ñ New Challenges ñ Special Feature and Focus on Fundamental Issues Concerning Port Operations and Shipping
- **250 Conference Delegates, Exhibitors and Event Sponsors**
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### Supporting Organisations



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## Tuesday 21 September 2004

**9.00am** There is a Site Visit to Suez Canal Container Terminal in Port Said. Transport leaves the Conrad Cairo lobby at 9am. Refreshments will be provided and transport returns to the hotel by 4.30pm

## Wednesday 22 September 2004

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



**9.00am** Conference and Exhibition Opening Ceremony

**9.00am** Welcome Address

*Philip Littlejohn*  
Managing Director  
Suez Canal Container Terminal SAE

**9.10am** Keynote Address

*Admiral Ahmed Sadek*  
Chairman  
Port Said Port Authority, Egypt

**9.30am** Exhibition Opening Ceremony and Tour of Exhibits

### Session 1 The Framework Of Shipping – The Shape Of Things To Come

**10.15am** Chairman's Opening Remarks

*Andrew Penfold*  
Managing Director  
Ocean Shipping Consultants Limited, United Kingdom

**10.20am** The trend of container shipping lines being listed - the impact on the maritime industry

- Review of ownership structure of top lines - recent changes
- Listing - the financial impact of transparency
- Improving information availability to investors, and the public at large
- Improved access to capital
- Further opportunities for consolidation

*Gill Samuel*  
Director of Corporate Communications  
P&O Nedlloyd, United Kingdom

**10.50am** The outlook for liner shipping - Can the good times last?

- Global container traffic increased by 14% in 2003, and 2004 is starting off at double digit growth pace, as China continues to power the market
- While fleet capacity is rising strongly, supply is still tight and the charter market is at record levels
- Carrier financials were sharply up in 2003, and with rates still firm the omens are good for 2004/05 - what does this imply for further consolidation?
- Have carriers really solved the supply-demand conundrum, or have they simply struck lucky? Are the good times here to stay?

*Mark Page*  
Research Director  
Drewry Shipping Consultants Limited, United Kingdom

**11.20am** Rationalising of services for the short sea and feeder network – Adapting to changes to meet the main line carrier requirement

*Mohamed Larbi Sobhy*  
Managing Director  
CMA CGM, Egypt

**11.50am** Is the shipping industry finally moving into the capital markets mainstream?

- Scale
- Consolidation
- Capital markets access
- Listing venues
- Investor interests

*Michael Borch*  
Managing Director  
JP Morgan (Asia Pacific) Limited Hong Kong

**12.20pm** Connecting Egypt and the Mediterranean Sea – A case study

- Daily experience of a regional carrier
- Selecting main regional traffic flows
- Sustainable cargo mix: local and feeder traffic
- Regional carriers' evolution in a rising costs scenario

*Giovanni Bandini*  
Commercial and Marketing Director  
Tarros, Italy

**12.50pm** Questions and Answers, Moderator's Closing Remarks Followed by Conference Delegates Lunch Sponsored By



### Session 2 Trends In Economic Development And Trading Patterns – Latest Developments, Opportunities and Challenges

**2.10pm** Moderator's Opening Remarks

*Michael Borch*  
Managing Director  
JP Morgan (Asia Pacific) Limited Hong Kong

**2.15pm** Economic development, deep-sea shipping and regional container flows

- Trade and GDP growth – Future structure
- Ultra large container ships
- East Mediterranean and South Europe: The southern ports option
- Transhipment in the Mediterranean

*Andrew Penfold*  
Managing Director  
Ocean Shipping Consultants Limited, United Kingdom

**2.45pm** From hub and spoke stand alone to integrated multimodal transhipment systems: Cagliari and Gioia Tauro – Part I

*Domenico Bagala*  
Terminal Director  
Cagliari International Container Terminal, Italy

**3.15pm** Conference Delegates Refreshments Break Sponsored By



**4.15pm** From hub and spoke stand alone to integrated multimodal transshipment systems: Cagliari and Gioia Tauro – Part II

*Domenico Bagala  
Terminal Director  
Cagliari International Container Terminal, Italy*

### Session 3 Value Creation Processes – Enhancing Ports Efficiency

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**4.45pm** Implementing a terminal operating system at a green field site – A case study of Port Said

*Niels P. Joergensen  
Project Manager  
Global Transportation Solutions LLC, USA*

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

**7.00pm** Egyptian Gala Dinner Cruise on the River Nile Sponsored By



*Suez Canal Container Terminal*

**Thursday 23 September 2004**

**8.00am** Conference Delegates Refreshments Sponsored By



**9.00am** Chairman's Opening Remarks

*Jarmo Stoopman  
Terminal Manager  
ECT Delta Terminal, The Netherlands*

**9.05am** Key Elements To A Successful Hub – Well-Established And Effective Intermodal Transportation Network – Sea, Air, Road and Rail

*Steven Yoogalingam  
Marketing and Business Development Manager  
Port of Tanjung Pelepas, Malaysia*

**9.35am** Achieving an efficient and cost effective logistics and supply chain network - Internet enablement for the logistics supply chain

*Nigel Nawacki  
Business Development Manager  
Cisco Systems Limited, United Kingdom*

**10.05am** Logistics and Maritime Clusters: Theory and Practice

- Why clusters?
- Why logistics and maritime clusters?
- Factors for success
- Cluster level initiatives
- Case studies

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

**10.35am** Conference Delegates Refreshments Break Sponsored By



### Session 4 Ports Embracing Future Shipping Trends - Challenges And Forecast

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**11.30am** Trends in innovative port development – equipping the port for the next generation

*Philip Littlejohn  
Managing Director  
Suez Canal Container Terminal, Egypt*

**12.00pm** Creating opportunities in global commerce - APM Terminals' global expansion

- Public-Private Partnership in terminal operations (Part I)
  - Private operator's obligations
  - The successful venture
- Global Terminal Operators (Part II)
  - What do they have to offer?
  - The market drives the development
  - The customer value propositions

*Oyvind Fagerstrand  
Head of Global Sales & Marketing  
APM Terminals, The Netherlands*

**12.30pm** Questions and Answers, Chairman's Closing Remarks followed by Conference Delegates Lunch

### Session 5 Latest Trends and Technology in Container Operations

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**2.10pm** Chairman's Opening Remarks

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

**2.15pm** The role and importance of port community systems

- Defining port community systems
- The impact of port community systems on port security
- Make or buy port community systems

*Luc Van Hemelrijck  
Sales Manager  
Cosmos, Belgium*

**2.45pm** Finding the competitive edge through increased port productivity – the need to automate

*Jarmo Stoopman  
Terminal Manager  
ECT Delta Terminal, The Netherlands*

**3.15pm** Conference Delegates Refreshments Break Sponsored By



**3.45pm** Latest and future port designs – Differentiation between transshipment hub port and destination port

*Peter Wright  
Maritime Business Development Director  
Royal Haskoning, United Kingdom*

**4.15pm** Questions and Answers followed by Chairman's Closing Remarks

## REGISTRATION INFORMATION

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- I wish to attend the Egyptian Gala Dinner Cruise on the River Nile on Wednesday 22 September

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