

# 2<sup>nd</sup> INTERMODAL ASIA 2004

Officiated By His Highness Sheikh Ahmed bin Saeed Al Maktoum  
President of Dubai Department of Civil Aviation

Sunday 6 and Monday 7 June 2004  
Al Bustan Rotana Hotel, Dubai, United Arab Emirates



**DUBAI PORTS  
AUTHORITY**

Supporting Government Organisation



Hosted By



International Federation of  
Freight Forwarders Associations

Endorsed By



- Industry Trends In Sea And Air Transportation – Impact Of Globalisation And Changing Trends In Trading Patterns – The Shape Of Things To Come
- Information Technology – Thriving Force Behind Today's Business – Critical Factors In Staying Ahead Of Competition – Making IT The Platform For Logistics Information Exchange
- Enhancing The Future Roles Of Sea Ports And Air Ports To Support The Intermodal Network
- Special Feature On Emerging Maritime Industry Trends And Cargo Flows And The Evolving Demands Of Customers Today

- Consolidation And Integration - Fulfilling Future Needs For Transportation, Distribution And Value Added Services – Special Focus On The Air Transport Industry
- Logistic Planning – Practical Approach In Managing And Reducing Cost In An Increasingly Competitive Environment
- 250 Conference Delegates and 50 Exhibitors and Event Sponsors
- Visit [www.transportevents.com](http://www.transportevents.com) For Latest Exhibition And Conference Details

#### Supporting Organisations

- Airports Council International
- ASEAN Ports Association
- Dubai Shipping Agents Association
- ICHCA International Ltd
- International Association of Ports and Harbors
- International Federation of Freight Forwarders Associations
- Maritime Institute of Malaysia
- National Association of Freight and Logistics
- The Chartered Institute of Logistics and Transport in UAE

#### Supporting Media

- African Shipping Review
- Air Cargo Update
- Airport World
- Cargo Systems
- Cargo Village News, Dubai
- Cargonews Asia
- Container Management

#### Supporting Media

- Containerisation International
- Lloyd's Freight Transport Buyer Asia
- PCFC Cargo & Trade, Dubai
- Port Strategy
- PortCalls
- The Middle East Aviation Journal
- The Supply Chain and Logistics Link

Official Airline



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Government of Dubai  
Department of Civil Aviation



حكومة دبي  
دائرة الطيران المدني

**His Highness Sheikh Ahmed bin Sa'eed Al Maktoum**  
President of Dubai Department of Civil Aviation



Dear Colleague,

## 2<sup>nd</sup> Intermodal Asia 2004 Dubai Exhibition and Conference

Hosted by Dubai Cargo Village  
Sunday 6 and Monday 7 June 2004  
Dubai, United Arab Emirates

**Dubai Cargo Village** is delighted to Host the 2<sup>nd</sup> Intermodal Asia 2004 Dubai Exhibition and Conference.

This international Exhibition and Conference event is designed to promote transportation in the region and your active support and participation in making this Exhibition and Conference event in Dubai a great success will be much appreciated and good for our industry.

We look forward to meeting you in Dubai on Sunday 6<sup>th</sup> and Monday 7<sup>th</sup> June 2004 for what will be a most compelling and rewarding 2 days International Exhibition and Conference event.

Yours sincerely,

**AHMED BIN SAEED AL MAKTOUM**



مكتب الرئيس

PRESIDENT'S OFFICE

ص.ب: 2525، دبي، إ.ع.م. هاتف: ٢٠٦٢٢٢٢٧ (٩٧١٤) فاكس: ٢٢٤٤٠٧٤ (٩٧١٤)

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website: dubaiairport.com E-mail: president@dca.gov.ae



## Saturday 5 June 2004

- 9am** There is a Site Visit to Dubai Cargo Village and Dubai Ports Authority for conference delegates and speakers. Transport leaves the Al Bustan Rotana lobby at 9am sharp. Refreshments will be provided and transport returns to the hotel by 1 30pm

## Sunday 6 June 2004

- 7 30am** Conference Delegates' Registration and Refreshments Sponsored by



### Port of Salalah

- 9am** Conference and Exhibition Opening Ceremony

- 9am** Welcome Address

*Ali K. Al Jallaf*  
Director  
Dubai Cargo Village, United Arab Emirates

- 9 10am** Keynote Address

*His Highness Sheikh Ahmed bin Saeed Al Maktoum*  
President, Dubai Department of Civil Aviation

- 9 30am** Exhibition Opening Ceremony and Tour of Exhibits by His Highness Sheikh Ahmed bin Saeed Al Maktoum

### Session 1 Industry Trends – Impact Of Globalisation And Changing Trends In Trading Patterns – The Shape Of Things To Come

- 10 15am** Chairman's Opening Remarks

*Issa Baluch*  
President  
FIATA, Switzerland

- 10 20am** Future Growth Of The Buoyant Middle East Market – The Impact Of Opening Up Trade Barriers And The Emergence Of New Markets – International And Regional Opportunities

- Overview of recent regional developments
- Development of new container terminals in the region
- Recent development in trade facilitation and logistics

*C. Bert Kruk*  
Senior Port Specialist - Transport Unit  
World Bank, USA

- 10 50am** Creating The Conducive Environment To Manage Emerging Future Markets

*Ali K. Al Jallaf*  
Director  
Dubai Cargo Village, United Arab Emirates

- 11 20am** 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

### Session 2 Increasing Business Value & Competitiveness through A Comprehensive And Efficient Intermodal Transportation Network

- 11 50am** Meeting Our Customers Needs With Intelligence

- Our Customer Care Philosophy
- Our IT Strategy
- DubaiTrade.ae a full fledged portal services
- PROMIS - a full fledged operations solution

*Jamal Majid bin Thaniah*  
Chief Executive Officer  
Dubai Ports Authority, United Arab Emirates

- 12 20pm** Developing A Successful Duty Free Zone Focusing On Trade And Value Added Activities

*Dr. Mohammed Al Zarouni*  
Director General  
Dubai Airport Free Zone Authority, United Arab Emirates

- 12 50pm** Questions and Answers Followed by Conference Delegates Lunch Sponsored by



**PTP** Port of Tanjung Pelepas  
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### Session 3 The Opportunities And Challenges Of Future Market Trends – The Extra Mileage To Create The Competitive Edge

- 2pm** Key Elements To A Successful Hub – Well-Established And Effective Intermodal Transportation Network – Sea, Air, Road and Rail

*Datuk Mohd. Sidik Shaik Osman*  
Chief Executive Officer – Port of Tanjung Pelepas, Malaysia  
Director – Senai Airport Terminal Services, Malaysia

- 2 30pm** Development Of A Strategic Free Zone To Maintain A Leading Role And Stay Ahead Of Competition By Maintaining Market Share

- Consolidation and Integration
- Special Focus on Distribution
- Fulfil future needs by value added services for JAFZA companies
- Business Matching and Business Opportunities
- The Role of JAFZA and Port for building Dubai Business Hub

*Ahmed Butti Ahmed*  
Managing Director  
Jebel Ali Free Zone Authority, United Arab Emirates

- 3pm** Logistics Infrastructure And Supply Chain Management – Criteria For Consideration In An Increasing World Of Logistics

*Kutaiba Al-Hatmy*  
Marketing and Business Development Manager  
Salalah Port Services, Sultanate of Oman

- 3 30pm** Conference Delegates Refreshments Break Sponsored by



### Port of Salalah

### Session 4 Consolidation And Integration – Fulfilling Future Needs For Transportation, Distribution And Value Added Services – Special Focus On The Air Transport Industry.

- 4 30 pm** Air Transport - The Indispensable Part Of The Supply Chain.

- Customer Needs
- Customer Demand
- Customer Satisfaction

*Werner Kletzka*  
General Manager Sales Middle East and Pakistan  
Lufthansa Cargo, United Arab Emirates

**5pm** The Globalisation of Ground Handling - Why Our Industry Is Forced To Consolidate

- The ground handling industry today
- Swissport's role in a consolidating industry
- The industry paradox and how it could be changed
- Success stories from early movers

*Dr. Ludwig H. Bertsch*  
Executive Vice President Asia, Middle East Africa and Cargo  
Swissport International Ltd., Switzerland

**5 30pm** Questions and Answers Followed By Conference Chairman's Closing Remarks

**6 30pm** Welcome Reception and Arabian Evening Sponsored by



**Monday 7 June 2004**

**8am** Conference Delegates Refreshments Sponsored by



**9am** Chairman's Opening Remarks

*C. Bert Kruk*  
Senior Port Specialist - Transport Unit  
World Bank, USA

**9 10am** Air Cargo - Pushing the Boundaries

*Dr. Neoh Ein Teck*  
Distribution & Industry Affair Manager  
Singapore Airlines Cargo, Singapore

**9 40am** Forming A Network Of Inter Linkages To Provide An Integrated Logistic Network In The Total Transport Chain

*David F. Pierce*  
Manager Cargo Marketing and Business Development  
Emirates SkyCargo, United Arab Emirates

**10 10am** Challenges and Competition faced by Air Cargo Carriers

*Guy Mertens*  
Head of Cargo Sales  
Kenya Airways, Kenya

**10 40am** Conference Delegates Refreshments Break Sponsored by



**Session 5** Information Technology – Thriving Force Behind Today's Business – Critical Factors In Staying Ahead Of Competition – Making IT The Platform For Logistics Information Exchange

**11 40am** Developing the Next Generation of Terminal IT Solutions

- Maximizing the Return on Investment
- Reducing Total Cost of Ownership

*Mike Paschal*  
Vice President of Engineering  
Navis LLC, United States of America

**12 10pm** I-Port – The World's First Airport Within A Seaport

*Shahari Sulaiman*  
General Manager Business Development and Sales (Cargo)  
Malaysian Airlines System Berhad, Malaysia

**12 40pm** Questions and Answers Followed By Conference Delegates Lunch Sponsored by



**Session 6** Special Feature On Emerging Maritime Industry Trends And Cargo Flow And The Evolving Demands Of Customers Today

**2 00pm** Equipment Cost Of Ownership. Latest Developments For Cost Efficient Equipment Throughout Its Life Span

*Juan Jose Aguero*  
Director  
IMPISA (Malaysia) Sdn. Bhd., Malaysia

**2 30pm** Latest And Future Port Design – Differentiation Between Transhipment Hub Port And Destination Port

*Henry Rowe*  
Director – Maritime Division  
Royal Haskoning, United Kingdom

**3 00pm** Conference Delegates Refreshments Break Sponsored by



**Session 7** Logistic Solutions – Practical Approach In Managing And Reducing Cost In An Increasingly Competitive Environment

**4 00pm** Freight Logistics In The AGCC - What Is The Future?

*Captain Mansoor Yasin A. Ghafoor*  
President  
National Association of Freight Logistics, United Arab Emirates

**4 30pm** The Use of Third Party Logistics Services (3PL) In The Middle East

- Trends and issues among key markets and key customers in the 3PL industry
- Aligning global and international supply chain strategy with local regional dynamics
- Trends affecting supply chain and third party logistics
- Supply chain strategy - strategic, tactical and operational

*Damien O' Donoghue*  
Manager – Strategy and Development, Logistics Division  
Gulf Agency Company Limited, United Arab Emirates

**5 00pm** 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 Intermodal Asia 2004 Dubai**, 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 & Arabian Night, lunches and refreshment breaks. The registration fee is **US\$1295 / AED4795**

## METHOD OF PAYMENT

- Credit Card** - Secure Online Registration at [www.transportevents.com](http://www.transportevents.com) or complete the *Method of Payment* and *Fax Back Registration* details on this page together with credit card details and fax to: + 60 3 8023 3963.
  - Telegraphic Transfer** - Complete the Fax Back Registration details on this page and fax to + 60 3 8023 3963. For TT payment, you must fax confirmation of the TT from your bank with this application.
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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 the **2nd Intermodal Asia 2004 Dubai**, please complete and return this form or register online at [www.transportevents.com](http://www.transportevents.com). 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 **2nd Intermodal Asia 2004 Dubai**
- I wish to attend the Site Visit on Saturday 5 June at 9am
- I wish to attend the Welcome Reception and Arabian Evening on Sunday 6 June

Name: \_\_\_\_\_ **30 / 05 / 2004**

Position: \_\_\_\_\_

Organisation: \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Tel: \_\_\_\_\_

Fax: \_\_\_\_\_

Email: \_\_\_\_\_

I will not attend the **2nd Intermodal Asia 2004 Dubai** this year but wish to purchase a set of conference papers after the event at a cost of US\$295 / AED1095 per set including delivery. A full set of papers on CD ROM will be delivered by courier once payment is received.

## COMPLETE AND RETURN YOUR REGISTRATION FORM TO:

### Transport Events Management

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## OFFICIAL HOTEL AND VENUE

The Official Hotel and Venue is the **Al Bustan Rotana Hotel Dubai**. To receive discounted accommodation rates, please quote **2nd Intermodal Asia 2004 Dubai** when making your hotel reservation. Reservation can also be made on-line at [www.rotana.com](http://www.rotana.com)

### AL Bustan Rotana Hotel Dubai

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