



FREIGHT 2011

INVITATION to e-FREIGHT 2011

International Conference on Paperless Freight Transport Logistics **e-Freight and Europe**

e-Freight is a key policy objective of the European Commission as detailed in the Freight Logistics Action Plan and various communications from the EU. The European Parliament supports the development of paperless transactions between businesses, and between business and authorities. At the same time, because of increasing globalisation and trade liberalisation, the actors in the supply chain (manufacturers, and material suppliers, retailers, logistics services providers and carriers) are moving towards more integrated and collaborative relationships.

Projects such as Freightwise, Smartfreight, SMART-CM and INTEGRITY have utilised standardised framework architectures to enable intermodal, co-modal and mono-modal freight activities to be advertised, contracted, planned and executed using simple roles and information objects. Much of the e-Freight Framework has been integrated into the OASIS Universal Business Language 2.1, which is being discussed with the US Department of Transportation and GS1.

New projects are now further developing this and other standardised and integrated solutions, including e-Freight platform as single entry point for reporting to all authorities for all modes, apps for messaging, and other innovations in ICT and Transport Logistics. Areas being researched include: software structures to enable business and authority interoperability, selection of environment-friendly alternatives, state-of-the-art tracking and management capabilities, development of the SKEMA Knowledge Platform, promotion and development of short-sea shipping, and integration of legacy port systems with new surveillance and information management solutions.

The Conference

The e-Freight conference is an excellent opportunity to network with researchers, practitioners and policy makers in order to make freight transport logistics more sustainable, more competitive, more efficient and better connected in a cost effective manner.

The EU projects e-Freight, SKEMA, PROPS, SUPPORT, DiSCwise, CONTAIN, CASSANDRA and eMAR invite industry, research and academic communities to meet and discuss how best to establish a new paradigm for electronic information exchange in freight transport and logistics.

The e-Freight Conference 2011 will take place during the Transport Logistic trade fair, the International Exhibition for Logistics, Mobility, IT and Supply Chain Management. The conference will take place at Messe, Munchen, Germany on the first two days of the fair - 10-11 May 2011.

Complementing the conference, e-Freight will also have a stand in the trade fair where representatives of the projects will be available to give more information about their work.

The event is a peer reviewed scientific conference in association with the **International Journal of Applied Logistics (IJAL)**, and will also include notable keynote speakers.

On the second day parallel sessions will deliver the latest scientific research on: e-Freight, Security and Technology.

Conference registration is now open and can be accessed at: www.e-freightconference.com

AGENDA

Day 1 - 10th May 2011

08:30-09:15

Registration

09:15-09:40

Welcome speeches

09:40-10:00

Pawel Stelmaszczyk, Head of Unit for "Logistics, Co-modality, Motorways of the sea and Marco Polo"
"EC policy advancements on e-Freight - new White Paper on Transport"

10:00-10:30

COFFEE BREAK

10:30-11:00

Michael P. Onder, Team Leader, Truck Size & Weight, Freight Technology & Operations, USDOT - Federal Highway Administration
e-Freight in US - The EFM Project

11:00-11:30

Guillaume Drucy, Head of IATA e-Freight Implementation: IATA e-Freight, vision, challenges and achievements (tbc)

11:30-12:00

Dr. Ellen Eftestöl-Wilhelmsson, Head of Inter Tran research project group, University of Helsinki, Scandinavian Institute of Maritime Law
Multimodal waybill: Is a predictable EU liability system an achievable alternative to international conventions?

12:00-13:00

LUNCH BREAK

e-Freight initiatives and standards

13:00-13:30

Dr. Takis Katsoulakos
A platform for e-Freight

13:30-14:00

Prof. Dr. Jan Tore Pedersen, MARLO and Mary Vayou, BMT
Freight Transport Processes' Standardization in co-modal transport: Merging LIM and the e-Freight initiatives

14:00-14:30

Ronald Jorna, Jeroen Bozuwa, Liesbeth Van Alphen, Marius Van Der Flier
Benchmarking Logistics Chains

14:30-15:00

Christer Kjellberg
Modal shifts made easy

15:00-15:30

Thomas Zunder, Hans Westerheim, Jan Tore Pedersen and Ronald Jorna
Freightwise Framework and e-Freight

15:30-16:00

Frank Knoors
Business model for administering platforms for sharing logistics information

16:00-16:30

COFFEE BREAK

16:30-17:00

Plenary session

17:00-17:30

Plenary discussion

18:00-18:30

DRINKS RECEPTION

19:00-21:00

DINNER

Day 2 - 11th May 2011

09:00-09:15

Launch of e-Freight Forum

09:15-10:00

with the support of



e-Freight along the global supply chain: Round Table discussion with hands-on sector representatives.

Moderator: Fernando Liesa, Spanish National Centre of Competence in Logistics

Participants:

Marco Sorgetti, CLECAT
Christer Kjellberg, STENA
Mats Rosen, DSV (tbc)
SeaRail Finland, (tbc)

Jaco Voorspuij, DHL (tbc)
Fred Kempkes, Unilever (tbc)
Port operator, (tbc)

10:00-10:30

COFFEE BREAK

e-Freight business models/case studies

Carlos Alvarez-Cascos Garcia-Mauriño, Gerard Trant and Kevin Riordan

Cooperative Unites Services - a Challenge & Opportunity

e-Freight Security

Johan Scholliers, Sirra Toivonen, Timo Lahtinen, Antti Kaihovaara and Antti Permala
Improving security and supply chain efficiency for consignments in multimodal transport

Technologies for e-Freight

Wout Hofman
Semantic web technology for interoperability in freight logistics

10:30-11:00

11:00 - 11:30

Aud Wahl, Beate Kvamstad and Even Holte
Integrated planning in transport operations

Gerwin Zomer
Supply Chain Security - Compliance as a challenge

Kim Hassall, Karyn Welsh and Mingyao Qi
Developing an ICT Freight Portal for Victoria: A possible precursor to a national e-freight portal in Australia

11:30-12:00

Sten Lindgren
EIT - Efficient & Integrated Transport Processes

Frank Arendt, Nils Meyer-Larsen and Rainer Müller
Supply Chain Predictability and Security

Gary O Connor and Gráinne Lynch
Commercial Co-Modal Agent System

12:00-13:00

LUNCH BREAK

13:00-13:30

Tom Cane, BMT
NG National Single Windows

Annalisa Mangone, Stefano Ricci and Sabatino Stonelli
Paperless Freight Transport Logistics: Foodstuff traceability model

Ignacio Marin, Antonio Campos, José Quiroga, Patricia Miravet and Francisco Ortin
Device Independence approach for ICT-based PFTL solutions

13:30-14:00

Shoaib Bakhtyar, Jan A. Persson and Johan Holmgren
Achieving services when turning a waybill into an e-waybill

Nikolaos Papas
Combining EA techniques with Bow-Tie Diagrams to enhance European Port Security

Antti Permala, Eetu Pilli-Sihvola, Karri Rantasila and Johan Scholliers
RFID - a supporting technology for paperless logistics

14:00-14:30

Antti Permala, Karri Rantasila and Eetu Pilli-Sihvola
Logistics-related information exchange - international efforts and Finnish developments

Richard Stokes
Shortsea-direct

Cindy Yamamoto and Julie Calcunovitch
e-Freight success means starting with the basics

14:30-15:00

Reporting of Parallel Sessions by moderators

15:00-15:30

Wrap up and closing of conference

16:00-16:30

COFFEE BREAK and close



FREIGHT 2011

SUPPORTING PROJECTS - within the European Union 7th Framework Programme



e-FREIGHT - www.efreightproject.net

The e-FREIGHT project is aimed at supporting, from a transport perspective, the three pillars of European Policy namely:

- strengthening of the internal market and competitiveness
- improving regulation to create a more dynamic business environment;
- promoting sustainable development



SKEMA - www.skematransport.eu

SKEMA's aim is to establish a Sustainable Knowledge Platform for the use of stakeholders in the Maritime Transport and Logistics industry.

The SKEMA Knowledge Platform is now online containing a Knowledge Base populated by project studies and outputs from workshops and case studies addressing key challenges for the European maritime transport and logistics industry. The studies are constructed to facilitate improved usability and accessibility of valuable results from previous projects, studies and publications.



PROPS - www.props-sss.eu

The PROPS Coordination Action builds on previous EU and national activities undertaken to promote and develop short sea shipping individually and as part of multi modal logistic chains. The goal is increased use of short sea shipping, leading to modal shift from long-haul road freight to sea supporting the sustainable development of European transport.

PROPS aims at working closely with the Short Sea Promotion Centres (SPCs) to develop practical tools to assist with their promotional activities and with extending their operations to encompass inter-modal and co-modal transport.



SUPPORT - www.support-project.eu

SUPPORT aims to raise the current level of port security by integrating legacy port systems with new surveillance and information management solutions. Ports will be given tools to establish the necessary and sufficient security level to satisfy evolving international regulations and standards while efficiently supporting the complexity of the real port environment.



DISCWISE - www.discwise.eu

The DiSCwise project aims to develop, demonstrate and deploy a reference architecture for interoperability in the transport and logistics Sector, in an effort to achieve:

- Integration of small and medium sized transport service providers into efficient door-to-door supply chains at a cost affordable to them
- Facilitating a more sustainable European logistics by enabling transport users (large and small) to select environment-friendly alternatives
- Making European supply chains more efficient by providing state-of-the-art tracking and management capabilities



FREIGHT 2011

REGISTRATION and CONFERENCE FEES

The conference is being organised by Karen McTigue, NewRail, Newcastle University. You can register via Newcastle University's Webstore system online at: <http://bit.ly/dQYQNW> You will be asked for login information which you must fill in first to register on the site. Then you will be taken to a conference registration form followed by a secure payment screen. If you get lost at any time use the link (<http://bit.ly/dQYQNW>) to take you back to the beginning.

Conference fees are £110 (€120) per person. There are no concessions. This includes entry to the exhibition on the 10th and 11th May, entry to the conference on the 10th and 11th May, all meals and refreshments during the conference and the conference dinner on the evening of the 10th May.

Suggested Hotels

Hotel Name	Location	Rate	Contact
Novotel	Next to exhibition centre	From €279 per night	www.novotel.com email: H5563-rm@accor.com
NH München Dornach	Shuttle bus ride	From €179 per night	www.nh-hotels.com email: nhmuenchendornach@nh-hotels.com
NH München Neue Messe	Shuttle bus ride	From €159 per night	www.nh-hotels.com email: nhmuenchenneuemesse@nh-hotels.com
Hotel Prinzregent	Shuttle bus ride	From €290 per night	www.prinzregent.de email: messe@prinzregent.de
Am Moosfeld		From €200 per night	www.hotel-am-moosfeld.de email: info@hotel-am-moosfeld.de
Azimut Hotel München City Ost	Shuttle bus ride	From €100 per night	www.azimuthotels.de
Raeter Park Hotel	Shuttle bus ride	From €100 per night	www.raeter-park-hotel.de

We have been unable to negotiate preferential rates for e-Freight delegates. The prices listed are based on the hotel's normal rates. Contact the hotel directly for the best price and availability or use a hotel booking site such as Expedia or booking.com. Alternatively go through www.transportlogistic.de



FREIGHT 2011

MUNICH

Pulsing with prosperity and Gemütlichkeit (cosiness), Munich (München) revels in its own contradictions. Folklore and age-old traditions exist side by side with sleek BMWs, designer boutiques and high-powered industry. Its museums include world-class collections of artistic masterpieces, and its music and cultural scenes give Berlin a run for its money.

Today, Munich's claim to being the 'secret capital' of Germany is alive and well. The city is recognised for its high living standards, with the most millionaires per capita after Hamburg, and for a haute couture that rivals Paris and Milan.

Munich was founded in 1158 by Henry the Lion and is packed with attractions. Since 1806 Munich City has been the capital of Bavaria and important centre of banking, media and industries. Munich is home to world-class art museums, a lively cultural scene, boisterous nightlife and some spectacular attractions like Oktoberfest.

The airport is linked to central Munich by the S-Bahn, taking about 40 minutes. The whole city is served by a comprehensive underground rail system with fast links out to Messe where the transportLogistic exhibition is taking place.



MESSE, MUNCHEN



Messe, München is a huge, purpose built, exhibition centre on the eastern outskirts of Munich. It is linked to central Munich by the U-bahn line – U2. e-Freight 2011 will have an exhibition stand in Halle B2 and the conference will take place on the floor above this hall. It will be easy to move between the two locations.

All conference meals will be taken at Messe, München. We have use of the Restaurant Seeblick alongside our conference rooms and we will be hosting the conference dinner here on the evening of the 10th May 2011.

www.transportlogistic.de

