



24 - 26 April 2012 Vineyard Hotel & Spa Cape Town

[www.coollogisticsafrica.com](http://www.coollogisticsafrica.com)

**A new event for the African International Perishables Trade**

## Creating cold chain skills, services and infrastructure to compete in global markets

From South African fruit to Kenyan flowers, the trade in perishables generates critical export revenue and employment for Africa. Future growth potential is significant, both at the global and regional level. But to seize the day, Africa must now hone its cold supply chains.

This new forum assembles all of the key players to discuss how to deliver cold chain capacity, services and skills for Africa to compete fully on the world perishables stage, grow regional trade and ensure efficient distribution for vital food imports.

Bringing international and regional providers of cold chain logistics, transport services and infrastructure to meet with Africa's perishable cargo producers and shippers, Cool Logistics Africa provides a potent learning and networking forum, combining timely market intelligence, practical education, lively debate and the chance to build and strengthen business relations across the continent and beyond.

Taking place just ahead of the critical South African citrus export season, Cool Logistics Africa will also provide a timely opportunity for shippers and carriers to discuss latest volume forecasts and the capacity outlook for the season ahead.

*The conference will consist of a two-day event followed by a one-day workshop focusing on practical cold chain skills and technology development.*

**The programme is a work in progress and will be continually updated | Last update 18 January 2012**

## SPEAKERS & MODERATORS

Paul Bletterman, CEO, **Kenfreight**

Koos Bouwer, Principal, **Koos Bouwer Consulting**

Mitchell Brooke, Logistics Development Manager, **Citrus Growers Association of Southern Africa**

Ulises Carillo, Vice President Global Logistics, **Dole Food Company**

Andy Connell, Business Unit Manager Shipping & Logistics, **Dole Foods South Africa**

Abrie de Swardt, Managing Director, **Capespan Exports**

Professor Malcolm Dodd, Managing Director, **Cold Chain Solutions**

**Cool Logistics Africa 2012 | 24-26 April | Vineyard Hotel & Spa, Cape Town**

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- Delena Engelbrecht, CEO, **Go Reefers**  
Mark Hassenkamp, General Manager Africa, **Chiquita Brands International**  
Professor Andre Jooste, Senior Manager: Market and Economic Research Centre, **National Agricultural Marketing Council (NAMC)**  
Deon Joubert, General Manager Operations, **Capespan Exports**  
Iain McIntosh, General Manager Sales, **MOL Liner**  
Sam Moffitt, General Manager South Africa, **Hamburg Sud**  
Tau Morwe, Chief Executive, **Transnet National Ports Authority**  
Mariaan Rademan, Managing Director, **Aspen Logistics**  
John Rowland, Vice President, **NYK Cool**  
Danie Schoeman, Managing Director, **Fresh Produce Terminal**  
Hasit Shah, Director, **Sunripe**  
Stuart Symington, CEO-designate, **PPECB**  
Christo van der Meer, Supply Chain Consultant, **FloraHolland**  
Bob Weyn, Managing Director, **Gateway Marine Service**  
David Williams, Head of Southern Africa Cluster, **Maersk South Africa**

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## Monday 23 April | PRE CONFERENCE

- 16:00-18:00 Delegate registration  
18:00-19:30 Welcome drinks at the Vineyard Spa Hotel

## Tuesday 24 April | CONFERENCE DAY 1

- 07:45-08:45 Delegate registration, coffee & networking  
08:45-09:00 Welcome and introductory comments from the organisers

### 09:00-10:30 **SESSION 1: TRADE AND INFRASTRUCTURE**

South Africa is the biggest economy on the African continent and, as such, one of the most important gateways for perishable goods originating from and destined for Southern and Sub-Saharan Africa. Yet perishable goods are all too often faced with trade and infrastructure access restrictions that are increasingly affecting the competitiveness of the region as a whole. What is the outlook for overcoming these barriers?

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- 09:00-09:10** Moderator's opening remarks  
Professor Malcolm Dodd, Managing Director, Cold Chain Solutions
- 09:10-09:30** Achieving global competitiveness: the role of infrastructure for perishable products  
Tau Morwe, Chief Executive, Transnet National Ports Authority
- 09:30-10:00** Keynote 1: Intermodal Logistics - The enabler in South Africa – An industry perspective  
Abrie de Swardt, Managing Director, Capespan Exports
- 10:00-10:30** Keynote 2: What will South Africa have to do to maintain its gateway status for southern hemisphere produce?  
David Williams, Head of Southern Africa Cluster, Maersk South Africa
- 10:30-11:10** Discussion, coffee & networking

**11:10-13:00** **SESSION 2: AFRICA'S PERISHABLE TRADES IN THE GLOBAL CONTEXT**

- 11:10-11:15** Moderator's opening remarks  
Professor Malcolm Dodd, Managing Director, Cold Chain Solutions
- 11:15-11:40** Does the PPECB need reforming?  
Stuart Symington, CEO-designate, PPECB

- 11:40-12:00** Food hygiene and safety controls - what is at stake and what are the commercial implications for Africa's perishable export trades?

*Note: The practicalities of cold sterilisation will also be discussed in the [Perishable Logistics Technology & Operations Workshop on 26 April](#) – see below for details*

- 12:00-13:00** **Panel Debate: Assessing logistics costs and other competitive factors for temperature controlled cargo exports from the Southern Hemisphere**

Distance from final destination can be, but need not be, a decisive factor in determining the commercial success of perishable commodities in global consumer markets. The panel discusses key logistics parameters and explores how well Africa is competing against other Southern Hemisphere regions vying for success on the world stage.

- Benchmarking global performance: how Africa shapes up against Latin America, New Zealand and Australia
- Time and cost to market
- Transport infrastructure access

- Logistics service performance
- Food prices, demand and availability
- Perishable trades, GDP and employment
- Trade restrictions on exports and imports of perishable commodities in and out of Sub-Saharan Africa

**Panel includes:**

**Ulises Carillo**, Vice President Global Logistics, Dole Food Company

**Professor Andre Jooste**, Senior Manager: Market and Economic Research Centre,  
National Agricultural Marketing Council (NAMC)

13:00-14:30 Lunch & networking

### **SESSION 3: TRANSPORT CAPACITY – COST, RISK AND INFRASTRUCTURE HURDLES**

The deployment of maritime transport capacity depends on the perception of potential profitability. Certain trade routes yield more volumes than others and depend on factors such as the mix of different types of imports and exports, existing service networks, forecasts, availability of ships and containers and port accessibility. The intrinsic volatility of most perishable trades adds to the risks for shipping companies committed to serve these markets.

14:30-14:40 **Moderator's opening remarks**

**Andy Connell**, Business Unit Manager Shipping & Logistics, Dole Foods South Africa

14:40-15:00 **Southern Africa – Port efficiency review and the way forward**

15:00-15:20 **Southern Africa and Southern Hemisphere container trends**

**Iain McIntosh**, General Manager Sales, Mitsui OSK Lines

15:20-15:40 **The Southern Africa specialised reefer sector: Competitive advantages**

**John Rowland**, Vice President, NYK Cool

15:40-16:00 **Freight rates: What can shippers and forwarders expect?**

**Mariaan Rademan**, Managing Director, Aspen Logistics

16:00-16:45 Discussion, coffee & networking

**16:45-17:30 Panel Debate: Tackling congestion, bottlenecks and breakdowns in African ports and hinterland corridors**

- Hinterland corridors and terminals
- Best practice in other world ports and new investments
- Should shippers and carriers learn to speak with a single voice?

**Panel includes:**

**Paul Bletterman**, CEO, Kenfreight

**Delena Engelbrecht**, CEO, Go Reefers

**Mark Hassenkamp**, General Manager Africa, Chiquita Brands International

**Deon Joubert**, General Manager Operations, Capespan

**Sam Moffitt**, General Manager, Hamburg Sud, South Africa

**17:30** End of Conference Day One

**18:00-20:00 Cool Logistics Africa Official Networking Drinks Reception**

*Kindly sponsored by Fruit South Africa*

**Wednesday 25 April | CONFERENCE DAY 2**

**08:00-09:00** Delegate registration, coffee & networking

**09:00-10:10 SESSION 4: MAXIMISING PAN-AFRICAN COLD CHAIN LOGISTICS OPPORTUNITIES**

For developing a more effective food distribution in Africa, domestic food production destined for exports needs to have access to effective logistics infrastructure and also comply with food safety standards.

**09:00-09:10 Moderator's opening remarks**  
**Paul Bletterman**, CEO, Kenfreight

**09:10-09:30** Global or regional sourcing for fresh fruit and vegetables, meat, dairy and fish - potential and challenges for interregional perishable trades in Africa.

**09:30-09:50** Developing a new food hub in Sohar

**09:50-10:10**      **The path of least resistance: Logistics and infrastructure restrictions confronting East Africa's demand led agricultural growth**  
**Mark Hassenkamp, General Manager, Africa, Chiquita Brands International**

**10:10-10:50**      Discussion, coffee & networking

**10:50-12:30**      **SESSION 5: KENYA AND EAST AFRICA FOCUS**

**10:50-10:55**      **Moderator's opening remarks**  
**Paul Bletterman, CEO, Kenfreight**

**10:55-11:15**      **Sea and air transport development for different fresh produce sectors**  
**Bob Weyn, Managing Director, Gateway Marine Services**

**11:15-11:35**      **A perishable shipper's view on logistical constraints in East Africa**  
**Hasit Shah, Director, Sunripe, Kenya**

**11:35-11:55**      **Developing the sea transport option for Kenyan flowers**  
**Christo van der Meer, Supply Chain Consultant, FloraHolland**

**11:55-12:15**      **Developing the Middle Eastern market for Kenyan perishables**

**12:15-12:30**      Discussion

**12:30-14:00**      Lunch & networking

**14:00-15:10**      **SESSION 6: REGIONAL PERISHABLE LOGISTICS STRATEGIES**

South Africa has long been a conduit for a number of perishable exports originating in SADC countries. The country has a well-developed rail infrastructure which unfortunately is only insufficiently used for moving perishables and the only alternative is already heavily congested roads. In order to move perishables over longer distances by rail and road other key challenges need to be addressed including customs, documentation, border crossings, road transport infrastructure, rural cold store capacity and common through bonds.

**14:00-14:10**      **Moderator's opening remarks**  
**Steve Cameron, Marine Director, RTI**

- 14:10-14:30**      **Logistical constraints in Sub-Saharan ports and their hinterland - Development of a network of inland terminals**  
Danie Schoeman, Managing Director, FPT Group
- 14:30-14:50**      **Case study: Logistics strategies for Namibian meat exports**
- 14:50-15:10**      **Sourcing from Land-locked countries: perishable logistics challenges**
- 15:10-15:40**      **Discussion, coffee & networking**
- 15:40-16:50**      **SESSION 7: WEST AFRICA PERISHABLE LOGISTICS**
- 15:40-15:45**      **Moderator's opening remarks**
- 15:40-16:00**      **Ghana focus – Fresh Produce**
- 16:00-16:20**      **The banana success story in Ghana**
- 16:20-16:40**      **Senegal focus: A case-study of perishable logistics chains**
- 16:40-16:50**      **Discussion**
- 16:50-17:30**      **Africa, the road ahead: Conference summary and closing panel**
- 17:30**              **Close of Cool Logistics Africa 2012 Conference**

## Thursday 26 April | OPERATIONS & TECHNOLOGY WORKSHOP

### PERISHABLE LOGISTICS OPERATIONS & TECHNOLOGY

What happens at the very start of the fresh produce export chain can have dramatic repercussions on the retail shelf, for better or worse. This day-long workshop will provide a practical take on export supply chain challenges and operational best practice, including how to use technology to maximise produce quality and sale value at out-turn.

- 09:00-09:15**      **Commonwealth Study: Key supply chain threats to the position of South African exporters**

**09:15-09:30 Post-harvest technology and practice**

**09:30-10:00 Panel Debate: Cold sterilisation: operational and technical challenges and experiences**

- Temperature regime and specifications
- Technical and logistical challenges
- Where should temperature be measured?
- Sensors
- Calibration of equipment
- Stacking
- Conventional reefers and reefer container experiences
- Maintenance of different types of refrigerated transport equipment including and reefer units equipment

**Panel includes:**

**Sam Moffitt, General Manager South Africa, Hamburg Sud**

**10:00-10:20 Changes in weather patterns and their impact**

**10:20-10:40 Supply chain innovation**

**10:40-11:10 Discussion and coffee**

**11:10-11:30 Citrus fruit supply chain risk assessments**

**Mitchell Brooke, Logistics Development Manager, CGA**

**11:30-11:50 Costing the total supply chain from farm to shelf**

**11:50-12:10 Table grapes supply chain risk assessments**

**12:10-12:30 Similarities and differences - developing robust strategies for export markets and domestic markets**

**12:30-14:00 Lunch**

**14:00-14:20 Innovations in real-time tracking at the pallet level**

**14:20-14:40 Cold store cross-docking designs**



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- 14:40-15:00**      **Cold store and packhouse technology - the solar option**  
**Koos Bower**, Principal, Koos Bower Consulting
- 15:00-15:30**      Discussion and coffee
- 15:30-16:30**      **Panel Debate: Addressing the reefer capacity deficit and managing energy costs of transport equipment**
- 16:30**              Workshop ends

Cool Logistics Resources reserves the right to alter the timings and content of the programme.