



MARINE DIGITALISATION SUMMIT **CHINA**

26-27 JUNE 2019
INTERCONTINENTAL SHANGHAI PUDONG, CHINA

2

**CO-LOCATED
EVENTS**

40+

**INDUSTRY-LEADING
SPEAKERS**

200+

**TARGETED
PARTICIPANTS**



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Board Director
**U-Ming Marine
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Taiwan



Leon Jia
Deputy General
Manager
**CCCC International
Shipping Corp.,** China



Mark O'Neil
President
**Columbia
Shipmanagement,**
United Kingdom



Xia Wenzhong
Deputy Director
**China (Zhejiang) Pilot
Free Trade Zone,** China



Zhu Xuefeng
Senior Director of
Bunker Procurement
VLCC Department
**COSOC Shipping
Energy and
Transformation**



Jan Van der Borght
Port Representative
Port of Antwerp, China



Pan Liang
Head of IT
**Shanghai Costamare
Ship Management Co.,
Ltd,** China



Erik Lind Olsen, PMO
Lead - Digital
Transformation, Swire
Shipping, **China
Navigation Company
Pte Ltd.,** Singapore



Ralph Van Der Hoeven
General Manager
**Klaveness Shipping
(Shanghai) Co. Ltd.,**
China



Kenneth Lim
Chief Technology Officer
**Maritime and Port
Authority,** Singapore



Kris Vedat
Head of IT
**Topaz Energy and
Marine,** UAE



Arjan Kampman
Head of Digital and IT
Port of Amsterdam,
Netherlands



Lasse Karlsen
Technical
Director
**Norwegian
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Norway



Jungo Shibata
Maritime IT
Team Manager
of Monohakobi
Technology
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NYK Line, Japan



Andre Simha
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**China Silkroad
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**Goh Kwong
Heng**
Practice Director
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Joerg Bull
Managing
Director in Hong
Kong Macau &
South China,
Kuehne + Nagel,
Hong Kong



**Nicolas
Buhmann**
Commercial
Manager (Global
Trade
Digitization),
TradeLens
Maersk Line,
Denmark



Yolanda Yao
Chief Naval
Architect
**Shanghai
Shitian Cruise
Shipping,** China



Junshan Zou
Managing
Director
V. Group, China

MAIN CONFERENCE DAY 1 – WEDNESDAY 26 JUNE 2019

08:00 **Main Conference Registration and Morning Coffee**

09:00 **Chairperson's Opening Remarks**

CHINA SHIPPING WEEK 2019 JOINT OPENING PLENARY SESSIONS (MARINE DIGITALIZATION SUMMIT, MARINE FUELS 360)

09:10 **Paving the Digital Silk Road: Convergence of the Digital Economy and China's Maritime Silk Road Initiative**

Winston Wenyan Ma, CEO, **China Silkroad Investment & Development**, China

10:00 **China Maritime Leadership Roundtable: China's Bunker Hotspot, Tech Investment and Commercial Opportunities**

- Global and China's maritime sector outlook
- Tech investments – How will tech shape on our business operations?
- Compliance perspectives from ship owners and port operators – IMO 2020 and local ECAs
- LNG bunkering and infrastructure, and alternative fuels in China
- Ports and terminals modernization – Is digitalization ahead of the game?

Moderator: **Junshan Zou**, Managing Director, **V. Group**, China
Panellists:

Zhu Xuefeng, Senior Director of Bunker Procurement VLCC Department, **COSOC Shipping Energy and Transformation**
Xia Wenzhong, Deputy Director, **China (Zhejiang) Pilot Free Trade Zone**

Jeff Hsu, Executive Vice-President of Special Operations, Board Director, **U-Ming Marine Transport Corporation**, Taiwan
Leon Jia, Deputy General Manager, **CCCC International Shipping Corp.**, China
(more panellists to be confirmed)

10:20 **Morning Networking and Refreshment Break**

MARINE DIGITALIZATION SUMMIT COMMENCES

11:10 **Chairperson's Opening Remarks**

Chakib Abi Saab, Chief Technology Officer, **OSM Maritime Group**, Norway

CHINA'S MARITIME DIGITALIZATION LANDSCAPE

11:10 **China Shipowners' Panel Discussion On Digitalisation And Innovation**

- Belt and Road updates, and forecast on shipping trade implication
- Investments in technology and innovation initiatives
- Technologies implemented in China's shipbuilding sector
- Drivers for the uptake of technology in China's maritime sector
- Factors to consider when managing the transition to smart shipping, and digital disruption

Moderator: **Wayne, Wei Zhuang**, Regional Manager of Asia / China Liaison Officer, **BIMCO**, China

Panellists: **Pan Liang**, Head of IT, **Shanghai Costamare Ship Management Co., Ltd.**, China

Leon Jia, Deputy General Manager, **CCCC International Shipping Corp.**, China

Yolanda Yao, Chief Naval Architect, **Shanghai Shitian Cruise Shipping**, China

IMPLEMENTING DIGITAL STRATEGY

11:40 **Dry Bulk Shipper's Case Study: Capitalizing and Partnering with Chinese Shipbuilders to Digitize Existing and New Builds**

- Dry bulk industry trends in digitalization and tech in demand
- Outlook for Klaveness' bulk carrier business in China
- Klaveness' partnership opportunities with China shipbuilders to leverage on technologies and innovation in shipping: Case study of HN 676 in CABU Carrier Series

Ralph Van Der Hoeven, General Manager, **Klaveness Shipping (Shanghai) Co. Ltd.**, China

12:10 **Networking Lunch**

13:10 **U-Ming-Ericsson Digital Transformation Case Study: Big Vision, Small Steps, But Success**

- Updates on U-Ming-Ericsson partnership on implementation of satellite-based ship safety system
- Challenges and opportunities digitalizing the bulk carrier business
- Building a design-driven digital culture within U-Ming

Jeff Hsu, Executive Vice-President of Special Operations, Board Director, **U-Ming Marine Transport Corporation**, Taiwan

13:40 **NYK's Approach To Maritime Digitalisation**

- Updates on NYK's smart ship project series
- Optimizing operational efficiency with Big Data analytics and IoT
- Trend of horizontal collaboration in the maritime industry: Formation of ONE; collaborating with industry partners on the safety operation of ships

Jungo Shibata, Maritime IT Team Manager of Monohakobi Technology Institute, **NYK Line**, Japan

14:10 **DIGITAL TRANSFORMATION BEST STRATEGIES FOR THE MARITIME INDUSTRY**

- Outlook for the global marine digitalization landscape: Smart Port, Smart Shipping
- Challenges and opportunities in digitalization for the maritime industry
- Four key characteristics of digital transformation that could create impactful results
- What does digitalization mean for maritime SMEs?

Goh Kwong Heng, Practice Director of Maritime, **NCS Digital, NCS Pte Ltd.**, Singapore

14:40 **Kuehne + Nagel's Digital Supply Chain In China**

- Updates on KN's strategic expansion in its China-Europe services

- How has digitalization helped KN to streamline its integrated logistic activities?

- Smart solutions utilized in KN's operations: KN SwiftLog, Single track-and-trace system, active tag for temperature-measuring, etc.

Joerg Bull, Managing Director in Hong Kong, Macau & South China, **Kuehne + Nagel**, Hong Kong

15:10 **Afternoon Networking & Refreshment Break**

15:40 **Digitalisation, Cyber Defense And Cost Optimisation**

- Overview of IMO's cyber risk management in the maritime transportation system
- How is Shanghai Costamare involved in the development and implementation of the aforementioned guidelines and standards?

Pan Liang, Head of IT, **Shanghai Costamare Ship Management Co., Ltd.**, China

16:10 **Digital Transformation- How To Lead Your Shipping Business Through Digital Times**

- Shipmanagers challenge ahead: How to do more for less and better
- Columbia Shipmanagement driving innovation and optimisation operations: Control Room case study

Mark O'Neil, President, **Columbia Shipmanagement**, Cyprus

16:40 **Maersk's Tradelens Case Study: Is Global Shipping Ready For Blockchain Disruption?**

- Updates on Maersk-IBM partnership on distributed ledger technology platform, TradeLens
- Outlook for the adoption of blockchain tech in the maritime sector, and Maersk's strategy moving ahead on the TradeLens' project
- Blockchain tech in shipping: Is it here to stay?

Nicolas Buhmann, Commercial Manager (Global Trade Digitization), **TradeLens, Maersk Line**, Denmark

17:10 **Chairperson's Summary and End of Main Conference Day 1**

MAIN CONFERENCE DAY 2 - THURSDAY 27 JUNE 2019

09:00 **Chairperson's Opening Remarks**
Erik Lind Olsen, PMO Lead – Digital Transformation, Swire Shipping, **China Navigation Company Pte Ltd.**, Singapore

GLOBAL TRENDS

09:00 **ADAPT OR SINK: ADAPTING TO THE DIGITAL REVOLUTION**

- Achieving customer-centricity through digital transformation: Smart containers, MSC for me, eVGM initiative, etc.
- Creating an entrepreneurial culture and managing digital disruption within MSC
- Updates on Container Shipping Association launched by the big five shippers to set standards for digitalization: What's next?
Andre Simha, Global Chief Information Officer, **MSC Group**, Switzerland

09:30 **FROM ASPIRATIONS TO REALITY: OSM'S ROADMAP TO IMPLEMENTING IOT AND AI IN SHIPPING**

- Opportunities in IoT and AI that OSM is looking at to improve operational efficiency
- Overview of robotic process automation (RPA) and its role in the maritime industry
- OSM's NEXT methodology moving forward: How to ensure organizational transformation readiness in the digital age that's constantly evolving?
Chakib Abi Saab, Chief Technology Officer, **OSM Maritime Group**, Norway

PORT TRANSFORMATION PROJECTS

10:00 **WORLD'S BUSIEST PORT'S VIEW ON KEY TO THE SUSTAINABILITY THROUGH DIGITALISATION**

- Overview of Singapore's maritime sector roadmap: Where is Singapore currently at in its 2025 growth targets?
- Considerations to note when implementing a smart port technology strategy
- Living Lab's R&D project, Next Generation Vessel Traffic Management System
- Collaborating opportunities in marine digitalization
Kenneth Lim, Chief Technology Officer, **Maritime and Port Authority**, Singapore

10:30 Morning Networking and Refreshment Break

11:00 **DIGITALLY ENABLED BLUE GROWTH FOR A GREEN FUTURE: NORWAY'S ROADMAP TO ZERO EMISSION SHIPPING THROUGH TECHNOLOGY**

- Opportunities for China-Norway maritime cooperation in the era of digitalization and sustainability
- Updates on IMO's e-navigation Strategy Implementation Plan led by Norwegian Coastal Administration (NCA)
- Regulatory developments and outlook for autonomous ships
- Progress of R&D and implementation of green shipping technologies
Lasse Karlsen, Technical Director, **Norwegian Maritime Authority**, Norway

11:30 **EMPOWERING PEOPLE & TECH: DIGITAL TRANSFORMATION JOURNEY OF THE PORT OF AMSTERDAM**

- The Why, How, and What on the Port's Digital Transformation Journey
- Updates on utilising digital solutions for port performance and predictability
- Overview of cyber security issues facing a continuously changing marine industry
- Promoting marine digitalization through the Port's startups' incubator
Arjan Kampman, Head of Digital and IT, **Port of Amsterdam**, Netherlands

12:00 Networking Lunch

13:00 **PORT OF ANTWERP CASE STUDY: FIRST BELT AND ROAD TRAIN TO ARRIVE IN ANTWERP FROM CHINA - HOW ABOUT LET'S SEA?**

- Port of Antwerp's strategic involvement with Chinese authorities and ports, and case study presentation
- Future cooperation between Belgium and China along "One Belt One Road"
Jan Van der Borgh, Port Representative, **Port of Antwerp**, China

13:30 **GLOBAL MARITIME LEADERSHIP ROUNDTABLE: COLLABORATION AS KEY TO DIGITALISATION AND INNOVATION IN THE MARINE SECTOR**

- Does digitalization enhance collaboration in the maritime sector? Why collaborate, and not compete in respective efforts to digitalize?
- What other considerations are there to achieve successful digitalization of the global maritime supply chain?
- How can port authorities can promote and support technological innovation among maritime players?
Moderator: **Erik Lind Olsen**, PMO Lead – Digital Transformation, Swire Shipping, **China Navigation Company Pte Ltd.**, Singapore
Panellists: **Arjan Kampman**, Head of Digital and IT, **Port of Amsterdam**, Netherlands
Ralph Van Der Hoeven, General Manager, **Klaveness Shipping (Shanghai) Co. Ltd.**, China
Kenneth Lim, Chief Technology Officer, **Maritime and Port Authority**, Singapore
Morten Lind-Olsen, CEO, **Dualog**, Norway

DIGITAL SHIPMANAGEMENT AND R&D TRENDS

14:00 **SWIRE SHIPPING'S CASE STUDY: FIRST IN THE WORLD USING ELECTRONIC BILLS OF LADING ON AUS-NZ ROURW**

- Experience sharing on bringing shipping documentation into the electronic age
- Digital operations in remote areas and unpredictable environments
- Mastering the digital advantage in transforming customer experience
Erik Lind Olsen, PMO Lead – Digital Transformation, Swire Shipping, **China Navigation Company Pte Ltd.**, Singapore

14:30 **Data Analytics, IOT and Cyber Intelligence Options**
For speaking opportunities, please contact **Yvonne.Leong@ibcasia.com.sg**

DIGITALIZATION IN OFFSHORE MARKETS

15:30 Afternoon Networking & Refreshment Break

15:10 **DIGITALISATION IN THE OSV SECTOR**

- Current state of digital transformation for the global OSV sector
- Smart solutions utilized in Topaz's ships
- Overcoming connectivity challenges in OSV digitalization
- Plans moving forward to accelerate Topaz's digital strategy
Kris Vedat, Head of IT, **Topaz Energy and Marine**, Dubai

16:00 **CHINESE SHIPOWNER'S CASE STUDY: WORLD'S LARGEST MODIFIED SEMI-SUBMERSIBLE VESSEL - INNOVATION WAY**

- Smart shipping solutions utilized in Innovation Way
- Chinese Energy Shipper's perspectives on digitalization for OSV vessels in China's oil and gas industry
Leon Jia, Deputy General Manager, **CCCC International Shipping Corp.**, China

16:30 **Chairperson's Summary and End of Main Conference Day 2**

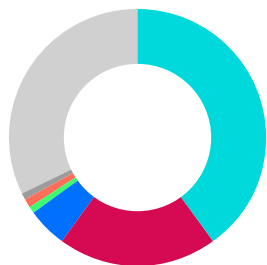
THE TRANSFORMATIVE IMPACT OF DIGITALIZATION IN MARITIME HAS BEEN SWIFT

Having demonstrated their benefits with a range of applications in ports, shipping and freight logistics, solutions for marine in AI, Blockchain, IoT, and Big Data have arrived with a bang. Investment decisions remain strategic and competitive edge for adopting technologies.

With a focus on use cases and global industry examples, the **Marine Digitalization Summit**, as part of the **China Shipping Week**, will bring together China and international conclave of ship owners, managers, ports, and technology vendors to allow for information exchange and partnering opportunities.

WHO WILL YOU MEET?

BY INDUSTRY



BY REGION



China & Int'l Shipowners/Managers	40%
Port operators and authorities	20%
Logistic services and freight forwarders	5%
Shipping associations	1%
Research Institutions	1%
Banks and Investors	1%
Technology solution providers	32%

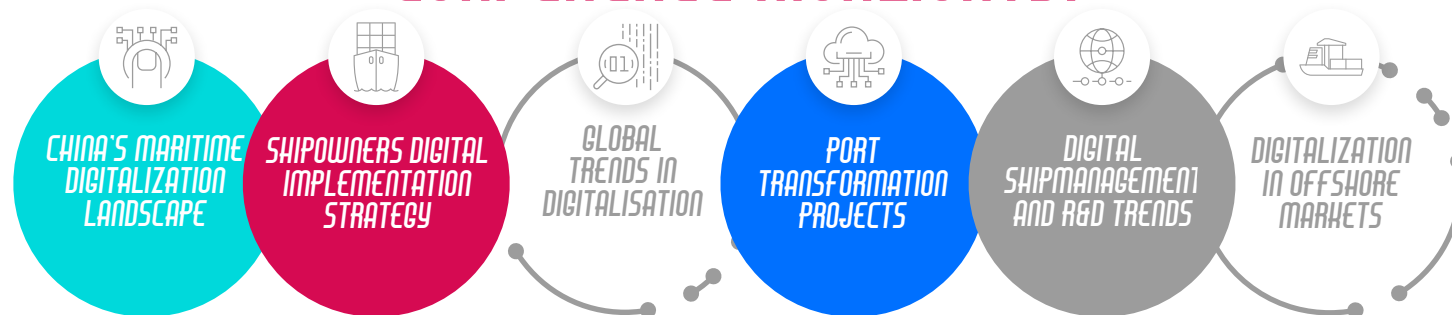
Greater China (HK, TW, CN)	50%
North Asia (JP, KR)	10%
Southeast Asia	5%
Middle East	10%
Europe	20%
Rest of the world	5%

SPONSORSHIP & EXHIBITION OPPORTUNITIES AVAILABLE

With over 200 attendees and speakers expected, the Marine Digitalization Summit is the platform to raise your profile, showcase your latest solutions and case studies, and meet key decision-makers across the region. We offer a wide variety of sponsorship opportunities which can be customized to meet your objectives. For more information on sponsorship and exhibition opportunities, please contact Yvonne Leong:

+65 6508 2470 Yvonne.Leong@ibcasia.com.sg

CONFERENCE HIGHLIGHTS!



AGENDA AT A GLANCE

MAIN CONFERENCE DAY 1 - 26 JUNE

COMBINED PLENARY SESSIONS: CHINA SHIPPING WEEK

MORNING NETWORKING & REFRESHMENT BREAK



- China's Marine Digitalisation Landscape
- Global trends in marine digitalisation
- Implementing a digital strategy



- China Bunkering market outlook
- Port of Ningbo-Zhoushan Initiatives
- Global and China Ship owner perspectives

JOINT NETWORKING COCKTAIL

MAIN CONFERENCE DAY 2 - 27 JUNE

- Investment and Technical considerations
- Ports and Logistics digitalisation
- Digital ship management trend

- Fuel availability and Pricing, in China and Globally
- Quality, Compliance and Enforcement
- LNG Bunkering updates
- The Scrubber market

CLOSE OF CONFERENCE



Website



WeChat

RESERVE YOUR PLACE TODAY!

- Yes! I/We will attend Marine Digitalisation Summit China, 26-27 June 2019, Shanghai
- I cannot attend this event but please include me on your mailing list
- I would only like to purchase the conference documentation at SGD1,000 / SGD1,070 (with 7% GST) per set

Fee Per Delegate	Early Bird Register & Pay by 19 April 2019	Standard Rate	Group Rate		
Industry Rates			2+1 Register 2 delegates at the price of 1	3+2 Register 3 delegates at the price of 2	5+3 Register 5 delegates at the price of 3
<input type="checkbox"/> 2 Day Package 2 Day Conference (26-27 June 2019)	USD \$899	USD \$1,099			

- Group rate is based on normal rate of 2-day main conference package only. For Group Registrations, email register@ibcasia.com.sg or call +65 6508 2401. First come first served and subject to organisers' final review to accept/reject registration
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- Registration fees are subject to the prevailing government tax

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Department: _____
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Who is Head of your Department? _____

Who is Head of Training? _____

Company Name: _____ Main Business/Activity: _____
Address: _____ Postal Code: _____

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HOTEL INFORMATION

Intercontinental Shanghai Pudong, 777 Zhangyang Road, Pudong New Area, 200120 Shanghai, P.R. China

Contact Person: Michelle Zhao, Assistant Director of Business Development, MICE

DDI: (+86) 21 5835 6666*3855

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Email: michelle.zhao@icpudong.com

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Attendance will only be permitted upon receipt of full payment. Participants wishing to register at the door are responsible to ensure all details are as published. IBC assumes no further liability or obligation, beyond the refund of the paid registration fee, in the event of postponement or cancellation by IBC.