



February 27-29, 2012 / Rotterdam - Netherlands

EVENT STRUCTURE CONFERENCE ROTTERDAM 2012

Sunday, February 26

- 14.00-17.00 Customized sightseeing for international participants
19.30-21.45 Early arrivers informal dinner

Monday, February 27

- 07.30 Registration desk open
07.30-09.30 Set-up Trade Show
09.30-10.30 Welcome coffee/Trade Show
10.00-11.00 National Associations Council Meeting
10.30-12.15 Corporate Warehouse Member Council Meeting

12.30-13.30 Lunch buffet/Trade Show

13.30-15.00 Plenary Session, Conference Part I
15.00-15.30 Coffee break/Trade Show
15.30-17.15 Plenary Session, Conference Part II
18.30-22.45 Reception & Networking Dinner

Tuesday, February 28

- 08.30 Trade Show
09.00-10.30 Plenary Session, Conference Part III
10.30-11.00 Coffee break/Trade Show
11.00-11.45 Plenary Session, Conference Part IV

12.00-14.00 Boat tour in the port & lunch buffet

14.15-15.45 Breakout sessions/Committee Meetings
- Refrigeration & Energy
- Operations & Technologies
15.45-16.00 Coffee break/Trade Show
16.00-17.00 Breakout Sessions/Committee Meetings
- Finance & Programs
- Legislation & Lobbying
17.00 End of conference

Wednesday, February 29

- 08.30-17.00 Facility visits in Rotterdam area incl. lunch

(Updated November 8, 2011)



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Steamship De Rotterdam - Rotterdam/the Netherlands

Creating competitive advantages

Position yourself in the forefront of the market by making the difference

Sessions & Subjects

MONDAY, FEBRUARY 27 FROM 10.30 – 12.15

COUNCIL MEETINGS

- *Refrigerated warehouse and logistics operators of GCCA/ECSLA gather for their biannual Warehouse Council Meeting to discuss trends and latest developments in the market and to exchange information and best practices. Survey results will be shared and discussed in this round table meeting.*
- *National Association Representatives and Secretary Generals convene at the same time to exchange thoughts on trends and developments in association management and discuss current legislation issues in Brussels that will affect the cold storage industry.*

MONDAY, FEBRUARY 27 FROM 13.30 – 17.15

CONFERENCE – PLENARY SESSION

- *An introduction by a European Top-10 refrigerated warehousing and distribution operator. Their vision, mission and strategy plus trends and developments that will determine the market outlook for the coming 5 years.*
- *The logistics director of a major pharmaceutical manufacturer will inform us about their logistic requirements so we can learn about protocols, procedures, and challenges and get a good feeling for the attractiveness of this market segment.*
- *Reverse or waste logistics is a growing business that, with environmental needs becoming rather tight nowadays, could not only be a profitable service, but could also create a competitive advantage. Hear the dos and don'ts from a well positioned executive.*
- *Government regulations and the clients' desire to be "green" are forcing the industry to look for new ways of working and often other equipment as well. An international specialist will paint the picture and the conditions the cold store operator has to fulfil.*
- *The current market circumstances and the growing demands of clients require lots of talents from CEOs or sales managers in the business development process. How to keep or win back a client. This top salesmen tells about the dos and don'ts when sitting at the client's desk to sell your services.*
- *Material handling equipment, cold store design, engineering and construction; an update on latest developments and latest technology with the emphasis on energy saving and energy efficiency.*

MONDAY, FEBRUARY 27 FROM 16.30 – 17.15

PLENARY SESSION – ECSLA GENERAL ASSEMBLY SPRING 2012

OPEN TO ALL MEMBERSHIP CATEGORIES

- *All are invited to join this meeting where the ECSLA Board of Directors will present the 2012 plans on how to assist the European cold storage and distribution industry and let members benefit from their affiliation.*

Program is subject to change



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TUESDAY, FEBRUARY 28 FROM 09.00 – 11.45

CONFERENCE – PLENARY SESSION

- *With cold store operations on 4 different continents, the CEO of this international PRW is the right person to compare refrigerated warehouse management globally. A story about challenges, opportunities and competitive advantages.*
- *A real maritime specialist of one of the leading reefer shipping lines will share his expertise on where to expect import/export growth of perishable produce and the changing directions of the flows.*
- *As a link in the total cold supply chain, clients require each cold store operator to take Risk Management very serious. Your reward your insurance premium will become lower.*
- *Energy efficiency is the number one issue nowadays in the European cold storage and logistics industry. A true specialist will present an overview of where we are today and what the future will bring.*
- *What is the future for frozen and chilled foods in Europe and how are the different product categories developing? Where is the growth in the market? An estimation based on facts and figures.*

TUESDAY, FEBRUARY 28 FROM 14.00 – 17.15

**BREAKOUT SESSION / COMMITTEE MEETING
OPERATIONS & TECHNOLOGY**

- *The kick off will be a round table discussion on latest technological developments and other news by Whs. & Associate members.*
- *Given the number of accidents in the industry, Workers' Safety deserves our full attention. Practical examples will be shared.*
- *Battery loading remains a headache and something to avoid. Hear the future solution.*

**BREAKOUT SESSION / COMMITTEE MEETING
REFRIGERATION & ENERGY EFFICIENCY**

- *Whs. and Associate members will start with an update on latest news and trends and discuss what it might bring to cold store operators.*
- *Overview of practical examples and cases on how to operate more energy efficient and reduce electricity costs.*
- *What heat recovery and heat pumps can do for existing cold store operations. Practical cases.*

**BREAKOUT SESSION / COMMITTEE MEETING
GOVERNMENT AFFAIRS & LOBBYING**

- *Discussion on main concern of members that need Government Affairs support in the coming year(s).*
- *Structure and role for all players involved in the ECSLA lobbying process decision making.*

**BREAKOUT SESSION / COMMITTEE MEETING
FINANCE & MEMBER PROGRAMS**

- *Evaluation Rotterdam Conference. Discussed will be structure, speakers, trade show, social events, rates, etc. to improve the 2013 event.*
- *Exchange of ideas on ECSLA structure with Councils and Committees and improvements.*

WEDNESDAY, FEBRUARY 29 FROM 08.30 – 15.30

FULL DAY FACILITY TOUR ROTTERDAM REGION

- *This tour focuses on the extremely high level of efficiency achieved in logistic operations in this region and shows how productivity has been boosted by mechanisation and automation. Participants will visit an unmanned container terminal, automated cold store, automated fruit distribution centre, largest fruit terminal, Maasvlakte2 FutureLand demonstration, etc. All great examples of how to Create a Competitive Advantage!*

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