

Think Globally, Act locally. Applying international best practices in China



China World Logistics Conference

Invitation

Date: Nov. 19 - 20, 2008

Location: Nanjing International Expo Center, Nanjing, Jiangsu

Organizers:



China Council for Promotion
of International Trade



China International Talents
Exchange Foundation



American Society
of Transportation and Logistics

Supporting Organizations:

Department of Commerce, United States of America

Embassy of the United States, People's Republic of China

Canadian Embassy, People's Republic of China

US-China Business Council

The American Chamber of Commerce, People's Republic of China

European Union Chamber of Commerce in China



2008 | High Level International *Logistics Event*

Background:

The Chinese logistics industry grew by over 20 percent in 2007. This growth rate was more than 5 percent higher than the year earlier. At the same time, the cost of logistics in China is twice that of developed nations.

The goal of this conference is to be the platform bringing together logistics industry from all around the world to find solutions to the bottlenecks which are driving the costs.

By discussing local realities, sharing best practices and lessons learned, all parties will profit from the knowledge gained and relationship built during the course of this important event.



The target audiences are senior representatives from

Domestic manufacturing companies

Domestic logistics companies (large and medium size)

Foreign logistics companies already operating in China

Foreign logistics companies interested in China

Multi-national manufacturing companies operating in China

The following topics will be covered:

- The opportunities and challenges of distribution in China, Supply Chain issues, and best practices for setting up a national network to reduce the cost of domestic distribution.
- Business development strategies for Small Medium size logistics enterprises.
- Infrastructure developments of Inland port & logistics parks
- Logistics technology and Cargo security
- Food Logistics, Chemical logistics, Auto Logistics
- The logistics management talent shortage crisis

China World Logistics Conference

Schedule

11-19

AM

Opening Ceremony

Welcome Address from organizers
Keynote Address from senior government officials



11-19

PM

Session One Intra-China Logistics - Overcoming the logistics hurdles & Reducing the cost of domestic distribution

China's economic growth has caused Chinese as well as foreign logistics companies, major retailers, multi-national corporations to shift their focus from exporting to distribution in China.

Experts will discuss the opportunities and challenges of China logistics, Supply Chain issues, best practices for setting up a national network and suggest solutions to drive down the cost of intra-China logistics.

Session Two The new mega ministry MOC

This session will explain the thoughts and expected changes behind the creation of this new MOC. What effects will this have on the logistics industry?

Session Three Logistics technology - tools to improve efficiency

There have been many technology advancements which have been utilized by logistics companies in developed nations to streamline the supply chain. What are the emerging technologies and applications? Which of these technologies are right for China? Why some are not suitable for this market? Where's the ROI?

Session Four The talent shortage crisis

One of the greatest bottlenecks for China logistics industry development is the critical shortage of skilled professionals.

The panel will discuss what is being done to solve this problem. Is it enough and what other changes are needed?

11月20日

AM

Session Five Business strategies for Small Medium size logistics enterprises

The Chinese logistics industry is characterized as highly fragmented with over 70,000 registered logistics companies with an average fleet size of less than 3 trucks. With the influx of powerful competition from overseas and feverish merger & acquisition activities; how can small medium size logistics companies grow and prosper in this environment?



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Session Six Inland port & logistics park development

Introduction of recent inland port & logistics park developments in China. Experts will present successful cases from around the world.

Session Seven Cargo security

Losses from cargo theft is a global problem, it is estimated that the direct cost of cargo theft worldwide is approximately \$30 billion annually. Experts will discuss international cargo theft prevention measures, standards, and share information and best practices to combat this problem.

11月20日 **PM**



Session Eight Cold chain - improve product safety and reducing cost of food

The experts will provide an update on new regulations to ensure food safety. Discuss the balance between food safety and cost, lessons learned from Olympics and future prospects for cold chain logistics

Session Nine Petrochemical logistics

The expert panel will provide updates on Chinese and international dangerous goods transportation regulations, chemical logistics parks developments and efforts to improve safety.

Session Ten Auto Logistics

China is now the world's second biggest consumer and the third biggest producer of automobiles. The fast growth of auto industry brings great opportunities for auto logistics. However, low efficiency, empty backhauls together with other issues are still very common for auto logistics. The session will cover how auto manufacturers and logistics providers can improve the logistics service and resource utilization by sharing the inventory information, optimizing supply chain and working together.



Frank Joseph , Commercial Officer, US Embassy Commercial Service

...The American Society of Transportation and Logistics (AST&L) is going to hold their second major logistics conference in China this year... I worked with AST&L last year on a conference in Beijing, huge success...

Ana Guevara , Deputy Assistant Secretary, US Department of Commerce

...This Conference is a valuable forum to talk about an extremely important topic: supply chain issues and their effect on industry competitiveness...Through our various bilateral dialogues, the U.S. Government will continue to work together with our Chinese counterparts towards a shared goal of establishing market conditions that support the full participation of all firms toward the supply chain capacity building of the Chinese market...



Ye Weilong, CEO and Managing Director, Cosco Logistics

...Chinese logistics company needs to become more efficient and profitable by improving supply chain management. We need to participate the global market and compete with international players...This will be a meaningful communication platform...

Wang Shusheng, Chairman, Datian Group

...We enjoyed the successful cooperation with ASTL in the past...Modern logistics industry is still at its beginning stage in China. We need to learn advanced logistics management philosophy and technology, and establish better education and training system for talents' development...I believe the conference like this will promote the communications between Chinese logistics companies and foreign industrial players...



China World Logistics Conference

A look back at last year's conference...



ASTL's first conference in China, the Sino-American Logistics Conference, was held in Beijing in July 2007. It was the highest profile logistics event of 2007. The event was attended by over 300 senior executives from relevant government departments and logistics companies from both countries. The event gained full support from US Department of Commerce and Chinese Ministry of Commerce. International media including Reuters, Associated Press, CCTV 4, CCTV 9 provided coverage.

Last year's speakers included:

Ana Guevara,	Deputy Assist. Sec for Service in the office of the International Trade Administration, US Department of Commerce
Hao Chongfu,	Deputy Director General, Division of Research Supervision, China Customs
Jack Gross,	VP & GM, International, Schneider Logistics
John Ficker,	President, National Industrial Transportation League (NITL)
Laurie Denham,	Executive Director, American Society of Transportation and Logistics (ASTL)
Qian Yongchang,	Ex-Minister of Communication
Wang Wei,	Deputy Director General, Institute of Marketing Economy State Council
Robert Poole,	Vice President, US-China Business Council
Wan Jifei,	Chairman, China Council for Promotion of International Trade (CCPIT)
Wang Ming,	Deputy Director General, Institute of Comprehensive Transportation of NDRC
Wang ShuSheng,	Chairman, Datian Group
Yang Zan,	Deputy Director General, Water and Transport Division, Ministry of Communications
Ye Weilong,	Managing Director, COSCO Logistics
Zhang Guanghui,	Director General, Airport Division General Administration of Civil Aviation of China
Zhuang Shunshan,	Managing Director, China International Marine Containers (Group) Ltd.
William O'Brien,	President, Greater China, HAVI Foods
... (Listed in no particular order)	

Organizers



中国国际贸易促进委员会
China Communication and Transportation Association

Established in May 1952, CCPIT comprises VIPS, enterprises and organizations representing the economic and trade sectors in China. It is the most important and the largest institution for promotion of foreign trade in China. Its aims are to promote foreign trade, to conduct activities of Sino-foreign economic and technological cooperation, to promote economic and trade relations and the mutual understanding between China others. In line with law and government policies of the PRC, CCPIT admits new members from among enterprises in all parts of China and promotes trade through its functions of information consultation, exhibition, legal assistance, etc.



中国国际人才交流基金会
China International Talent Exchange Foundation

Established in 1985, CITEF is a nonprofit organization approved by the Chinese government for the purpose of promoting international professional exchanges and cooperation by providing financial support and related services. It is affiliated with the State Administration of Foreign Experts Affairs (SAFEA). Its principal task is to manage government grants and donations from home and abroad. The funds are used to help enterprises (especially high-tech enterprise), R&D institutes, institution of higher learning and relevant organizations within the PRC to develop talent exchanges programs, which serve China's reform and opening-up.



美国运输与物流协会
American Society of Transportation & Logistics

AST&L is a professional organization founded in 1946 by a group of industry leaders to insure a high level of professionalism and promote continuing education in the field of transportation and logistics. The CTL (Certified in Transportation and Logistics) Certification Program began in 1948. AST&L's mission is to facilitate education and certification in the fields of transportation, logistics, and supply chain management. AST&L's membership of shippers, carriers, educators, consultants and third party logistics individuals are dedicated to continuing education and are committed to raising the professional standards in the industry. In 2002, AST&L affiliated with The National Industrial Transportation League (NITL) to enhance the education component for the organization and its members.



Contact Information:

American Society of Transportation and Logistics
China Representative Office
Dacheng International Center, 12A Baiziwan Rd., Tower 3, A809
Chaoyang District, Beijing 100022
Tel: 86-10-5962 5990
Fax: 86-10-5962 5992
Email: CWL08@astl-china.org
Web: www.astl-china.org