

**WEDNESDAY, 28 MAY**

**Session 1 “Changes to Trade & Shipping in the 21<sup>st</sup> Century”  
Session Chairman: James H. Hartung**

Speaker 1     Ram Ramakrishnan  
13:30         Managing Director  
                 Organisation Development Pte Ltd  
                 Singapore

***Measurement of Port Productivity & Efficiency – Balance Score Card Method***

**PRESENTATION ABSTRACT/SUMMARY:**

Moving goods is as ancient as mankind. The homo sapiens back and head have way to animal backs and tracks, which was supplanted by, with the invention of the wheel, carts. Moving goods by land has metamorphosed over millennia.

Moving goods by water ways has remained largely unchanged- increasingly more streamlined boats powered with the latest technologies- man power, sail, internal combustion engines of varying types. All this in under a millennia!

Road, Rail & Air transport of goods has developed significantly in less than a 100 years; and continue to grow rapidly and have made inroads into water based transport- many ancient riverine systems have been replaced by road, rail and air.

Sea transport productivity is intrinsically lower than that of road, rail and air; ships take much longer to cover the distance from the same point A to B. But they can move much larger loads. The trade off is if larger volumes/weights can reach the customer in lesser time and cost per ton than the other media. The end game is to move the goods faster and cheaper from origin to destination. Essentially all have an identical work flow. A customer who desires to ship cargo, contacting a transport service provider, often through a middle man, goods getting loaded, either locally or centrally, goods getting moved, goods getting unloaded, ware housed securely and dispatched to agreed destinations. The time to move is generally typical of the mode of transport and is optimized.

This paper outlines a framework, using the balanced scorecard (BSC)(1), to optimize the other elements of the work flow to reduce the cost per ton moved. It outlines the concept of the BSC and proposes a practical framework for a strategic approach to optimizing port productivity.

Speaker 2 14:00	TBC (Korean Speaker) <b><i>New Global Trade &amp; Shipping Developments</i></b>
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Speaker 3 14:30	Dr. Helen Bendall <b><i>Asia's Trade and Shipping Developments</i></b>
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**Dr Helen Bendall** is a senior academic member of UTS in Sydney where she specialises in International Financial Management in the Finance and Economics School. She is well known for cross –disciplinary financial analysis to shipping and maritime investment problems. Her PhD on the economics of technological change in shipping included an innovative approach to measuring ship and cargo handling productivity across several ship types. Many of her subsequent publications have analysed applications of new shipping technology such as advanced algorithms to solve complex fast ship scheduling problems. Recently her research has focused on fast and high speed vessels with the application of real options analysis to develop and evaluate the financial viability of new ship technology and complex ship investment decisions. Dr Bendall is a popular guest speaker on shipping investment and technological change in industry conferences and is an advisor to several peak industry and policy councils, having taken an active role in IMO working parties.

**Presentation Abstract/Summary:**

China's insatiable appetite for commodities has been manna from heaven for the countries and firms that supply it" As most of the dry bulk commodity trade is seaborne this has resulted in a bonanza for shipping. No doubt everyone at ICHCA2008 is fully aware and appreciates what has been happening to the demand for shipping and charter rates. In Section 1, the paper outlines North East Asia's role in the growth of world trade and in shipping, particularly the role played by China, Japan and Korea in advancing global commerce and investment. In Section 2, major commodities driving this trade in North East Asian countries are considered, especially the impact of the "insatiable ravenous dragon" in recent times. Section 3 highlights the surge in shipping major commodities in North East Asia - Australia trade. Section 4 discusses reasons for the growth, the problems and prospects for the future.

**Session 2 “Changes to Trade & Shipping in the 21<sup>st</sup> Century, Part II”**  
**Session Chairman: David Bendall**

Speaker 4     Dr. Hee Seok Bang  
15:45            ***Korea Port Governance System and New Challenge Issues***

**Professor Bang** is Dean of the College of Social Science and Director of the programme of Shipping Logistics of the global HRD Graduate School at Chung Ang University, Seoul Korea. In addition to his scholarly duties, he serves the government of Korea to the Ministry of maritime affairs and Fisheries (at present changed name to Ministry of Land Transport and maritime affairs)

More than 9 years experience in KMI (Korea Maritime Institute) and KAIST (Korea Advanced Institute of Science and Technology) research in the port, shipping and logistics management and government policy development. Since 1987 teaching International Transport Management in Chung-Ang University. More than 20 years, conducting advice to the Korean Government and Trade Organization. Lecture experience on Improving Port Performance at International Transport and Maritime Studies Department in the University of Wales College Cardiff. Visiting professor experience for MSC Programme in the World Maritime University in Sweden. Tutor experience of UNCTAD Port middle Management Training Programme for delivery of IPP (Improving Port Performance) in Cardiff. Lecture on International Transport Studies, Multimodal Transport System and Port Management and International Trade Business. More than 30 projects related to the port and logistics' management and Policy Sponsored by Federal and Local Government were conducted by me as a project manager.

Dean Bang Holds a Bachelor of Commerce and Master of Art, International Trade Business. Earned a Doctor of Philosophy, Maritime Studies of the Business School, Cardiff University UK.

**Presentation Abstract/Summary:**

The relationship between ports and government has changed rapidly over the past quarter of century. In particular Korea are facing to change governance system for the purpose of the national resource management and to promote Korean ports into global standard level. These factors lead to present papers aimed for suggesting the new port governance system after discussing about lessons to be learned from Korean experiences.

Speaker 5     Dick Steinke  
16:15            Executive Director  
                    Port of Long Beach, USA.

***Overcoming Congestion Challenges – Are We Doing Enough?***

**THURSDAY, 29 MAY**

**Session 3 “Innovation in Shipping, Ports, Terminals and Landside Corridor Connections”**

**Session Chairman: Bala Subramaniam**

Speaker 1 09:30	TBC (Korean Speaker) <b><i>The Future of Container Ship Design</i></b>
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Speaker 2 10:00	TBC (Korean Speaker) <b><i>New Solid Bulk Ship Design</i></b>
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Speaker 3 10:30	Sid Sridhar <b><i>Dry Bulk Cargo Operations : Dry Bulk Terminals –v- Offshore Transshipment</i></b>
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**Sid Sridhar** is the President and CEO of Seabulk Systems Inc. in Canada. He is responsible for managing the growth of the firm into new markets in India and China. This is done mainly by selective partnerships and teaming arrangements. Sid started Seabulk in 1989. Since then the firm has developed and patented new innovations. The firm has received the Governor General's Award in Canada for a unique Semi Submersible Transhipper currently operating in Indonesia.

Seabulk is involved in providing Marine Transportation logistics solutions. These require design and construction of ports, transhippers and custom designed ships, which would offer the lowest cost per tonne from the producer to the end user.

Sid Sridhar graduated from I.I.T. Delhi in 1969 and moved to the U.K., where he completed a M.B.A. in Construction Management. He worked in the U.K. until 1979 when he emigrated to Canada. Sid is a member of the British Institute of Management and a Professional Engineer in Canada.

**Session 4 “Innovation in Shipping, Ports, Terminals and Landside Corridor Connections, Part II”**

**Session Chairman: Richard Marks**

Speaker 4 11.45	John Warda Executive Manager National Supply Chain ABB Grain Limited, Australia.
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***The Convergence of Bulk and Container Issues and Challenges***

Speaker 5 12.15	Joppe Burgers Port Planner Royal Hakoning Limited
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***Automated Shipping Terminals – Will They Ever Catch On?***

**Session 5 “Innovation in Shipping, Ports, Terminals and Landside Corridor  
Connections, Part III”**

**Session Chairman: John Strang**

Speaker 6 Gino Valenti  
14:30 ***Passenger Terminals***

**Gino Valenti**, General Manager, Business Sustainability, joined Fremantle Ports in 1998. He holds a Degree in Chemistry and previously worked with Western Australia’s Department of Minerals and Energy in the position of Manager Major Hazards Branch with responsibility for the correct siting and safe operation of major chemical processing plants and storage facilities for hazardous materials.

As General Manager Business Sustainability at Fremantle Ports Gino’s role encompasses Strategic Planning and development and implementation of Fremantle Ports’ Sustainability strategy which approaches sustainability from two perspectives. The first is the port planning and development function to ensure the necessary approvals are in place to meet future port infrastructure needs and secondly, ensuring the adoption of a triple bottom line approach to all key decision making processes employed by or impacting on the port.

At Fremantle Ports, Gino has also been responsible for the implementation and integration of important management systems including the safety, environment and quality systems which have been certified to AS4801, ISO14001 and ISO9001, and the risk management system which has followed AS4360.

Gino’s responsibilities include driving the port’s Business Excellence journey using the Australian Business Excellence Framework (Australia’s equivalent of the US Baldrige Awards). He is responsible for developing and implementing the overall business improvement strategies and plans which have led to Fremantle Ports being recognized at the Gold Award Level in 2007, the first Western Australian organization to achieve this in the 17 year history of the awards and the first Australian organization to achieve this level since 2001.

**Presentation Abstract/Summary:**

Fremantle Ports’ passenger terminal and the role it played during the growth of Western Australia in the 1960s. When constructed in 1960 it was "the most modern passenger terminal in the southern hemisphere", boasting 2 escalators each capable of carrying 8000 passengers per hour, and the ability to accommodate 2 ships, one of 45000 tons and one of 30,000 tons.

The downturn in its use as a passenger terminal and the alternative uses that it was put to. Its use for functions and exhibitions became part of the local "culture" and hence the resistance from the local community when attempts were made to put it back to its intended use.

The current challenges of operating a passenger terminal in the middle of a busy container and general cargo port. Pressures brought about by the increased popularity of cruise shipping (needs of the cruise industry, the passengers, the public, customs), national port security requirements and the competition for berth and wharf space from cargo operations.

The challenges associated with modification and maintenance of the building. Its heritage listing brings its own challenges as does the cost when cruise shipping is only a small contributor to port revenue.

Speaker 7     Peter Van Duyn  
15:00            ***Terminal Equipment Innovations***

**Peter Van Duyn** was appointed General Manager, Terminal Operations in 2007 with responsibilities for the four main Container Terminals in Australia.

In 2000 Peter was appointed as National Operations Manager, Terminals Division responsible for the operational and scheduling requirements across Patrick's Container Terminals in Australia

Peter has held various operational roles across the Terminals Division within Patrick and its predecessors and was instrumental in the introduction of new operational systems into several terminals.

After a successful career with the Dutch Merchant Navy and the Port of Rotterdam, migrated to Australia in 1983 and held management roles in Port Authorities and stevedoring companies.

Peter is a Master Mariner and holds certificates in Strategic Management & Executive Leadership

Speaker 8     Robert Ritchie  
15:30            CEO  
                    Darwin Port Corporation, Australia.

***New Standards in Managing Cargo Terminal Throughput***

Speaker 9     Martijn Coopman  
16:00            Royal Haskoning

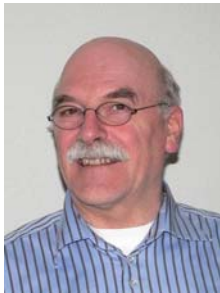
***The 21<sup>st</sup> Century Port***

## **FRIDAY, 30 MAY**

### **Session 6 “Safety, Security & Emergency Planning” Session Chairman: Hajime Tsuchida**

Speaker 1 09:00	TBC <b><i>Worldwide Integration of Safety, Security &amp; Emergency Planning Initiatives – Fact or Fiction?</i></b>
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Speaker 2 09:30	Evert Wijdeveld <b><i>Coping with New Challenges in Emergency Planning</i></b>
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**Evert Wijdeveld** (56) since 1990 is employed by the Rotterdam Port and Industries' Association Deltalinqs. Within Deltalinqs he is responsible for Safety and Environmental affairs.

His first job in the field of safety was Dangerous Cargo inspector with the Rotterdam Port Authority. After being Vessel Traffic Manager in the Rotterdam Europort he proceeded in the field of safety as Duty Officer of the Rotterdam Port Authority, a job which could be considered to be an “Incident Controller”. For five years he had the responsibility for training the Patrol-boats crew, preparation of emergency plans and procedures and fighting incidents at the scene.

After being Head of the Dangerous Cargo Department of the Rotterdam Port Authority he shifted from the public sector to the private sector. He moved to the Rotterdam Port and Industries' Association Deltalinqs where he is now employed as their specialist in Safety and Environmental affairs.

Evert Wijdeveld is Chairman of the Working Group on Safety & Environment of Feport, the Federation of private port operators in Europe.

He joined the ICHCA International Safety Panel in 1991 and has been Deputy Chairman of the Safety Panel for several years now.

#### **Presentation Abstract/Summary:**

- Ships become bigger and bigger. How to deal with an emergency on board those kind of ships, birthed at your terminal?
- Does Climate change (high winds, floods) change your emergency planning?

(Murphy will not like us... we are on our way to change his law!)

Speaker 3 09:50	TBC (Korean Speaker) <b><i>Coping with New Challenges in Emergency Planning</i></b>
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Speaker 4 10:10	Patrick Bol Executing Managing Director PNC & DP World  <b><i>Safety Lashing of Deck Containers</i></b>
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Speaker 5 10:30	TBC (Korean Speaker) <b><i>Impact of Lashing on Port Workers and Port Operations</i></b>
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**Session 7 “Safety, Security & Emergency Planning, Part II”**  
**Session Chairman: Dr. Moon OR Dr. Seok-Hyuk**

Speaker 6     Rene Snoek  
11:35           Maersk Ship Management, Rotterdam, Netherlands.

***The MARIN Project – Lashing@Sea***

Speaker 7     Mike Compton  
12:05           ***Delivery, Handling and Management of Dangerous Goods in Ports,  
Including Shore-side Training***

**Mike Compton** joined the port industry straight from school in 1953 and spent the next 30 years with the Port of London Authority, the last 17 of which were as its first Accident Prevention Officer. He then acted as Safety Adviser to the national UK port industry associations and then established the Ports Safety Organisation which for nine years represented the UK ports industry. In 2001, PSO ceased activities to enable the industry to take over the responsibility itself and he joined ICHCA International as technical advisor. He has been chairman of its International Safety Panel since its inception in 1991 and has been safety correspondent to Cargo Systems Magazine since March 1976. He is a Fellow of the Institution of Occupational Safety and Health and also a Companion of the Nautical Institute. He has been awarded the MBE for services to dock safety.

**Presentation Outline/Abstract:**

IMO first published its International Maritime Dangerous Goods Code in 1965 and that has since become the recognised standard for the safe transport of packaged dangerous goods by sea ever since. By the time of the Conference, the 34<sup>th</sup> Amendment will have been approved within IMO and is set to be published in October/November and come into transitional force next January. Soon after 1965, it was realised that the Port Area is the largest interface in any transport chain and that it can have on its premises at any time considerable quantities of dangerous goods. Accordingly, IMO published the first edition of its Recommendations on the Safe Transport of Dangerous Cargoes in Port Areas in 1973 and have regularly updated it since. This document is widely used as the basis for port byelaws or regulations on this subject. The latest edition was published since the last Conference and part of the presentation will be to explain its latest provisions. At the same time, it is anticipated that by the time of the Conference IMO will have decided to make the references to shoreside training on packaged dangerous goods mandatory in the IMDG Code. The presentation will announce the decision that was made and explore the implications and what it will mean for landside personnel involved in dangerous goods movements to/from ports and ship.

Speaker 8  
12.35

Laurence Jones  
***Safety in Container Terminal Operations***

**Laurence Jones** is a qualified engineer with extensive engineering, maintenance, operations and logistics experience in the global ports and terminals industry. He worked 26 years for BHP Billiton in the steel, open cut and underground mining industries, and engineering design and construction. The last 15 years with BHP was in bulk materials terminals. He then spent 8 years in container terminals with P&O Ports and attained the role of General Manager Global Engineering and Asset Management before joining the TT Club in December 2006 as Director Global Risk Assessment. His role in the TT Club covers internal advice and support in underwriting decisions and claims assessment, and externally he manages 3<sup>rd</sup> party loss prevention surveys and works proactively with clients and industry to identify areas where risks may be reduced. Laurence is based in Sydney, Australia and travels to TT Club global offices and client sites on a regular basis. He is a Director of ICHCA International and a member of ICHCA's International Safety Panel.

**Presentation Abstract/Summary:**

With over 80% of global container terminals insured by the TT Club, their claims data provides a real perspective of the types and causes of accidents globally. The presentation provides the results of an analysis of this global data and identifies accident causes and loss prevention actions to help terminals focus on the real issues which will improve safety in container terminals.

**Session 8 “Global Alliance & Partners”**  
**Session Chairman: Laurence Jones**

Speaker 1 14:20	Nestor Galley Director Port of Takoradi Ghana	Abraham Mensah Human Resource Manager Port of Takoradi Ghana
<b><i>New Partners &amp; Alliances resulting from changes to developing And developed economies</i></b>		

Speaker 2 14:50	Adrian Sammons <b><i>The Emerging Opportunities for New Port Development</i></b>
<p><b>Adrian Sammons</b> has over 25 years experience in the shipping and transport related industries and in 2005 established an Independent Transport research and consultancy business 'AMSTEC Pty Limited'. This was followed in 2007 with taking up a contract as Director, for International Trade development with The Chief Minister's department, Northern Territory Government of Australia based in Darwin.</p> <p>Adrian was born in England, grew up in New Zealand, and was a sea farer at age 18 with Union Steamship company, departing after studies and sea time secured nautical qualifications to serve as Deck officer on a variety of different types of vessels. After 'coming ashore' he was involved in hands-on operational activities including ship-planning, stowage, bulk and terminal cargo handling and ship-shore interface which provided a solid understanding of functional activities that compliment Adrian's wide range of commercial management experience. Based in London, Melbourne, Adelaide and Sydney Adrian held roles in Marketing and General Management with responsibilities for leading Shipping Line businesses including board and profit centre responsibilities, business and industry development, policy formulation, sales and marketing strategy and implementation, organisational change management, and research.</p> <p>During involvement in the 1990's with Global Shipping policy, Adrian was elected to several chairman postings within shipping conference and global line forums and was instrumental in leading strategy and new directions for collective agreements between lines.</p> <p>Adrian has previously worked for ANL, K-Line and Swire Shipping Group, the later holding CEO and Directorship roles and has recently been providing consulting services to both business and Government organisations.</p> <p>In 2007 Adrian's work in writing an academic transport paper achieved the BEST PAPER AWARD at the 2007 International Association of Maritime Economists (IAME) Conference, Athens, Greece. The award was presented to authors Mateus Magala and Adrian Sammons for their joint paper "A New Approach to Port Choice Modelling". The paper has appeared in the March 2008 issue of the Palgrave MacMillan Maritime Economics &amp; Logistics journal.</p>	

This academic paper was also selected and recognised by The Chartered Institute of Logistics and Transport (Australia) where the authors won 'Achievement of the Year Award 2007' this was followed by recognition from The Naval Institute of Australia where the paper also won a special commendation award as runner up for a study grant.

Adrian lives happily with his wife, Tracey and son Ashton, in Darwin, Australia.

**Presentation Abstract/Summary:**

The Emerging opportunities for New Port Development

It is generally recognised that location, distance and costs often suggested a crude locational determinism of port growth. Locational advantage arises, it was often argued, when firms such as ports were located near the sources of raw materials or near the markets (Mersha and Adlakha 1991). By locating close to the sources of inputs or near markets, firms can substantially reduce access and transportation costs.

In his study on 'Regional Ports' Prof Magala explained very well that, In competitive markets, it is neither the proximity nor the comparative cost advantage per se that matters but rather the accessibility to markets and the net benefits or competitive advantage a port can create and deliver to shippers. Competitive advantage includes but is not limited to or determined by cost savings and favourable physical location of a port. Competitive advantage is created through the ability of a port to capture opportunities for trade. Regardless of a port's specific location, for it to capture opportunities it must offer acceptable value to shippers; it must provide better access to markets to the shippers who are on the lookout for attractive opportunities for easy spatial interaction with other economic agents in the quest for competitive advantage.

The emergence of factors that combine to influence port selection are creations of recent record price levels in vessel charter rates, spikes in bunker fuel prices, efficiency of land transport systems and market proximity of newly commissioned port infrastructure. In this presentation I wish to examine and deliver an assessment of these combined market influences by demonstrating their economic competitiveness in loading bulk product from the port of Darwin in Australia's far north.

The outcomes may provide identification of valid value propositions that could convert to valuable opportunities to be exploited or promoted by other ports with similar or intersecting scenarios.

I hope you enjoy and obtain benefit from participating in this presentation.

Speaker 3      TBC  
15:20            ***The Impact of Regional and Bilateral Trade Agreements –  
The Winners and Losers***