

Under the Patronage of His Excellency,
Eng. Saad bin Abdul Aziz Al-Khallab, The Deputy Minister, Ministry of Transport
Kingdom of Saudi Arabia

An Event By:
 Bricsa Consulting

2nd Annual Trans Freight Logistics 2017

23rd-24th October 2017 | Marriott, Riyadh Kingdom of Saudi Arabia

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The Deputy Minister

Eng. Saad bin Abdul Aziz Al-Khallab

Ministry of Transport - Kingdom of Saudi Arabia

The Ministry of Transport is responsible for the design and construction of roads, ports, airports and railways in Saudi Arabia. As a government organization, it regulates and supervises the transportation sector projects in the Kingdom related to Air, Sea and Land Transport of passenger and freight services.

More about the Conference:

With the global logistics market growing rapidly and is expected to generate \$15.5 trillion in revenues by 2024, the Middle East and North Africa (MENA) region is fast emerging as the hub of logistics industry. Kingdom of Saudi Arabia is ambitious to play it's role as the central logistics hub for global connectivity.

In terms of volume, the global Transport and Logistics industry is expected to reach 92.1 billion tons by 2024. Third-Party Logistics (3PL) market is expected to grow at a compound annual growth rate (CAGR) of more than 5% by 2020. Factors such as the rapid globalization, increasing trade volume, and the revival of the global economy are some of the major contributing factors to the growth of the 3PL market.

We are targeting access and insight to \$190bn market as The Kingdom of Saudi Arabia is currently developing its multimodal transportation infrastructure, led by a comprehensive supply chain and logistics network with the funds to be invested in the sector under Vision 2030 and the National Transformation Plan (NTP) 2020

Key benefits of attending:

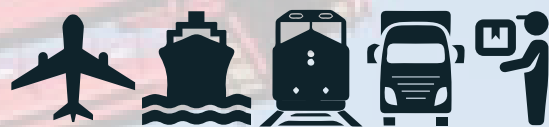
- Meeting the demands and changing mobility needs of the freight in delivering a reliable transit system
- Improving with the purpose of strategies to creating a multimodal integrated transit system
- Leveraging freight transportation efficiency and accessibility to alleviate traffic congestion
- Strengthening freight users confidence with economic friendly transport
- Capturing emerging technologies in rail reliability and maintenance and how it can boost current efficiency
- Developing a sustainable strategy involving public & private participations modality in financing.



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2nd Annual Trans Freight Logistics 2017



Leading Practitioners and Speakers 2017

Senior Representative
Public Transport Authority (PTA) - KSA

Senior Representative
Ministry of Transport - KSA

Senior Representative
Saudi Ports Authority - KSA

Mr. Abdullah Almajdouie
President
Almajdouie Group

Eng. Ashraf M. Kotait
Senior Port Operations & Logistics Expert, Ex-Port Operation Expert
Saudi Ports Authority - SEAPA - KSA

Eng. Saud Alshabanat
Director Technical Consulting Centre
Saudi Standards, Metrology and Quality Organization - SASO

Senior Representative,
Saudi Fund for Development

Dr. Shougi Suliman AboSuliman
Vice-Dean for Graduate Studies & Scientific Research, Faculty of Maritime-Studies
King Abdulaziz University

Mr. Yassin Al Suroor
President & CEO
A'amal Group

Dr. Khaled EL-Sakty
Dean of College of International Transport & Logistics
Arab Academy for Science & Technology & Maritime Transport

Mr. Erwin Mortelmans
Commercial Director
Port of Duqm Company S.A.O.C

Mr. Wan Chee Foong
Regional CEO, Middle East South Asia / Head Of Group Business Development
PSA Corporation Limited

Mr. Francesco Dionori
Chief of Transport Networks & Logistics Section, Sustainable Transport Division
United Nations Economic Commission for Europe

Mr. Marcel van Velthoven
CEO
ZNAPZ B.V.

Mr. Sebastian Doderer
Head Business Development, Railway Infrastructure
Hamburg Port Authority AöR

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08.00 Registration and Morning Coffee

08.15 Chairman's Opening Remark

08.30 Kingdom of Saudi Arabia's National Transformation plan: Transforming Logistic Transport Sector

- Feasibility and prospective changes to be implemented
- Incorporating Ports and Customs to provide one clearance for hassle free transportation
- Connecting the Kingdom despite geographical and climatic challenges – an exemplary connectivity

Senior Representative

Ministry of Transport - KSA

09.00 The Ambitious Plan of Establishing Kingdom of Saudi Arabia as a Global Logistics Hub

- Strategic plan for development of rail and ports under Saudi Vision 2030
- Market growth drivers and factors limiting the growth
- Current market structure and trends in tune with the strategy
- Market projections and expansion plans for upcoming years
- Impacts of Saudi Arabia's Economic Plan on current and future developments

09.30 Comprehensive Multimodal Transport Plans for Kingdom's Freight Transportation Sector

Senior Representative

Public Transport Authority (PTA) - KSA

10.00 Integrating land transport in the Kingdom with seamless connectivity between Sea Ports and Warehousing Destinations via a robust Rail network

- The role of regulatory body in providing framework for the development
- Developing regional clusters and facilitating interchange of logistics cargo handling between various ports and logistics hub through rail and road
- Establishing Saudi Arabia as the logistics hub for MENA region by improvising infrastructure and investment to gain position in Global Competitiveness Index (GCI) and Logistics Performance Index (LPI)

10.30 Coffee and Networking Break

11.00 An Insight into the port terminal operations and expansion strategy

- The strategic importance of King Abdullah Port, Khalifa Port and Jeddah Islamic Port.
- Improving port efficiency through Smart Gate system integrated with the Port Community system and the Terminal Gate systems
- Decluttering of Port for efficient movement of goods

11.30 Saudi Arabian General Investment Authority (SAGIA): Managing the Investment Environment in the Kingdom of Saudi Arabia

- Measures for allowing a more Sustainable Investment
- National Investment Plan (NIP): Creating Investment Opportunities and diversifying the economy
- Simplifying Licensing procedures for foreign companies looking to invest in KSA

12:00 Increasing PPP Financing for Infrastructure Projects in the Kingdom

Mr. Abdullah Almajdouie, *President*
Almajdouie Group

12.30 Freight Insurance: A Way of Protecting Business

- Protection against many potential risks
- Challenges and opportunities in the market
- Safety and security risks management systems

13.00 Luncheon Break and Networking

14.00 The Role of Refineries and Manufacturing Industry in Developing Ports and Rail Infrastructure

- Better connectivity needs investment and provides good return on investment
- Seamless movement of goods and last mile connectivity proving cost and time saving on import-export mechanism
- Rail as a medium providing environment friendly and bulk carriage facility with long term risk free and low maintenance connectivity to the ports

14.30 Case Study: Connecting King Abdul Aziz Port to Jeddah Islamic Port

- The Saudi Land Bridge Project – An insight
- Connecting the Arabian Gulf to the Red Sea via Rail Network
- Prospect of more transit cargo and savings in regional freight economy

15.00 Port Community Systems – Gateways to Single Window Trade Facilitation Measures

- Intelligent and secure exchange of Information
- Optimizing, Managing and Automating Port and Logistics
- Low development cost and operating costs

15.00 Evening Coffee and Networking Break

15.30 Freight Management System: Optimizing the Efficiency of Commercial Freight Operations

- On-time Support and Maintenance Services for cost optimization
- Using industrial automation to reduce the load of data entry hence eliminating errors
- Emergence of advanced modules in freight management systems

16.00 Panel Discussion: Saudi Arabia and Global Market Overview

- Exploring the Global Market as well as cargo opportunities – developing central logistics hub
- Impact of Railways on movement of goods and use of multimodal to enhance last mile connectivity
- Opportunities for inward investment through establishment of manufacturing plants and providing better infrastructure facilities

16.30 End of Day 1





08.00 Registration and Morning Coffee

08.25 Chairperson's Opening Remark and Synopsis of Day 1

08.30 Customs and Regulatory Authorities and their roles in simplifying freight movement

- Free Trade Zones – The case for free trade in the GCC
- Simplifying customs procedures to increase Intra-GCC trade and international trade
- Free movement of goods with one-stop clearance

09.00 Case Study: Abu Dhabi Ports Company

- The expansion plan to accommodate world's largest container and cargo ships
- Maqta Gateway – the first purpose built Port Community System (PCS) in the Emirates – developed by Abu Dhabi Ports, will transform the port operations.
- The importance of ICT and its implementation at Khalifa Port being the first semi-automated container port in the region.
- The port has an annual capacity of 2.5 million TEUs and 12 million tons of general cargo

09.30 Case Study: The state of Logistics in Bahrain – Opportunities

- Strategically located in the heart of the Gulf
- Khalifa Bin Salman Port – Middle East's first multimodal logistics hub
- 100% foreign ownership: no repatriation of capital, profits or dividends

10.00 Digitalization: Game-Changer for Container Shipping

- Challenges faced as the market behavior continues to evolve at astonishing speed
- Taking the Freight Industry into uncharted territory
- Saving on a huge amount of cost out of the supply chain

10.30 Coffee and Networking Break

11.00 Overcoming the Last Mile Challenge: Distributing Value to Billions

- Growth Factors, Key Challenges, Solutions for the Last Mile Delivery
- Efficient transport operations for optimal Last-Mile Delivery
- Massive transport infrastructure bottlenecks constraining supply
- Mobility management and spatial planning

11.30 Multi-modal integration for Freight Transportation

- Optimize travel time and cost
- Seamless interchange
- Delivery and point-to-point logistics market
- Strategic multimodal logistics and freight projections
- Possibility of building an end-to-end global trade network

12.00 Global Intelligent Transportation Systems:

Freight Management

- Real-time train-wagon-cargo status and location tracking
- Lowering operating cost, Increasing efficiency
- Safe transportation and effective delivery with time precision

12.30 Trends in the Transport Industry and the role for Rail Freight

- Rail has the ability to make sharp improvements in speed, cost, capacity and emissions
- Offer Competitive domestic freight rates while still posting sustainable profits
- Development of new freight wagons for high-speed trains

13.00 Luncheon Break and Networking

14.00 Supply Chain Transformation and Innovation

- Latest technologies for supply chain and logistics industry
- Green logistics and carbon footprint reduction
- Efficient storage and warehousing connectivity with less manual interference and total automation

14.30 Risk Management in Freight Markets

- Overview of current market situation
- Innovative solutions for financial risk management
- Volatility in freight market and handling competition

15.00 Warehousing Efficiency and Effectiveness in the Supply Chain Process

- Allow transport optimization along the supply chain
- Adopting advance technology for capacity building
- Warehouse operational efficiency and contributing factors

15.30 Evening Tea and Networking Break

16.00 Panel Discussion: Third Party Logistics Risk Management

- Current State of the 3PL Market
- Transportation management
- Facilities and Warehouse Management
- Claims Management

16.30 End of Conference and Closing Remarks



More about Bricsa Consulting

Bricsa Consulting is involved in hosting industry specific conferences and currently one of our focus areas is Transportation, which is one of the key priorities in terms of Infrastructure development.

We have the ability to bring industry leaders across various geographical markets successfully on a common platform to discuss various business possibilities. We have successfully executed conferences in Asia Pacific, Africa and Middle East regions and are constantly exploring new emerging markets.

Our conferences are extensively researched and all efforts are made to highlight current projects in the respective regions. The audience is a mix of Ministries, Government Agencies, Development Banks, Financial Institutes, Infrastructure and Construction Companies, Contractors. Consultants and Architects, with a goal to create a practitioner focused platform and making it a leading global meeting place for the Infrastructure and Investment community.

By becoming a Sponsor, your company will be given the best possible opportunities to position itself to the worldwide industry. You will have access to some of the most influential decision-makers and potential business partners who will be playing an integral part in shaping the future of the industry.

Making an investment in these conferences will help your company to attract business and if you make the most of the sponsorship opportunities we offer, you will see an incredible return on your investment.

If you wish to speak at this conference; please email us your details and a topic outline at :

Sushrit Dange

Conference Producer

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Prospective Delegation that you can meet:

This strategic conference is designed to attract all those who are involved in the development of Freight Rail, Ports and Transport Infrastructure that include:

- Government Authorities & Ministries, Ministers, Director Generals, Secretary Generals
- Foreign missions, Industry associations
- Logistics Companies
- Supply Chain Companies
- Warehousing Companies
- Senior transport sector professionals from industry
- Domestic and global manufacturers, suppliers in rail, port, road, transport and infrastructure sectors
- Freight & Cargo Companies
- Distribution Equipment & Service Companies
- Road Transport Companies
- Ports & Airports
- Rail Transport Companies
- Shipping Lines
- Technical, legal, management consultants
- IT companies and solutions providers
- Steel, power, cement, infrastructure, SEZs
- Railway equipment manufacturers including diesel and electrical locomotives, EMU/DMU, freight wagons, heavy haul, etc.
- Freight transportation companies, consultants, wagon leasing and rail finance companies
- Signalling and telecom companies, cargo, freight, SCM
- Financial Institutions financing Logistics sector
- Material Handling & Crane Companies
- Third / Fourth Party Logistics Companies
- Value – Added Logistics Services
- Logistics Solution Providers
- Tracking Equipment

Who Should Attend ?

Presidents, Vice-Presidents, CEOs, CFOs, COOs, Managing Directors, Directors, General Managers, Senior Managers, Managers and Heads of:

- Transport Planning
- Transport Modelling
- Policy
- Transport Security
- Rail, Port Operators
- Authority & Regulators
- Engineering, Maintenance and Repair
- Department / Ministry of Transportation
- Central Government
- Transport Unions
- Consultants
- Investment Banks
- Investment firms providing funds for the projects
- International Financial Institutions





A'amal Group was founded by a group of high caliber businessmen with an extensive experience in oil, gas, civil engineering and construction (privatization) industry region wide. We're strategically headquartered in the thriving Eastern Province of Saudi Arabia, hub of superior oil producing, refining and exporting zone of the world. We're a dynamic, transparent and socially responsible group that is committed to walk an extra mile to fuel the regional economy and improve lives through its various business activities



ZNAPZ delivers technical services focused on the IBM Tivoli Maximo application platform and product family. At ZNAPZ we recognize that expertise is a prerequisite but real life experience is the differentiator. Our team of technical experts has a wealth of knowledge and experience and provide you with best-in-class consulting and support services.



The Delegation of German Industry & Commerce for Saudi Arabia, Bahrain and Yemen (AHK Saudi Arabia) is part of the German Chamber Network. With 120 locations in 80 countries around the world, the members of the German Chamber Network (AHKs) offer their experience, connections and services to German and foreign companies. AHKs are located in all countries of particular importance to German companies. AHK Saudi Arabia provides services to companies both from Germany and Saudi Arabia, Bahrain & Yemen in order to support their foreign business activities. It promotes bio-lateral trade between the countries to Germany. AHK Saudi Arabia is the official representative for the leading German Trade Fairs Deutsche Messe AG, Messe München, Messe Berlin, Nürnberg Messe and Spielwarenmesse eG in Saudi Arabia. Bahrain, Kuwait & Yemen



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Middle East Business News and Magazine is part of Ougarit Group for Marketing. Middle East Business provides quality information about business dynamics and pertinent economic and socio-economic issues, highlights investment prospects, analyses business trends and connects private sector players within the Middle East region, and between this important region and other countries around the globe. The magazine also sheds light on gender issues related to business as well as on creative approaches by policy-makers to resolve business related dilemmas. Middle East Business is an important economic media communication vehicle for promoting private sector-led growth in the Middle East region.



Based in London, UK, **Specialist Freight Networks (SFN)** exists to facilitate the safe and profitable exchange of business between its Members. SFN, ISO 9001:2008 Certified, is an International Group of Exclusive and non-Exclusive Specialist Freight Networks operating under one unifying umbrella. SFN links together 245+ elite independent small and medium sized Freight Forwarders in 115 countries, whom are united in their quest to find global, trusted, specialist agents. Experts in their respective fields, SFN Members are able to handle the requirements of global importers and exporters, in an efficient and professional manner.



World Freight Network, ISO 9001:2008 Certified, successfully links together 270+ independent freight forwarders in 115+ countries. Based in London, UK, WFN exists to facilitate the safe and profitable exchange of business between its Members. WFN recruits strong, high calibre forwarders, dedicated to providing an excellent service. Upon joining WFN, forwarders are introduced to an international group of proficient, vetted partners all sharing one goal: to increase business volumes. WFN has achieved a truly global presence and its Members have the local expertise necessary to meet the demanding requirements of the world's top importers and exporters.



Universal Freight Organisation (UFO) was formed in January 2000 and today the ISO 9001 and ISO 14001 certified association boasts representation in 120+ countries. UFO are proud to have maintained a 'One Member per Country' policy (with the exception of USA and China), making them one of the only remaining exclusive freight forwarder networks in the world.



Project Cargo Network (PCN) is an ISO 9001 and ISO 14001 certified organisation established to provide a networking platform for the world's top heavy lift and project cargo specialists. Members work for many sectors including oil and gas, pulp and paper, automotive, construction, power and energy, as well as aid cargo. The fast-growing organisation comprises of 230+ specialists in 105+ countries.



Cargo Connections was formed in 2014 to provide independent freight forwarders access to a trusted, worldwide network of agents who can handle their shipments, whilst working professionally and safely under a strict Code of Conduct. Our membership is growing at a steady rate and currently comprises of 113 companies in 63 countries.



Freightbook is a fast growing online database containing profiles of 1500+ freight forwarders in 140+ countries. The unique profile pages and new rating system provide a good insight into each registered company which raises confidence and increases business. Freightbook also provides a useful Smartphone Service where forwarders and suppliers to the freight industry can be found quickly on mobile devices.



Railway PRO Communication Platform is the most effective communication tool of the railway business environment, tailored for the specific needs of railway professionals and investors in order to provide them with the latest business opportunities existing on the market. The emphasis is put on the international railway commercial sector, our dedicated readers having access to information related to the latest technologies available, ongoing and future projects as well as being a strategic source of knowledge for companies interested in identifying business partners.



Oxford Business Group (OBG) is a global publishing, research and consultancy firm, which publishes economic intelligence on the markets of the Middle East, Asia, Africa and Latin America and the Caribbean. OBG offers comprehensive analysis of macroeconomic and sectoral developments, including banking, capital markets, energy, infrastructure, industry and insurance. OBG's acclaimed economic and business reports are the leading source of local and regional intelligence, while OBG's online economic briefings provide up-to-date in-depth analysis. OBG's consultancy arm offers tailor-made market intelligence and advice to firms operating in these markets and those looking to enter them.

