

**2018 FALL MEMBER FORUM**  
**INFORMATION OVERLOAD:**  
**Distilling technology for transportation**

**November 13 & 14, Sutton Place Hotel, Vancouver**

The pace of technological advances with disruptive implications for the transportation sector has never been so frenzied. Technology-driven innovations are promising transformative impacts for today's supply chains through increased efficiency, lowering costs and optimizing performance. For all but the most technologically savvy, however, it is an overwhelming mix of new products, service models and trends, all with the potential to transform digital and physical operations.

While the real-world applications of many of these technologies have yet to be fully realized or understood, this forum will help members grasp the essentials of how they might impact the operational nature of the transportation supply chain. It will also help forward-thinking leaders understand the broader social, political and competitive impacts of this fast-paced change and highlight what leaders need to consider when making decisions regarding technology implementation.

**TUESDAY**November 13, 2018

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- 7:45 am      **Hot Buffet Breakfast**
- 8:30 am      **Welcoming Remarks and Introductions**  
                  Hon. Ron Schuler, Minister of Infrastructure, Government of Manitoba &  
                  Chair, WESTAC  
                  Oksana Exell, President & CEO, WESTAC
- 8:45 am      **2018 to 2030: Freight Disruption**  
Land and ocean freight industries are on the cusp of disruption from  
companies looking to exponential technologies to drive innovation. New ways  
to take advantage of mobile, big data, analytics, artificial intelligence,  
autonomous vehicles, and new modes of transport are being tested and  
rolled out. Consequently, the freight industry will operate very differently by  
2030.  
  
This session will look at where we are today, signals of the changes a futurist  
foresees impacting the industry and the innovations that will fundamentally  
change the world.  
  
                  **Nikolas Badminton, Futurist and Researcher**
- 10:00 am     **Break**
- 10:30 am     **Changing World Trade Patterns**  
  
New technology often unleashes a flurry of economic activity and changes in  
behaviour. For example, the container revolution upended global trade and  
transformed commerce and world trade patterns irrevocably.  
  
Economists, trade analysts and other thought leaders are just beginning to  
explore how new technological developments will transform global trade  
patterns – from changes in production location, to demand patterns and trust  
in institutions. This session will anticipate significant trends that could shape  
future trade flows in the medium to long-term.  
  
                  **Dr. Christian Bluth, Project Manager, Program Megatrends,  
                  Bertelsmann Foundation**

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11:15 am

**Beyond the Business Case: Ethics, Regulation & Governance**

Rapid advances in technology are impacting the social, moral and business relationships on which civil society is founded. This session will focus on two areas where leaders must look *beyond the business case* of emerging technologies to discuss other considerations for a prosperous and safe future where technology is implemented ethically and in the public interest.

*Forward-thinking Policymakers: keeping up with technological advances*

**Sunil Johal, Policy Director, Mowat Centre**

*Roboethics: improving our future with technology*

**Dr. Jason Millar, Assistant Professor, School of Electrical Engineering and Computer Science, University of Ottawa**

12:30 pm

**Lunch**

**TUESDAY**November 13, 2018

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1:30 pm

**Deep-Dive on Blockchain**

Studies estimate that only 1% of the supply chain is currently using blockchain technology, even though the opportunities to improve efficiency, visibility and communication are seemingly endless. Renowned expert and blockchain trailblazer -- Iliana Oris Valiente will take an in-depth look at blockchain and identify opportunities and bust myths about its real-world applications.

The session will also highlight one of the most advanced blockchain users within the sector – Maersk TradeLens – and build an understanding of how and why the organization is implementing a blockchain strategy.

**Moderator: Pat Sinnott, Honorary Director, WESTAC**

**Iliana Oris Valiente, Global Blockchain Innovation Lead, Accenture**

**Annette Mueller, Senior Commercial Manager North America, Maersk TradeLens Inc.**

2:45 pm

**Break**

3:15 pm

**Innovation and Mobility in Port Cities**

Session sponsored by:



Port cities are the epicentre of forces of urbanization, land use constraints, resiliency concerns and high volumes of people and goods movement both within a region and transiting port facilities. As technology unwraps system-wide changes in how people live, move, shop, work and play, the port city is changing.

*Supporting a culture of collaborative innovation, the Dutch Experience*

“The Netherlands has historically carried a large weight in the world because of certain cultural endowments: small but united, entrepreneurial, innovative and externally-oriented.” How has the government and its agencies continued to support this forward-looking agenda?

**Opening Remarks: Henk Snoeken, Consul-General of the Kingdom of the Netherlands in Vancouver**

*Port of Rotterdam – Smart Port Initiative*

*The Port of Rotterdam is a known leader and one of the most technically sophisticated ports in the world. The Port will provide an update on current initiatives further cementing their innovation leadership agenda.*

**Reyer Will, Senior Project Manager, Port of Rotterdam International**

*Future Mobility in a Port City – Metro Vancouver 2040*

The Metro Vancouver region is a vibrant and geographically diverse home to more than 2.4 million people and the nation's largest port, serving exporters and importers from across Canada, with a throughput of more than 140 million tonnes of cargo annually. These numbers, of people and goods, are only growing. How will we successfully navigate the future of mobility in this port region?

A panel of leading practitioners from the city planning, transit delivery, freight delivery, ports and ride-hailing sectors come together to discuss the future of mobility in Vancouver.

**Moderator: Gordon Price, Fellow, SFU Centre for Dialogue**

**Panelists:**

- Dale Bracewell, Manager, Transportation Planning, City of Vancouver
- Andrew McCurran, Director, Strategic Planning & Policy, TransLink
- Michael van Hemmen, Public Policy Manager, Uber
- Reyer Will, Senior Project Manager, Port of Rotterdam International
- Peter Xotta, Vice President, Planning & Operations, Vancouver Fraser Port Authority

5:00 pm

**Closing Remarks**

Oksana Exell, President & CEO, WESTAC

5:15 pm

**Reception**

Sponsored by:



7:00 pm

**Reception ends**

**WEDNESDAY**

November 14, 2018

8:00 am **Breakfast** *(open to all attendees)***WESTAC LEADERS COUNCIL – WESTERN TRADE CORRIDORS:  
A Continued Dialogue with the Government of BC and the Western Provinces**

The Leaders Council is open to official representatives of member organizations. Sustaining members are allowed one additional representative.

8:30 am Each forum concludes with an in-camera, frank discussion among the most senior representatives of member organizations. Participation is limited to the Official representative from each member organization and excludes external speakers and non-members. No reporting will take place.

Members will identify joint priorities and actions that will enhance competitiveness and readiness for trade with the Asia Pacific region.

10:15 am Meeting adjourns

10:30 am **Board of Directors Meeting**Noon **Lunch** *(open to all attendees)*