

To: Auto Care Industry Interested Parties

The Journal of Commerce has reached out to the automotive community with a special offer to attend their annual TPM (Trans Pacific Maritime) Conference, to be held March 4-7, 2018 in Long Beach, California. See <https://events.joc.com/tpm-2018> for details.

This is the high-powered shipping conference of the year, focusing on the education and networking of the entire ocean shipping industry from importers and exporters, known as Beneficial Cargo Owners (BCO's) to ocean carriers, freight forwarders, ports and terminals, customs brokers, et al.

TPM is the container shipping industry's biggest event attracting the who's who of executives up and down the global containerized supply chain. Now in its 18th year, TPM attracts more than 2,300 attendees through a combination of editorially driven, unbiased programming and unmatched networking opportunities.

For the special discounted rate of \$950.00 per registrant (normally \$2095), automotive representatives will be able to:

- Engage with container line executives on contract rates.
- Learn how to mitigate ocean shipping risk to avoid the next Hanjin.
- Discover new technologies aimed at enhanced visibility of your container shipments.
- Participate in a forum dedicated to addressing supply chain issues in the automotive parts sector.
- Engage with like-minded beneficial cargo owners and key session moderators in a pre-TPM briefing for shippers.
- Get the most out of your time while at TPM via Steve Hughes, President/CEO of HCS International, who will serve as your guide to the most critical sessions and provide introductions to key executives.

To take advantage of this special discounted rate of \$950.00\*, please email your name, title and company affiliation, if eligible, to [allyson.marek@ihsmarkit.com](mailto:allyson.marek@ihsmarkit.com) and you'll receive a special discount code for first-time TPM automotive shippers.

\*Please note, this offer can only be applied to new registrations

Here are just a few examples of the many relevant sessions that provide critical information that can help elevate the logistics side of your Supply Chain:

## **The Automotive Supply Chain: Gearing for Major Change**

Ocean transit reliability deterioration, port congestion, and a lack of shipment visibility affects all types of beneficial cargo owners, but the forces are particularly dangerous to time-sensitive auto parts shippers. At nearly 1 million TEU a year, auto parts imports are a critical commodity for ocean carriers, freight forwarders, and US ports including Los Angeles, Long Beach, Charleston, Savannah, and New York-New Jersey. But immense challenges - and potentially disruptive ones - loom, including the impact of electric and autonomous vehicles, China's environmentally driven factory shutdowns, and regulatory initiatives in the US and abroad. In this special forum, auto parts shippers, transportation providers, and consultants will discuss how importers can mitigate these disruptive pressures. Auto parts shippers will learn how to better prepare for the peak season and Chinese New Year so their cargo doesn't miss a sailing. Discussion also will include strategic planning to ensure parts providers' products are coded properly for the Harmonized Tariff Schedule, and how to ensure that their logistics departments provide parts when they're needed while keeping inventories low without risking stockouts.

### Session Chair

Mark Szakonyi  
Executive Editor  
JOC.com and The Journal of Commerce  
Maritime & Trade

### Panelists

Steve Hughes  
President and CEO  
HCS International

Thomas K. Beer SSF  
CEO  
SSF Imported Auto Parts LLC  
South San Francisco

Lawrence Burns  
Senior Vice President  
Trade and Sales  
Hyundai Merchant Marine

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## **Communicating Internally: Best Practices in Messaging to the C-Level and to Internal Stakeholders**

When things go wrong in shipping, the logistics teams can find themselves in the crosshairs of internal colleagues and/or senior management looking for someone to blame. Unfortunately, heads can roll over factors that are difficult to anticipate and can't be prevented. When things go right, it's taken for granted. On the positive side, logistics teams can provide crucial support for company objectives such as speed to market, cost reduction and reducing work capital. Effective logistics teams can effectively and creatively support company objectives while mitigating the danger of unnecessarily taking the blame for disruption. Being proactive in communicating potential issues to internal colleagues and seeking opportunities to create credibility are ways that best-in-class logistics teams pursue these objectives. This session will discuss best practices in internal communication, relationship building and messaging.

### Session Introduction

Monica Truelsch  
Director Product Management  
Infor (US), Inc.  
GT Nexus Commerce Network

### Session Chair

Peter Tirschwel  
Senior Director Content  
Maritime & Trade  
IHS Markit

### Panelists

William Schmitz  
Director of Global Transportation  
Stanley Black & Decker

David Torma  
Vice President  
Global Supply Chain and Logistics  
Claire's Stores

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## **Container Shipping Outlook: Will a Recovery Year For Carriers Carry Over Into 2018?**

The first half of 2017 was positive for carriers that benefited from higher spot and contract rates driven by a growing global economy and tight capacity. It led Maersk Group CEO Soren Skou in August to proclaim, "What we see now is probably the strongest fundamentals for container shipping that we've had for quite a while and certainly since 2010." As Hapag-Lloyd CEO Rolf Habben Jansen told the JOC Europe Conference in Hamburg in September, "We think that capacity growth is pretty much coming to a halt, scrapping remains at a high level, and that means we're getting to an era that is likely going to be a little more stable than we have seen in a long, long time." The second half of 2017 has proved less fortuitous for the carriers as spot rates dropped 18 percent between mid-August and mid-September, according to Freightos, and driving spot rates below contract rates, alienating some shippers. The longer-term supply-demand outlook has grown murky with the resumption of mega-ship ordering by Mediterranean Shipping Co. and CMA CGM. As it stands early in the fourth quarter, the market overall continues to recover but not at the rate of early 2017. "Rates are expected to rise again next year, but not at anything like the same margin as this year," Drewry reported in mid-October. In this market outlook session, three speakers will present their perspective on supply, demand, and market fundamentals in the trans-Pacific and globally in 2018.

### Session Introduction

Neil Barni  
Managing Director of CargoSphere,  
Now a WiseTech Global Company

### Session Chair

Mark Szakonyi  
Executive Editor  
JOC.com and The Journal of Commerce  
Maritime & Trade

### Panelists

Dr. Yin Ming  
Deputy Secretary-General,  
Shanghai Maritime University

Peter Sand  
Chief Shipping Analyst  
BIMCO

Graham Slack  
Chief Economist  
Maersk Group

There are also sessions related to the changing atmosphere and relationship between importers (BCO's) and CBP, an outlook on labor, the changing China and what it means for importers and exporters, how BlockChain technology is starting to become a presence in the shipping industry and the urgent need for extended gates and appointment systems at the nations ports, to name just a few. This is a valuable opportunity for our members to further educate and enhance the logistics side of their business.