

3PL VALUE CREATION NORTH AMERICA SUMMIT 2018

October 16–18, 2018 | Embassy Suites Downtown Chicago Magnificent Mile

October 17, 2018: 3PL Value Creation North America Summit

- 7:30 – 8:10 *Registration and Networking Breakfast*
- 8:15 – 8:20 *Welcome and Opening Statements*
Richard D. Armstrong, Chairman & CEO, ARMSTRONG & ASSOCIATES, INC.
- 8:20 – 9:20 **Global View and Regional Variations**
This Executive-level session will discuss market trends found globally and within specific geographies. What are the global paradigms for success?
- Areas for growth
 - Threshold IT and process levels
 - World class operations –from China, SE Asia, the Americas and more
- 9:25 – 10:25 **Creating Greater Value in Value-added Warehousing/Contract Logistics**
Spurred by the changes that omni-channel, B2Ce-commerce, cold chain and reverse logistics drive, value-added warehousing continues to be a growth segment for 3PL providers. How can 3PLs create more value? What will it take to succeed in this segment?
- Growth, vacancies and new construction
 - Labor trends and the impact of Amazon
 - Big boxes, RF and voice technology impacts
 - Customer expectations, procurement involvement and cross selling
 - How to address scope creep and maintain margins
- 10:25 – 10:45 *Networking Break*
- 10:45 – 11:45 **International Transportation Management/Freight Forwarding**
This session will evaluate the state of the international transportation management market and the direction the market will take over the next five years.
- Air and ocean volume trends and market opportunities
 - Operating model trends and integrated solutions (air, sea, road)
 - Impact of cross-border e-commerce
 - Customs brokerage and security concerns
- 11:45 – 1:15 *Group Luncheon*

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- 1:15 – 2:25 **Part One: Supply Chain Innovation – Automation, Robotics, and Artificial Intelligence**
Part one of our technology series addresses how automation, robotics and AI technologies are shaping the supply chain landscape.
- How is automation changing the supply chain management roadmap?
 - The future of warehousing management – Does it include products like augmented reality eyewear?
 - Artificial intelligence and machine learning – Is there evidence of it in the 3PL world? How will it exist in five years?
- 2:30 – 3:30 **Domestic Transportation Management and Dedicated Contract Carriage**
This session will review growth areas for success with domestic transportation management, freight brokerage, and dedicated contract carriage.
- Cross selling VAWD and transportation management
 - Electronic logging device and hours of service market impacts
 - Structural changes at the major players – how important are they?
- 3:30 – 3:45 *Networking Break*
- 3:45 – 4:45 **Digital Freight Matching**
This session will detail the rapid rise of digital freight matching applications and emerging technologies challenging the market establishment.
- Tapping into the sharing economy to more efficiently manage transportation
 - Leading apps and value propositions
 - Differences between digital freight matching and domestic transportation management
- 4:45 – 5:00 *Remarks by the Reception Host*
- 5:00 – 6:00 *Summit Networking Reception*

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- 7:15 – 8:00 *Networking Breakfast*
- 8:00 – 8:10 *Update and Overview*
Richard D. Armstrong, *Chairman & CEO*, ARMSTRONG & ASSOCIATES, INC.
- 8:10 – 9:10 **Supply Chain Mega-Trends: Growth Areas, Emerging Markets, and Opportunities**
This panel will explore how mega-trends will change future supply chain transformations.
- Big data
 - To automate or not?
 - E-Commerce and nearshoring
 - China and Mexico – trade and cross border changes
 - Spare Parts Logistics, new IoT-based models and the evolution/impact of 3D printing
- 9:15 – 10:15 **Value Creation: The Key to Success and Creating Greater Value**
Creating value to meet the ever increasing demand of customers and owners is essential. Third-party logistics (3PL) providers share their visions of the future for third-party logistics.
- Industry vertical outlook – current 3PL activity and growth drivers by industry
 - Recent merger and acquisition activity
 - 3PL market consolidation
 - Value creation – lean, sustainability, new paradigms, innovation
 - Areas to expand opportunities - cross selling transportation management, warehousing and freight forwarding
- 10:15 – 10:30 *Networking Break*
- 10:30 – 11:30 **Part Two: Supply Chain Innovation – Information Technology**
Part two of our technology series addresses the proliferation of Information Technology on the supply chain landscape.
- E-Commerce and consumer responsive operations – how is technology addressing the challenges and opportunities
 - Buying a system versus developing a system – how to navigate the make/buy decision
 - Order management, customer relationship management, and workflow technology trends

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- 11:35 – 11:55 **Warehouse Pricing Best Practices for Increased Profitability**
What are common warehouse pricing pitfalls the 3PLs can avoid? What are common areas where revenue is being lost? This session will demonstrate warehouse pricing benchmarking and highlight case studies with successful warehouse pricing and positioning.
- 12:00 – 1:00 **3PL Market Trends and Executive Predictions**
This panel is an executive-level review about ongoing 3PL market trends and 2018 predictions.
- Growth challenges and opportunities
 - Factors driving operational efficiencies
 - Future outlook
- 1:00 *Summit Adjourns*