

3PL VALUE CREATION
NORTH AMERICA SUMMIT 2024

OCTOBER 8-9th

Embassy Suites Downtown Chicago, IL Magnificent Mile
www.3plogistics.com/events-2024**Tuesday, October 8th, 2024**

- 8:00 – 8:25am Presentation - **Welcome and Current State of Third-Party Logistics**
- 8:30 – 9:25am Panel - **Downshift: Global 3PL View and Regional Variations**
This Executive-level session will discuss market trends found globally and within specific geographies. What is the current state of third-party logistics? What opportunities exist ahead?
- Factors (including inflation and port congestions) impacting market growth
 - Regional shifts and nearshoring efforts
 - Changes to service offerings relative to customer demand
 - Key business areas for growth
 - Digitalization, artificial intelligence, and analytics – tapping into the future
 - Incorporating sustainability into the supply chain
- 9:30 – 10:20am Panel - **Rising Tide: The Rapid Growth of E-Commerce Logistics**
E-commerce continues to surge and offer growth opportunities for 3PL providers both in the short and long term. This panel examines current e-commerce trends and future opportunities.
- Segments and services driving growth
 - Strategies to handle retail omnichannel
 - Trends in Last-Mile Delivery and Next-Day Delivery
 - Opportunities within challenging commodities such as groceries, pharmaceuticals, furniture, and appliances.
 - Facing rising costs in warehousing and transportation management.
- 10:20 – 10:40am *Networking Break in Exhibitor Space*
- 10:40 - 11:25am Panel – **Attracting Investors: Private Equity Insights**
Private equity funds are flush with money and major investors in the 3PL industry. Yet, each private equity investor has its own motivations and investment objectives. This panel of private equity investors will:
- Share perspectives on 3PL investing in light of rising interest rates
 - Discuss key factors while evaluating and valuing 3PLs
 - What 3PL providers need to know about positioning themselves to be attractive to private equity investors
 - Review when to buy and sell
- 11:30 – 12:25pm Panel - **Capturing Efficiencies: Digital Freight Matching & Freight Brokerage Automation**
Digitalization and automation are driving rapid change in freight brokerage. This panel examines the current state and future environment.
- Various business models employed today
 - Changes to the landscape over the last three years
 - Point applications, AI, and Machine Learning
 - Differences between 3PLs with proprietary systems such as Uber Freight versus best-of-breed of-the-shelf solutions.

**Tuesday, October 8th, 2024 (Continued)**

12:25 – 1:35pm *Luncheon/Networking*

1:35 – 2:25pm Panel – **Major Deal Factors: 3PL Market M&A Activity and Developments**

This financial session will examine the overall strategic and equity investment trends in the market and provide insight into the factors that will drive the market forward.

- 2023-2024 M&A deal trends
- Components driving acquisitions
- Areas of opportunity
- Expectations in deal sizes including shifts in valuation multiples

2:30 – 3:15pm Panel: **Ripple Effect: Emerging Trends in International Transportation Management & Freight Forwarding**

This panel discussion will evaluate the current state of the international transportation management market and the future outlook.

- Air and ocean trends and market opportunities
- Operating model trends and integrated solutions (air, sea, road)
- Business challenges from inventory reductions, port disruptions, and China's reopening.
- Impact of cross-border e-commerce
- Customs brokerage and compliance

3:15 – 3:30pm *Networking Break in Exhibitor Space*

3:30 – 4:15pm Panel – **Mitigating Risks: Transportation and Logistics Law in 2024**

This discussion will review the legal complexities surrounding the 3PL industry.

- Navigating customer and employee contractual issues
- Double brokering and sub-contracting transportation
- Current labor and employment law trends impacting 3PL providers
- Regulatory changes on the horizon

4:20 – 5:15pm Panel – **Innovative Investments: What's Next in Logistics Technology?**

Logistics is rapidly changing from advancements in artificial intelligence, automation, robotics, improved visibility, and more.

- Ways automation changes the supply chain landscape
- How AI and machine learning is being used in the 3PL world
- Innovation with the highest return on investment
- Navigating the make/buy decision
- Technology driving 3PL growth today
- Future industry outlook

5:15 – 6:15pm *Reception/Networking Break in Exhibitor Space*



Wednesday, October 9th, 2024

- 8:30 – 9:20am **Panel - Restart: Trends in Value-Added Warehousing and Distribution in the Post-Pandemic Era**
 Value-added warehousing continues to be a growth driver for 3PL providers. What will it take to succeed in this segment?
- Handling growth and lack of vacancies
 - Creatively addressing labor challenges
 - Benchmarking costs, prices, and practices
 - Satisfying customer expectations and maintaining margins
 - Technological overview – Which innovations are worth the investment?
- 9:20 – 10:10am **Panel – Navigating Uncertainty: What’s New in Domestic Transportation Management?**
 This session will review growth areas for success with non-asset-based domestic transportation management and dedicated contract carriage.
- State of the market today – challenges and opportunities
 - Hyper focused positioning or cross selling 3PL services – margins vs. “stickiness”
 - Structural changes at the major players – how important are they?
 - Asset vs. non-asset strategies – how do they vary?
 - Gamification – does it impact the bottom line?
 - Proprietary technology vs. out-of-the-box -strengths and weaknesses
- 10:10 – 10:30am *Networking Break in Exhibitor Space*
- 10:30 – 11:25am **Panel - Long-Term View: Executive Outlook, 3PL Market Trends & Executive Predictions**
 This Executive-level, event-closing panel discussion will assess current 3PL trends and 2025 predictions.
- Current growth (segments, verticals, etc.) and 2025 projections
 - Demand changes and impacts in customer buying behavior
 - Technologies with the greatest return on investment right now and innovations essential to compete in the future
 - Key strategic business initiatives going into 2025
- 11:30 – 12:20pm **Panel - New Headwinds and Tailwinds: Summarizing the M&A Landscape**
 This session will cover the latest market intelligence on the financing landscape for 3PLs and explain the best 3PLs’ expansion strategies.
- Strategic and equity investor market views
 - What unique trends have emerged post pandemic and what will continue?
 - The impact of global supply chain entanglement and where to focus investment
 - How does economic uncertainty impact deal flow and investment interest in the 3PL industry?
- 12:20 – 1:30pm *Luncheon/Networking*

**Wednesday, October 9th, 2024 (Continued)**

- 1:30 – 2:20pm Panel – **Different Perspectives: Strategic vs. Financial Buyer Acquisition Objectives**
The merger and acquisition market is an attractive vehicle for expanding service offerings, geographical coverage, and other strategic objectives. This panel will discuss:
- Is the current environment conducive to acquisitions
 - What makes targets attractive and why?
 - Risks and realities of integrating acquired companies
 - Strategic Buyer's expectations versus those of Private Equity
- 2:25 – 3:15pm Panel - **Leveraging Information: Data and Analytics for Better Decision Making and Growth**
Data and analytics can help drive future growth via better planning and by identifying market opportunities.
- The evolution over the last five years
 - Predictive versus Prescriptive Analytics
 - Maintaining data integrity and value to all parties
 - Harnessing AI and other trends
- 3:20 – 4:00pm Panel - **Co-Managing the Turbulence: The Keys to Driving Stronger Shipper - 3PL Relationships**
Creating value to meet the ever-increasing demand of customers and stake holders is essential. In this session, 3PLs and shippers share visions of the future for third-party logistics.
- Characteristics of healthy 3PL/Shipper relationships
 - Strategic opportunities to add value
 - Finding differentiation through vertical strength, technology, services, or people
 - Ways technology, such as visibility and data analytics, impact the shipper/3PL relationship
 - Lengthening the customer relationship and cross selling 3PL services
- 4:00pm Summit Adjourns