

Three Continents Logistics Summit

Uniting continents through
Mediterranean logistics

**5th to 7th
June 2024**

Organizers

With the collaboration of

ABOUT MEDALOGISTICS WEEK BARCELONA

INTERNATIONAL SCOPE AND REFERENCE OF THE SECTOR

For the **19th consecutive year**, SIL Barcelona, the leading exhibition for logistics, transport, intralogistics, and supply chain in Southern Europe, is hosting the Mediterranean Logistics & Transport Summit (MedaLogistics Summit) – the most established conference of its kind held in Barcelona. The summit is jointly organized by the Association of Mediterranean Chambers of Commerce and Industry (ASCAME), Consorci Zona Franca Barcelona, and with the collaboration of the Barcelona Chamber of Commerce, Port of Barcelona, MedPorts, and other partners.

As is customary every year, the **MedaLogistics Summit brings together international experts from the leading sectors of logistics, maritime, transport, and infrastructure**. Together, they engage in discussions on how to enhance the Mediterranean's position as a heavyweight hub for global trade and logistics.

This summit **represents a commitment** to continually invigorate the logistics and ports industry as a fundamental basis for economic integration across the region. Over its 16 previous editions, the MedaLogistics Summit has established itself as a pioneer in these sectors, offering a platform for economic dialogue and business cooperation since 2003.

The annual summit of the Mediterranean and International Transport Sectors **stands as the world's largest gathering for the Mediterranean transport, global transport, and logistics event**. Every June, ministers with responsibility for transport, business leaders, heads of international organizations, and policymakers, along with representatives of business associations and leading researchers, convene for two consecutive days in Barcelona to discuss the future of transport and logistics through the prism of strategic topics



THE ANNUAL MEDITERRANEAN PLATFORM

**A TWO - DAYS
CONFERENCE
PROGRAMME
WILL FEATURE
THREE
CONTINENTS ON
TRANSPORTATION
AND LOGISTICS
CONFERENCE**

01

High participation has been observed from all corners of the Mediterranean, with a total of over 19,500 participating companies from 30 countries across Europe, Africa, and Asia, resulting in 36,100 business connections throughout the Summit's 19 years.

02

The summit has attracted a high level of attendance, including international business leaders and senior executives from the world's leading ports, shippers, cargo owners, shipping lines, freight forwarders, logistics companies, terminal operators, railway operators, and port-rail equipment services suppliers.

03

The summit has also seen the participation of key international bodies involved in the design of global transport and logistics policies.



POSITIONING THE MEDITERRANEAN REGION

AS GLOBAL AXIS OF DEVELOPMENT AND GROWTH, INTIMATELY LINKED WITH EUROPE, AFRICA, AND ASIA, IS A STRATEGIC IMPERATIVE

Transportation and logistics play a pivotal role in fostering cooperation and economic development, serving as the lifeblood of the economy with a staggering \$4.3 trillion industry.

The competitiveness of an economy hinges on the efficiency of its logistics, a critical factor for all nations, particularly those in the process of development. Logistics has the power to address social problems, drive job creation, and attract Investments.

The Mediterranean economic future is linked to the sea and to Africa, Europe and Asia



EXPANDING HORIZONS

Situated at the crossroads of Asia, Europe, and Africa, the Mediterranean region, with its unique characteristics, emerges as a substantial platform for facilitating global trade. The future of this region, enveloping the strategic meeting point of three continents, is intricately tied to its maritime connectivity. Leveraging this connection will be paramount for the economic development of the Mediterranean in the years to come.

The Mediterranean region boasts an impressive 450 ports and terminals, accounting for 30% of global seaborne trade by volume. It stands as the world's second-largest destination for cruise-ship tourism, with a population of 500 million people that doubles during the tourist season. As a coastal area, the Mediterranean Sea presents both unique challenges and opportunities associated with the transition to a green and diversified economy, coupled with a significantly growing population.

Recognizing the significance of transportation and logistics as the backbone of any economy, our focus is on developing the sector, fostering connectivity, and enhancing global competitiveness. We are dedicated to building robust internal and external supply chains, streamlining processes to international standards, and providing world-class infrastructure and services.

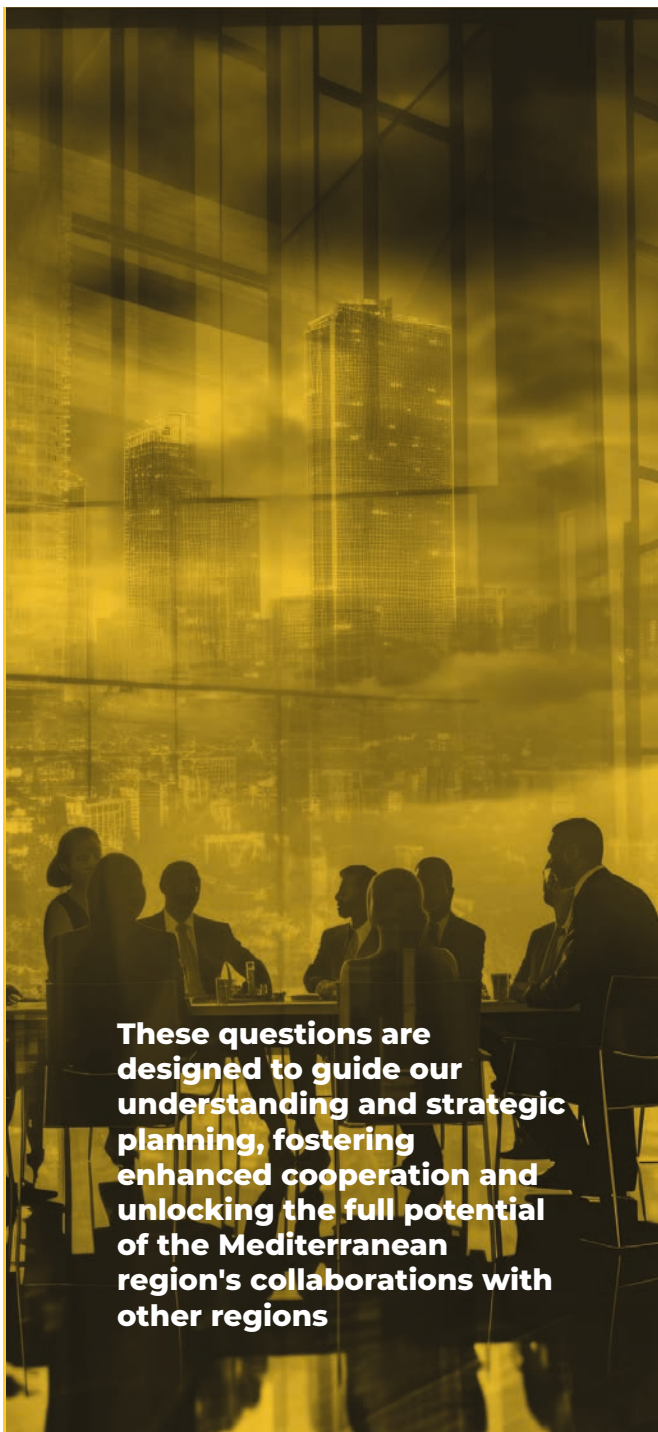
Our strategic vision extends beyond our shores, aiming to open the Mediterranean region to the world and its neighboring regions in Europe, Africa, and Asia, offering a multitude of opportunities. On our 20th anniversary, we aspire to expand horizons for the logistics and regional transport sector, transforming Medalogistics week into a premier platform for reflection, contact, connection, and investment. Our goal is to unite the logistics and transport community of the three continents through the Mediterranean, making it a beacon for growth and collaboration.



PROGRAMME 2024

GLOBAL LEADERS MASTERCLASS

Cooperation between the Mediterranean and other regions is improving exponentially, yet there are still areas with untapped potential. To comprehensively assess the region's current situation and project a positive outlook for the future, we have outlined specific questions:



- ▶What are the existing obstacles to cooperation, and how can they be overcome?
- ▶What are the current logistical priorities in the region?
- ▶How can countries in the Mediterranean region learn from each other's activities and initiatives to share best practices and develop necessary skills?
- ▶What strategies can be employed to maximize the influence of Mediterranean corridors on an international level?
- ▶How can Mediterranean economic operators be effectively integrated into corridor and other projects?
- ▶What is the most effective approach to engaging in partnerships and projects, such as the emerging tri-lateral cooperation between Europe, Asia, and Africa?
- ▶What type of governance is required in this context?
- ▶In which direction will this intercontinental economic triangle develop?
- ▶How can we ensure that the Euro-Med-Africa will benefit from this expansion and extended partnership?

PROGRAMME 2024

SPECIAL EDITION

THE PRESENT & THE FUTURE OF THE MEDITERRANEAN LOGISTIC SECTOR

In this opening session, we will set the proverbial table and provide insights into the current state and future prospects of the sector.

Topics of discussion will include the diversification of the supply chain in the Mediterranean region, geopolitical considerations, and the evolving landscape in which the supply chain operates. We will also delve into the development of technology and new working practices within the supply chain. Starting from ports and terminals, our exploration will extend to the broader chain, encompassing yards, logistics centers, and airports, offering a comprehensive view of how the sector can collaborate through the integration of new technologies.

We will also share insights on the emergence of logistics and manufacturing hubs across the Middle East and Africa. This session aims to provide a holistic understanding of the Mediterranean logistics sector's current standing and its future trajectory.

KEY AREAS COVERED

GEOPOLITICS
FUTURE-PROOFING
SUSTAINABILITY
INTEGRATED LOGISTICS
CLUSTER PORTS
LOGISTICS
SMART OPERATIONS
PLANNING & STRATEGY

CZF BARCELONA: INSPIRING POSITIVE CHANGE

For nearly five decades, the Consorci Zona Franca Barcelona (CZF Barcelona) has played a critical role in transforming Barcelona into a Mediterranean and global hub for trade and logistics.



How is CZF Barcelona powering the growth of the new economy, trade, and logistics in Barcelona?

PROGRAMME 2024

EXPLORING SAUDI ARABIA'S \$15 BILLION LOGISTICS SECTOR STRATEGY

Saudi Arabia is set to revolutionize the logistics landscape and emerge as a key global player in the coming years, as unveiled in its colossal plan. Recently, the Kingdom of Saudi Arabia (KSA) disclosed an ambitious logistics strategy with an investment value of \$15.31 billion. If executed as planned, this initiative will position Saudi Arabia among the world's leading names in logistics.

The logistics plans align with KSA's Vision 2030, a comprehensive strategy aimed at transforming the country into an ultra-modern, technologically advanced state with reduced reliance on oil for long-term income. Situated at a strategic crossroads between the Global East and West, Saudi Arabia is already an ideal hub for transshipment and one-stop-shop supply chain services, although it faces regional competition.

THIS SESSION WILL DELVE INTO THE DETAILS OF SAUDI ARABIA'S AMBITIOUS PLANS, EXAMINING THE KINGDOM'S POTENTIAL INFLUENCE ON THE GLOBAL LOGISTICS SECTOR IN THE DECADES TO COME

DIGITAL TRANSFORMATION IN LOGISTICS

Global spending on digital transformation within the logistics industry, which stood at approximately \$3 billion in 2020, is projected to skyrocket to \$84.6 billion by 2027. In the present business landscape, digitalization has transitioned from being a luxury to a crucial necessity for logistics companies striving for success amidst rapid change.

The digital transformation of transport and logistics is already in motion and gathering momentum with each passing day. Fueled by a pioneering spirit, certain companies are surging ahead, leveraging windfall profits from recent years to invest in cutting-edge technologies. The aim is to achieve enhanced efficiencies and bolster the bottom line.

Digital investments have swiftly evolved from being considered nice-to-haves to absolute must-haves for logistics operations aspiring to thrive in the contemporary business environment. As the industry embraces digital transformation, it becomes increasingly clear that staying ahead in the digital realm is not just an option but a requisite for sustained success.

In this session we will examine why the logistics industry is seeing these massive investments in technology, the benefits of the same, and some key challenges that will need to be deftly handled to realise the full benefits of truly digital logistics.

PROGRAMME 2024

IS THE INTEGRATED INTERMODAL SHIPPING THE FUTURE?

The intermodal transport is moving goods via an intermodal container utilizing different forms of transport, including (but not strictly limited to): ships, airplanes, rail and trucks. The main challenge of integrated intermodal is the eternal challenge of the supply chain: getting different companies to work together.

While integrated intermodal logistics is something of a promised land, anything that involves cutting-edge technology and disparate logistical strands is notoriously hard to get right.

While we may develop revolutionary new models to handle cargo, we have to be aware that much of the global infrastructure is old.

This means that many ports, airports, road systems and railways may need physical and digital upgrades before they can play a part in a modern integrated chain. Security, especially cybersecurity, plays a huge role in the integrity of logistics in the modern era.

The conversation then moves to the visionaries, thought-leaders and specialists that can overcome the aforementioned challenges, as well as the major companies in the logistics space to take a lead on this and pioneer.

In this session we will explore the benefits of integrated multimodality, or integrated intermodal transport in the Mediterranean-Europe-Africa, and then look at the challenges of its implementation. Finally, we will offer a conclusion on the likely future of the supply chain.

B2B Business Meeting
EUROPE-MIDDLE EAST-AFRICA
Logistics & Transport

ADVANCING GENDER PARITY IN LOGISTICS: PROGRESS AND CHALLENGES

While women have made strides in supply chain operations, achieving gender parity with men remains a goal yet to be fully realized. The innate multitasking abilities essential for effective supply chain and logistics management align well with the traditionally possessed talents of women. However, their participation in these operations was minimal until recent decades.

The lingering perception of logistics as a predominantly male and outdoorsy domain has hindered greater women's involvement. Even today, the image that comes to mind when thinking of roles like "driver" or "teamster" is often male-dominated. Overcoming this legacy mindset remains a significant hurdle for increased women's participation in the logistics workforce.

The recent pandemic has also posed challenges, reversing positive trends that were emerging. In this session, we will explore the reasons behind these trends, analyze current changes, and discuss the persisting challenges in achieving greater gender diversity in future supply chain operations.

SIL

Barcelona

5 - 7 June 2024

MEDALOGISTICS WEEK BARCELONA 2024

THREE CONTINENTS LOGISTICS SUMMIT



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Organizers



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