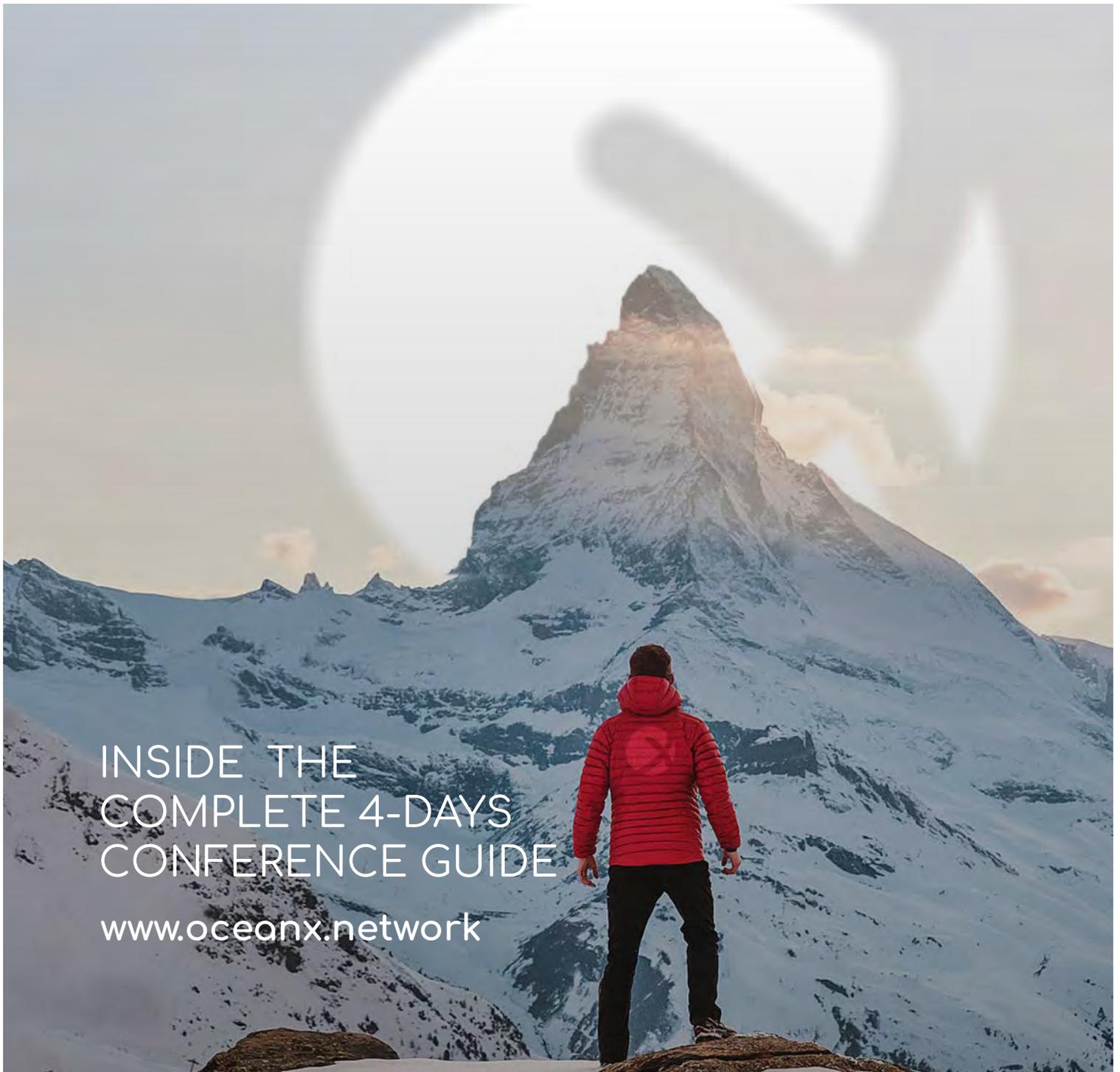




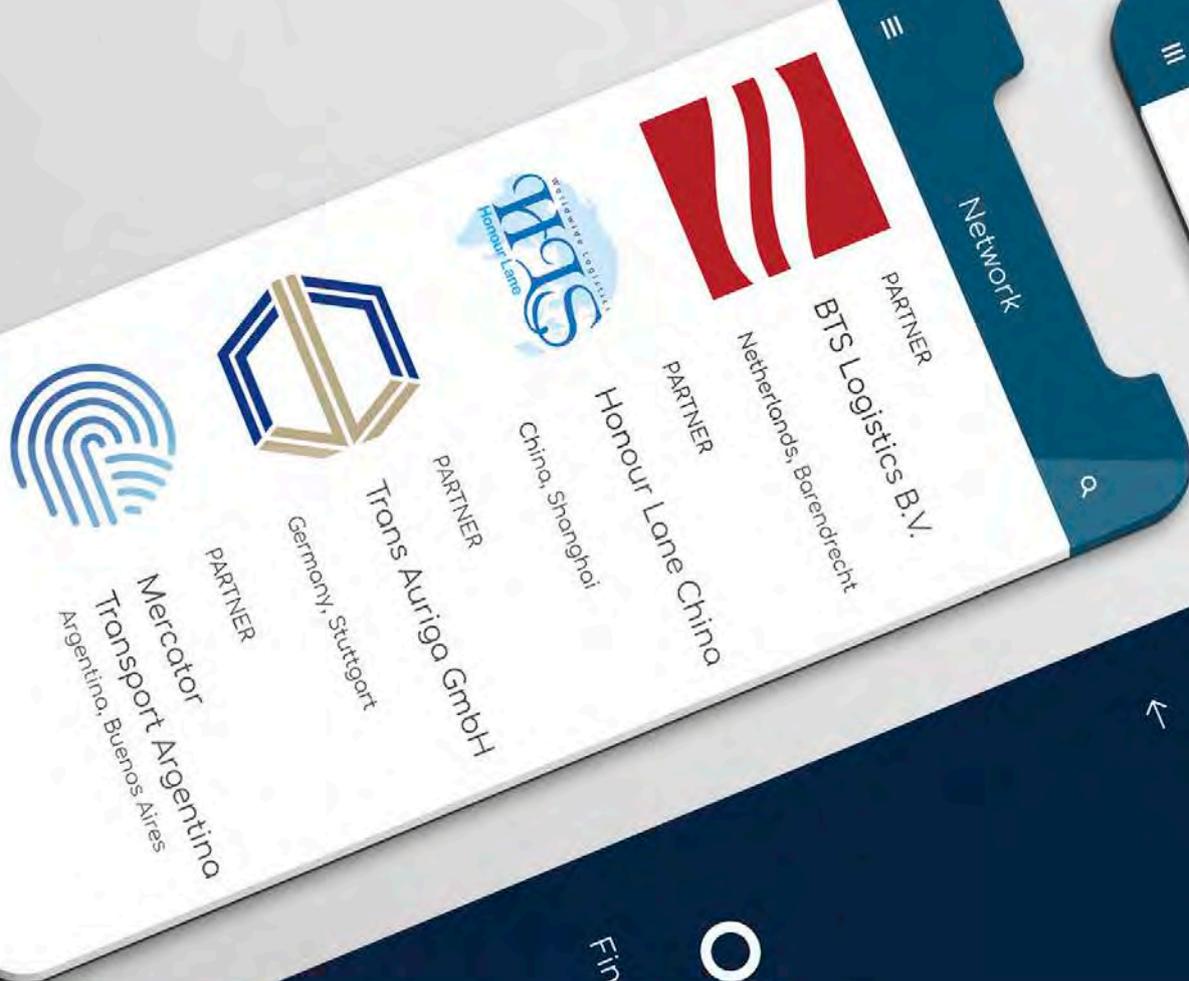
# AGM Conference Guide

June 29<sup>th</sup> to July 02<sup>nd</sup> 2022,  
Basel, Switzerland



INSIDE THE  
COMPLETE 4-DAYS  
CONFERENCE GUIDE

[www.oceanx.network](http://www.oceanx.network)





Join our Event Group to stay updated during the conference!

Dear Members & Friends,

we are pleased to finally bring everyone together in person again!

All of us have been through an exciting two years, with a lot of challenges but also a lot of great opportunities for our industry.

After the LIVE part of the past two conferences being limited to a smaller hardcore audience in Porto and Tangiers, we are looking forward to welcome a larger crowd again, in our home country of Switzerland!

We have prepared an exciting program with a wide variety of expert speakers from the industry, analysing the current state of container shipping and where the ball might be heading, investigating interesting trends in logistics, reviewing possible reinventions of the box and looking at the latest LogTech innovations too.

Further we allocated some time for our new members to introduce themselves, while of course having ample time for One2One meetings and casual interactions during Office BBQ, Welcome Cocktail, Rhine River Cruise, Gala Dinner and Basel City Tour.

Our members in China, that are still restricted in terms of travel, will be included virtually into the event and they shall hopefully be back for our next conference, November 2023 in the Americas as well as for the extensive member program that we plan around Transport Logistic in Munich in May 2023, where we will be present with a large joint stand for our members again!

By the way, for those of you planning to combine the conference with a visit to some of the beautiful sights of our country, you will find some recommendations in this guidebook too.

A very warm welcome to Basel,  
great to have you here!

Kind regards

Ruben Huber

# AGENDA

## DAY 1 // Tuesday / June 28<sup>th</sup>

**16:00 - 21:00** Casual Drinks and Office BBQ for Early Birds  
at OceanX HQ in Laufenburg



<https://g.page/OceanXNetwork?share>

## DAY 2 // Wednesday / June 29<sup>th</sup>

**14:00** Arrival & Registration

*Mövenpick Lobby*

**18:30 - 21:30** Welcome Cocktail

*Mövenpick Executive Lounge Terrace*

## DAY 3 // Thursday / June 30<sup>th</sup>

**06:30** 5K Morning Run

*Mövenpick Lobby*

**09:00** Opening & Network Update

*Ruben Huber*

*Mövenpick Topaz Meeting Room*

**09:20** Container Shipping Market

*Stijn Rubens*

**09:40** The future of tenders

*Christian Ove Sorensen*

**10:00** The last mile revolution

*Vivien Cheong*

**10:15** An Update on Carrier Connectivity

*Julien Chappus*

**10:30** *Coffee & Networking Break*

**11:00** Reinventing the Box

*Naik Londano*

**11:20** Differentiating through SOC

*Afraz Khan Afridi*

**11:40** Customer Engagement in the Digital Age

*Jamal Kanj*

**12:00** Process Automation & Optimisation

*Flemming Pedersen*

**12:15** 3D Scanning

*Klaus Gerhard Klein*

**12:25** Group photo

**12:30** *Lunch Break*

**14:00 - 17:00** One2One Meetings

**15:30** *Coffee & Networking Break*

**19:15 - 21:30** Rhine River Cruise & Swiss Night - Featuring Sieber Transport



*Schifflande Basel*

## DAY 4 // Friday / July 1<sup>st</sup>

**06:30** 5K Morning Run

**09:00 - 10:30** One2One Meetings

**10:30** Coffee & Networking Break

**11:00 - 12:00** One2One Meetings

**12:00** Lunch

**13:30 - 15:00** One2One Meetings

**15:00** New Member Introductions

**15:30** Coffee & Networking Break

**16:00 - 17:30** One2One Meetings

**18:45** Gala Dinner

*Mövenpick Lobby*

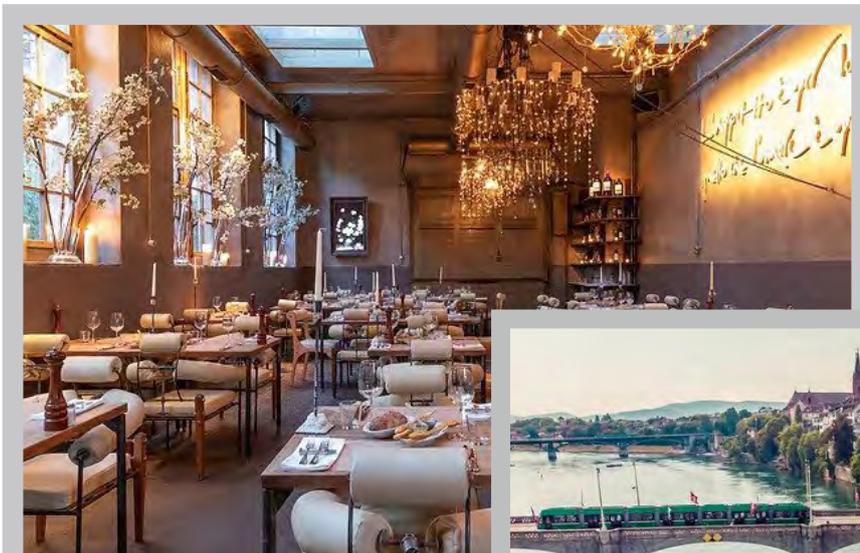
*Mövenpick Topaz Meeting Room*



*Acqua Restaurant*

## DAY 5 // Saturday / July 2<sup>nd</sup>

**09:00 - 11:00** Basel City Tour



## SPEAKERS



Klaus Gerhard Klein  
[www.cargospectre.com](http://www.cargospectre.com)

Klaus is responsible for sales and project realization at CubiDat GmbH, the European partner of our member company Cargo Spectre. Before founding CubiDat GmbH, he worked for more than 30 years for international companies in the field of logistics and material flow for industry, transport, and air-cargo handling as head of marketing / sales and managing director. CubiDat GmbH is an integrator for automatic freight measuring systems and an active partner of an international network with locations in Germany, USA, Italy and Switzerland. Since August 2019, CubiDat and Cargo Spectre have formed a strategic alliance in the high-tech field of integrated measurement, weighing and identification systems.



Flemming Pedersen  
[www.con-linq.com](http://www.con-linq.com)

With +30 years of international leadership experience in the Transport & Logistics industry in Sales, Business Development, Logistics, and Supply Chain Management, Flemming have successfully led organizations through business- and digital transformations.

Today he's heading Sales & Marketing in CON-LINQ, helping freight forwarding companies digitize and automate business processes and streamline customer communication. For all modes of transportation, their fLex solution covers a white-label Booking and Calculation platform, Rate Management, SPOT Quoting, Quote Management, and a full TMS for Courier, Express, and Parcels with API access to more than 100 carriers



Pay Holst  
[www.container-xchange.com](http://www.container-xchange.com)

With almost half a decade of experience in the supply chain and logistics industry, Pay has had the pleasure of working with a global customer base stretching across Europe, Africa, Americas and Asia. At xChange he is helping to connect global container logistics and supporting logistics companies to overcome covid-related challenges like equipment shortages. He aims to be the torch bearers of modern logistics solutions by providing xChange customers with an easy-to-use platform to buy/sell or lease shipping containers in 2500+ locations worldwide.



Christian Sorensen  
[www.winmore.app](http://www.winmore.app)

During the past 20 years, Christian has had the pleasure of working for a number of larger logistics companies – such as Maersk/Damco and Panalpina – as well as different tech companies, like INTTRA, Portrix Logistic Software and now Winmore. He has in these periods managed to touch upon a lot of different areas, including Carrier and Tender Management, Developing and implementation Customer Solutions, driving Complex Solution selling and overall Sales & Marketing activities. Now with Winmore he has taken up the role of MD of EMEA and is in the process of building up the company and organization here to bring our products to the market. Winmore offers Workflow management software, which is typically used by freight forwarders and freight brokers for managing their tender processes and their customer implementations.



## Navia

Jamal Kanj  
[www.naviafreight.com](http://www.naviafreight.com)

Jamal Kanj is the Chief Commercial Officer of Navia, a fully integrated freight and logistics company offering all aspects of freight forwarding logistics. Jamal has experienced steady progression within the business, having joined 12 years ago in an operations role handling FAK shipments before moving into sales and management. As CCO, he oversees all of Navia's sales and marketing efforts globally, is closely involved with the development and promotion of Navia's key customer technology, the Navia Hub, and launched the company's 3PL program last year. Jamal focuses on cultivating a sales team that is adept at deploying technology into customer supply chains and aggressively securing new business. Over the last year in particular, Navia has experienced great success under his leadership, with 20% YOY sales growth and the 3PL program is currently on track to exceed 1 million dollars revenue in its first full year of operation.



## Drewry

Stijn Rubens  
[www.drewry.co.uk](http://www.drewry.co.uk)

Stijn is Senior Advisor of Drewry's Supply Chain Advisory team. Before joining Drewry in 2014, he had 15 years' experience in shipping and logistics, ranging from break-bulk and chartering as a third party agent to controlling the European inland operations for a major container line.



## AELER

Naik London  
[www.aeler.com](http://www.aeler.com)

Naik London, co-founder, co-CEO. Swiss, he studied neuroengineering and AI at EPFL. Naik quit school aged 14 and moved, alone, to South America to pursue a career in tennis. He became an entrepreneur to finance his tennis training. This led him to head up an industrial IoT startup on returning to Switzerland. In the run-up to incorporating Aeler, Naik spent seven months in Singapore to research the supply chain industry and build Aeler's early network. Today, Naik is responsible for sales and company strategy.



## Yojee

Vivien Cheong  
[www.yojee.com](http://www.yojee.com)

Vivien has more than 14 years of experience in the logistics and supply chain industry across various Asia Pacific geographical regions, working for various logistics service providers such as Transporeon, APL, Toll Group, Tiong Nam Logistics in the contract logistics and ocean freight space. She leverages her knowledge in all aspects of freight and logistics, including commercials, operational, business development, procurement strategy across multiple industry verticals married with technology to drive meaningful change in the companies that she works with. She is currently the Regional Sales Manager at Yojee (ASX: YOJ). Yojee aims to simplify the movement of land freight into a single ecosystem – connecting shippers, brokers and carriers on a sophisticated SaaS platform.



## okargo

Julien Chapus  
[www.okargo.com](http://www.okargo.com)

It's in 2014, as he was working for leading carrier MSC, that Julien CHAPUS came up with the idea of digitalizing the procurement process.

"Today, we help freight forwarders from all over the world, who are frustrated by the gap between the way they manage their ocean procurement, and the way they would like to have it done. We help them to visualize all their ocean offers on one single screen; may they be from documents or from online systems from carriers. This way, they can quote and book faster, and systematically with the best fitting offer."

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## ABOUT US

OceanX is a non – exclusive global network of leading ocean freight providers and NVOCCs dedicated to delivering bespoke innovative solutions, in particular on FCL services, LCL consolidation, dangerous goods and chemical logistics, temperature control, fashion logistics, as well as project cargo handling.

Ocean X provides a multi-platform of sea-freight specialists, committed to inject a greater degree of ocean freight expertise into the logistics industry, revive specialization, and to drive innovation and buying power across the shipping supply chain.

The organization was founded in Switzerland by a group of freight entrepreneurs and consultants, sharing a common goal of creating an elite group of seafreight experts to service the logistics community and is supported by experienced industry executives.



**Our aim** is to build competitive advantages through advanced & customized cargo community tools, and by setting new standards of excellence for the ocean shipping trade.



**Our mission** is to partner with our first-class members to reach new heights by delivering innovative products and effective vertical solutions to the global supply chain.



**Our Goal** is to become the world’s most powerful grouping of independent ocean logistics providers around the globe and recognized through vertical, trade lane, sales focus, carrier focus, and/or specialisation expertise.

## CREW

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The Easy Choice



**Mövenpick Hotel Bar**

-  Close to Home
-  Most people there you already know
-  Closes around Midnight

The Pub Choice



**Paddy Reilly's**

-  It's an Irish Pub
-  Somehow always open
-  Mainly Beer

The "Steinen" Choice



**One of the main bar & pub streets in the city**

-  A lot of different bars & pubs
-  Always crowded
-  Just a small stroll from the Gala Dinner Venue or the Hotel
-  Ends at Barfüsser Platz (Barfeet Place) which has some Bars too
-  Difficult to end the night early / Serious risk of Over-Entertainment
-  Might impact your ability to join the wonderful morning run

The Multi Cultural Choice



**Noohn**

-  Rubens Old "Office"
-  Close by the Hotel
-  Roof Terrace
-  Fusion Style
-  Not as good as in the past maybe

The "Cruise" Choice



**The Alchemist**

-  New Bar beside our Cruise Terminal at Schifflande
-  Looks Fancy
-  Tastes Fancy
-  Drei König Bar is not far
-  Don't miss the ship
-  It's a bit of a walk back to the hotel

The Local Local Choice



**Schluggstube**

-  From Decoration to Drinks, Truly Basel
-  A bit Carneval Style
-  Small, Cosy, Hidden
-  Open Long
-  Local Local, thus you might feel Alien but that's ok.
-  They call themselves antiques bar and some of the guests are antique too

The Rocker's Choice



**Atlantis**

-  Famous Local Music Bar since Ages
-  Rock Music Normally
-  Roof Terrace

The High Society Choice



**Drei König Bar**

-  The Bar of the Best Hotel in Basel
-  Red Leather
-  Classic Drinks
-  Top Service
-  Top Pricing

The Dangerous Choice 2



-  Volkshaus Bar really nicely restored Bar
-  Bar Rouge in the Fair Tower, highest bar in town
-  Very close to the Basel redlight district
-  Far from the hotel
-  Serious Danger of Over-Entertainment

The Artists Choice



**Kunsthalle Bar / Campari Bar / L'Atelier**

3 locations near each other

-  Culturally elevated beside Tinguely Fountain
-  A nice gateway towards Barfüsser Platz & Steinen
-  Closes early

The Dangerous Choice 1



**Kleinbasel**

-  The other side of the river
-  A lot of bars & pubs by the river side
-  Zum Schlauch, zum schiefen Eck – really famous places

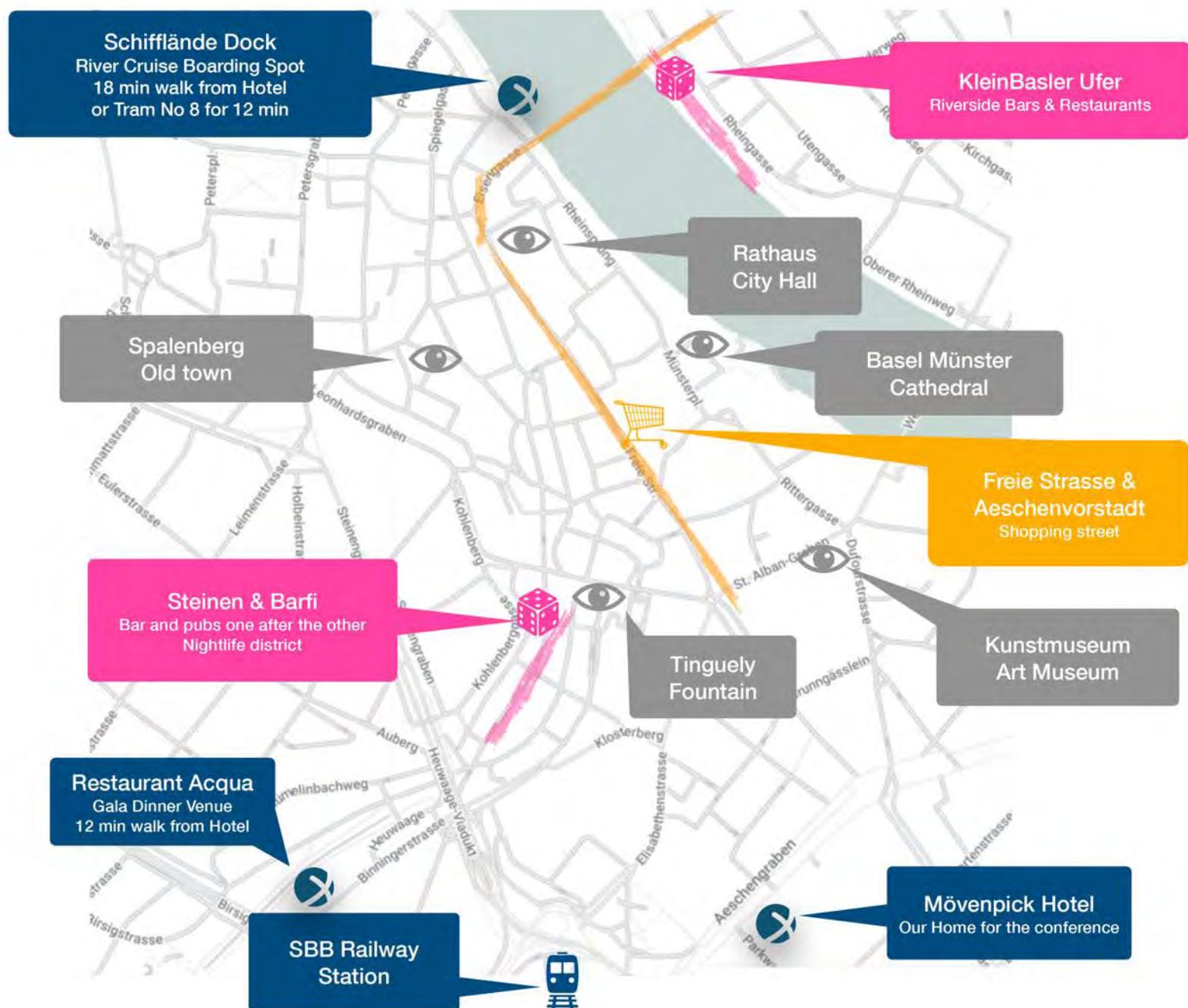
Knowledge  
sharing  
at its  
core.



# BASEL

Basel, nestled on the Rhine river, is Switzerland's third-largest city and, partly because of its proximity to France and Germany, has a strong sense of its own identity. The city is known for its many museums (40 of them) and art galleries, for example the world's premier art exhibition Basel Art is hosted here. It's also home to fantastic food markets, particularly at Marktplatz in the city's historic old town where you can pick up all kinds of fresh foods you desire or sample some local delicacies. If that doesn't pique your appetite, the delightful odours of Basel's Indoor Market "Markthalle" features specialities from all over the world that are brought together under one, massive domed roof. Basel's history is written in the streets of its old town. The curiously red Rathaus (town hall) with its elaborately decorated inner courtyard will leave you puzzled, while the Basel Cathedral is also impressive, particularly when you gaze out across the city from the platform, a terrace overlooking the Rhine river. However the cities true beauty is its lifestyle, best explored by having drink along the river, enjoying the rural, yet international vibe.

## BASEL MAP WITH KEY LOCATIONS





## RATHAUS

This splendid building on the market square was built in various stages between the 16th and 19th centuries and is still today the seat of the government and Parliament of the canton of Basel City. Particularly worth seeing at the town hall are the council chambers, the beautiful courtyard, the romantic arcades and the tower.



# TOP 5 TOURIST PLACES IN BASEL

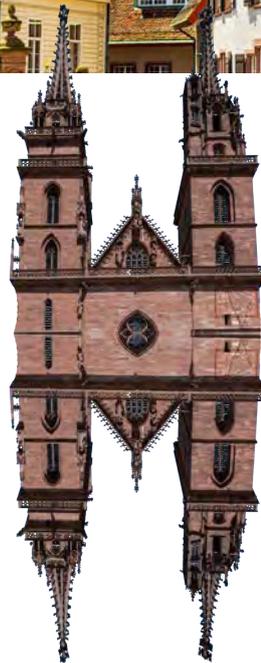
## BASEL OLD TOWN

As you stroll through the old town of Basel, one of the most intact and beautiful in Europe, you'll be amazed by its unparalleled architectural diversity. Each corner features buildings from the 15th century as well as those designed by contemporary, internationally renowned architects (Basel is home to Herzog & DeMeuron). Due to its small size, the city is easily explored on foot. Here you will discover that this rather unusual combination of tradition and modernity makes this an exciting city environment and it is harmonious nonetheless.



## KUNST MUSEUM

The Kunstmuseum Basel was recently enhanced by a new building, bringing the total to three. In 2013, the London Times named the Kunstmuseum Basel the world's fifth best museum. The extension building, designed by architects Christ & Gantenbein of Basel, is linked with the main building by underground connection and is now open. It increases the exhibition space for first-class art by about one third in a fascinating architectural framework. If you love art, then you for sure should visit it.



## MÜNSTER

The Münster is one of Basel's main sights. Situated in a prominent position high above the Rhine River, the former episcopal church presides high above the region. The reformed church is a vivid monument to Romanesque and Gothic red sandstone architecture (1019-1500). It can look back on a varied history with a rich tradition of outstanding musical events and church services. Taking the stairs down to the river, you can take one of the famous basel ferries, to the other side of the river.

## TINGUELY BRUNNEN

Basel got a new landmark in 1977 when Jean Tinguely placed some amusing machine sculptures in an enormous pool of water on the site where the stage of the old city theatre was once located. The Swiss artist had black asphalt poured into a shallow basin before placing these low power-operated, water-spouting objects in it. These nine iron eminences are in constant motion and "talk" to each other just as did the mimers, actors and dancers who once performed at this very spot.



# TOP 5 TOURIST PLACES IN SWITZERLAND:



## ZURICH AND RHEINFALL

Zurich is Switzerland's centre of economic life and education. The city offers all the modern amenities of a cosmopolitan metropolis, without sacrificing its natural side. It has for years ranked among the world's top cities in terms of quality of life. Zurich is abuzz with activity day and night with its countless events, diverse museums, own food festival and Switzerland's most vibrant nightlife. It was not only home to Dada, but also the place where the Freitag bag and world-renowned Helvetica typeface originated.

To stand high above Europe's largest waterfall, feeling the roar and vibration of the water over one's entire body - this can be experienced at the Rhine Falls near Schaffhausen, half an hour away from Zurich. Loud thundering and roaring is guaranteed, where the water plunges some 23 metres into the depths. Experience the Rhine Falls with (almost) all your senses or you take a boat trip downstream along one of the Rhine's most beautiful river landscapes. Highly recommended.

## BERN

Not many cities have managed to retain their historic features quite as successfully as Bern, the capital of Switzerland. The old town of Bern is a UNESCO World Heritage Site and thanks to its 6 kilometres of arcades - the locals refer to them as 'Lauben' - boasts on of the longest weather-sheltered shopping promenades in Europe. The medieval air of this city with its many fountains, sandstone facades, narrow streets and historic towers is unique. The elevated Rose Garden above the Bear Park and the platform of the 101-metre-high cathedral tower offer the best views of the old town round which the River Aare flows. The boutiques, bars and cabaret stages of the old town, some of which are located in vaulted cellars, and the small street cafes attract locals as well as a lot of tourists. The famous astronomical clock, the swiss parliament is open to public to visit based on pre-registration, the Albert Einstein House bears testimony to the physics genius' stay in Bern at the start of the 20th century. Bern has lots to offer.





## INTERLAKEN/ JUNGFRAU REGION

Interlaken lies in the Bernese Oberland on an alluvial plain, between Lake Thun and Lake Brienz. The vacation destination, which is presided over by the three mighty mountains, Eiger, Mönch and Jungfrau, is the starting point for numerous activities. Untouched natural surroundings, crystal-clear waters and snow-covered peaks provide a sense of wellbeing. Romantic hideaways promise unparalleled relaxation. Trains to the Jungfrau region in the direction of Grindelwald and Lauterbrunnen with connections to the railways to Mürren and from there to the Schilthorn as well as via the Kleine Scheidegg to the Jungfrauoch (Top of Europe) depart from the Interlaken Ost railway station. A fleet of ships, including one historic paddle-steamer on each lake, cruises on Lakes Thun and Brienz. If you want nature, Interlaken and surrounded Jungfrau region is a must to visit in Switzerland.



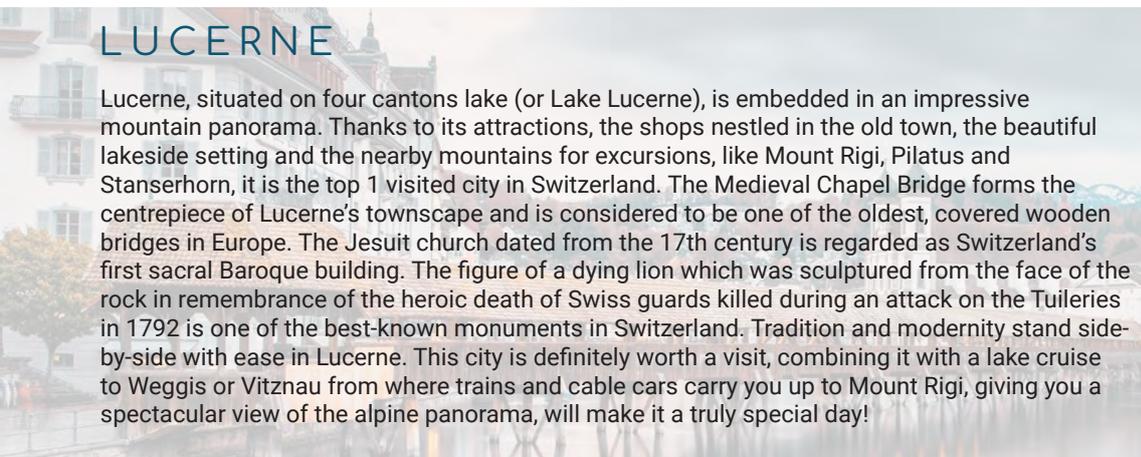
## ZERMATT

Zermatt lies at the foot of the Matterhorn. The town's touristic development is closely linked to what is most probably the world's most famous mountain. The vacation destination is a car-free zone, has preserved its original character and offers nearly unlimited possibilities as far as excursions are concerned, the region is legendary for mountain activity lovers. At 3883 metres in altitude, Europe's highest vantage point able to be reached by cableway also offers a fascinating panoramic vista of the Matterhorn (4478 metres) and summits of the Swiss, Italian and French Alps. The glacier palace can be admired 15 metres beneath the ice surface. Six ski lifts as well as a cableway provide access to the Matterhorn Glacier Paradise, the highest summer ski region of the Alps on the glacier.



## LUCERNE

Lucerne, situated on four cantons lake (or Lake Lucerne), is embedded in an impressive mountain panorama. Thanks to its attractions, the shops nestled in the old town, the beautiful lakeside setting and the nearby mountains for excursions, like Mount Rigi, Pilatus and Stanserhorn, it is the top 1 visited city in Switzerland. The Medieval Chapel Bridge forms the centrepiece of Lucerne's townscape and is considered to be one of the oldest, covered wooden bridges in Europe. The Jesuit church dated from the 17th century is regarded as Switzerland's first sacral Baroque building. The figure of a dying lion which was sculptured from the face of the rock in remembrance of the heroic death of Swiss guards killed during an attack on the Tuileries in 1792 is one of the best-known monuments in Switzerland. Tradition and modernity stand side-by-side with ease in Lucerne. This city is definitely worth a visit, combining it with a lake cruise to Weggis or Vitznau from where trains and cable cars carry you up to Mount Rigi, giving you a spectacular view of the alpine panorama, will make it a truly special day!



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# OceanX Virtual Conference Guide

## One2One



### 1. Profile Update

In order to get started, update your profile, with picture, details, preferences and time zone.



### 2. Set your availabilities

The conference time zone is CET, the timezone in Basel and if you are not there locally, you might want to block some of the time-slots by setting them to unavailable.



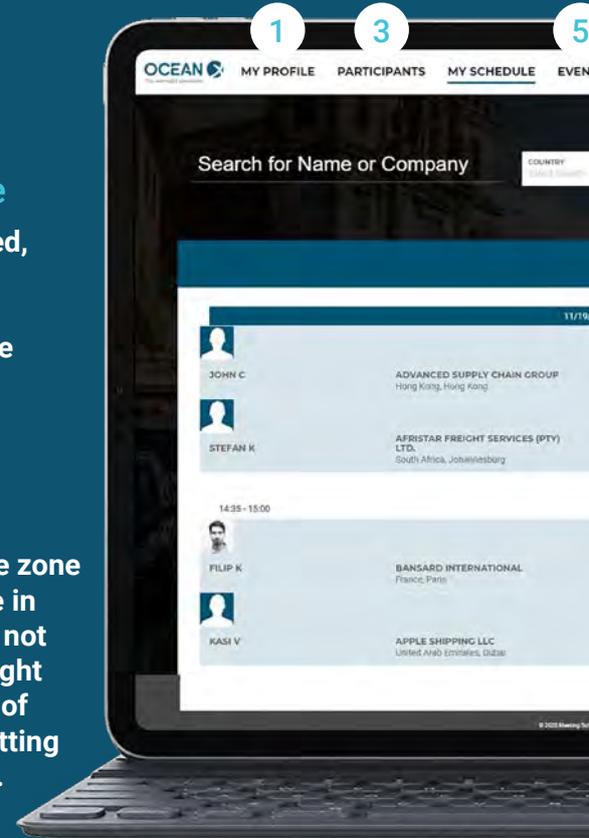
### 3. Book your appointments

Select the delegates that you would like to meet and schedule the respective time slots. Feel free to reach out to delegates and book appointments outside the conference, in case you run out of slots.



### 4. Online meetings

Once the One2One meetings are on, just press the Camera Icon at the scheduled time and a video connection between you and the other logged in delegate will be automatically established.



OceanX #swiss2022  
WhatsApp Group



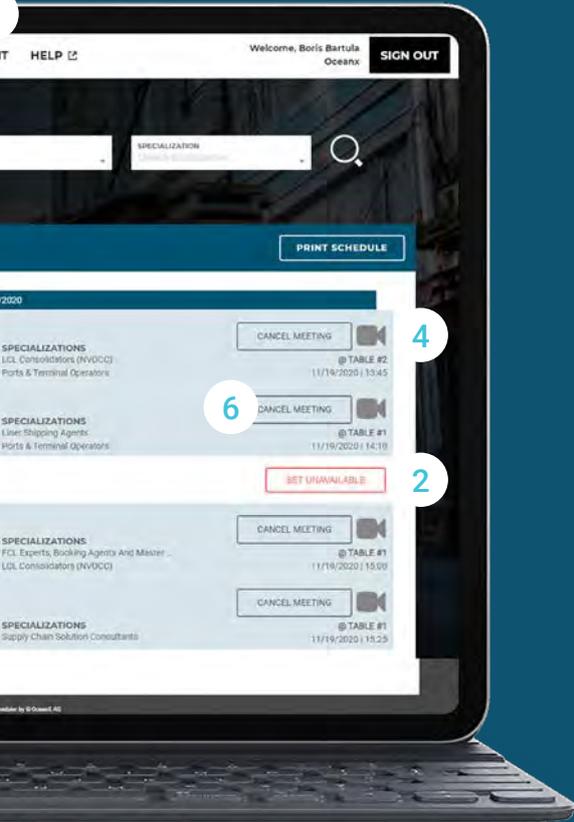
## HOW TO ACCESS

The scheduler is available under

[o2o.oceanx.network](https://o2o.oceanx.network)

In order to obtain access, delegates should have received first a personal email invitation with password and email.

Once the email is received please click SIGN IN and access platform with email address and password from your inbox.



## 5. Event Content

Access recordings of all sessions



## 6. Meetings

The system confirms all meeting requests so unless you cancel, your meeting is confirmed

### Didn't receive an email?

Please check SPAM/JUNK folder as invitation email might get lost there.

### Issues with access?

If you still cannot locate the email please go to / resetting/request and with your email to reset your password. Or email us at haze@oceanx.network

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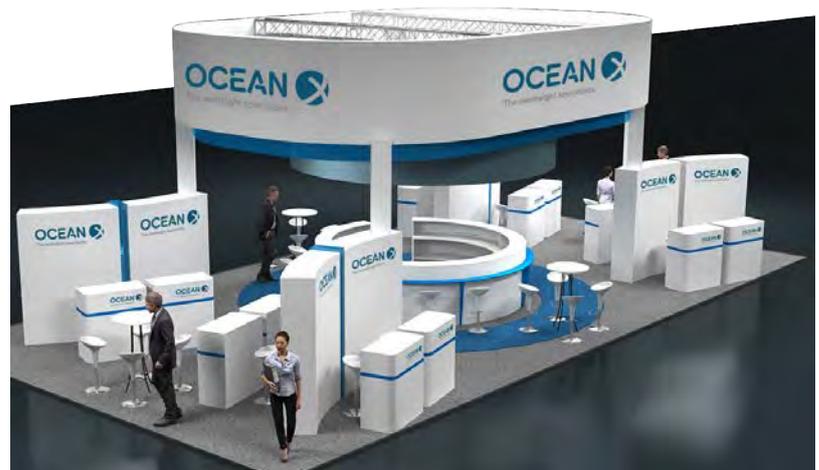
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SAVE THE DATES



## Transport Logistics Munich

May 9-12 2023

## OceanX AGM 2023 - Americas:

Miami, Mexico, Argentina or Chile

November 2023