

Conference Programme

Monday 10th May

19:00 **Welcome Reception, Hotel Skt. Petri**
Sponsored by DESMI

Tuesday 11th May

09:00 Registration and Coffee

09:30 **Opening Remarks**
Paul Østergaard, ShipServ

09:45 **Keynote – Using Technology to Overcome the Current Challenges in Ship Management**
Timothy Scheller, Columbia Shipmanagement

10:15 **Keynote – The Supplier Perspective**
Henrik Gram Madsen, MAN Diesel

10:45 **Coffee Break and visit Sponsors**
Sponsored by Simsekler

11:15 **Building Trusted Relationships in an E-Commerce World**
Paul Østergaard, ShipServ

12:00 **Introducing Mariner's Annual**
Chris Kerr, Mariner's Annual

12:15 **Lunch**
Sponsored by Aalborg Industries

13:45 **Collecting, Connecting, Sharing - the Key to the Future of the Shipping Business**
Thomas Power, Ecademy

14:30 **Panel Debate: Data Quality - The Hidden Cost in the Communication Chain**
Colette White, Princess Cruises, Giampiero Soncini, SpecTec, Chris Kerr, Mariner's Annual - moderated by Don Staffin, ShipServ

15:15 Coffee Break and visit Sponsors

16:00 **TradeNet - Transactions Go In, Business Information Comes Out**
Kim Skaarup, ShipServ

16:45 **World Wired Web: E-Commerce in the Web of the Future**
David Rowan, WIRED Magazine

17:30 Close

19:30 **Gala Dinner & Awards, Restaurant Julian, The National Museum**
Stand-up comedy by the Wisecracker's

Sponsored by DB SCHENKER

Conference Programme

Wednesday 12th May

09:30 Coffee

10:00 **The Road Ahead**
Paul Østergaard and Stuart May, ShipServ

Case Studies

Buyer Stream

Supplier Stream

10:15 **ABS-NS Integration with Pages**
Fernando Lehrer, ABS NS

How to find the perfect supplier in ShipServ Pages
Stuart May, ShipServ

The 10 Essentials of Online Marketing in Shipping
John Watton, ShipServ

10:45 **Piracy & Security: Choosing a Trustworthy Supplier**
Mark Hankey, MUSC

Vessel-Based Sourcing with Mariner's Annual
Chris Kerr, Mariner's Annual

Hints & Tips to Improve your Pages Listing
Stuart May, ShipServ

11:15 **The Importance of Trust**
Amos Cohen, RAY Shipping

Using TradeNet KPIs
Kim Skaarup, ShipServ

Introducing the ShipServ Advertising Network
Mark Warner, ShipServ

11:45 Short Coffee Break

12:00 **Keynote**

12:30 **Closing Remarks**
Paul Østergaard, ShipServ

13:00 **Lunch**
Sponsored by Wärtsilä

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