

Building on the momentum of events held in northern Europe and southern Africa, Cool Logistics Resources Ltd. has partnered with Update Comunicação Ltda. to launch Cool Logistics Americas, set to take place this May 14 and 15 in São Paulo, Brazil.

As the third event in the Cool Logistics series, the São Paulo conference will take a Latin America perspective on risks, challenges and opportunities for the perishables trade, logistics and transport.

Perishable commodity exports from Central and South America have seen dramatic growth in recent years, driven by growing demand from traditional and rising markets alike. Goods such as frozen meats from Brazil, bananas from Ecuador and fresh South American fruits and vegetables are expected to continue pushing such growth forward.



Currently, South America alone accounts for 30% of global refrigerated exports, according to the UN Economic Commission for Latin America.

Rachael White, joint managing director of Cool Logistics Resources, points out, however, that Latin exports remain at the whim of the global container trade at large.

"Carriers have been pouring mega vessels onto the major dry box East-West trades in an attempt to cut slot costs and stem losses. But with ever-larger ships being cascaded into Latin trades and other 'secondary' routes as a result, what will more transshipment, service consolidation and the prospect of slow steaming mean for the region's perishable exporters?" White said.

Such questions will lead discussion at the São Paulo conference this May.

Latin maritime logistics will serve as a major topic, with discussion led by presentations from Julian Thomas, head of Hamburg Süd's East Coast-South America operations and regional carrier Alianca; Mario Velado, cluster sales manager for Maersk Line in Brazil; and Mauricio Padron, regional commercial manager of South America for specialist reefer operator LauritzenCoolLogistics.

Other major topics will include the Panama canal extension with a panel from Paul Gallie, managing director of new Costa Rican terminal APM Terminals Moin; Giovanni Benedetti of Colombia's Port of Cartagena and Robert Ahern of PSA Panama.

The issue of getting products from the point of production to the point of export - the so-

called "first mile" - will also receive spotlight. Martin von Simson, managing partner of Update Comunicação, has called this topic one of the most pressing in Latin American trade today.

"Logistics infrastructure in Brazil and the wider Latin market is really playing catch-up and this is one of the issues causing the unacceptably high waste and losses that we see today in the region's perishable exports," von Simon said.

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