



CMA CGM SINGAPORE  
 9 NORTH BUONA VISTA DRIVE  
 THE METROPOLIS (TOWER 1), SINGAPORE 138588.

#74

SINGAPORE  
 17-19 SEPTEMBER  
 2019

## EXCLUSIVE INVITATION

Join us for our SMDG #74 meeting in the heart of Asia!



**INFLUENCE. CONNECT. LEARN. TRANSFORM.**

WE HAVE CHOSEN SINGAPORE AS A LOCATION TO CELEBRATE THE IMPORTANCE OF ASIA'S ROLE IN OUR INDUSTRY. SEIZE THIS UNIQUE OPPORTUNITY TO CONNECT AND COLLABORATE WITH MORE ASIAN PLAYERS THAN EVER BEFORE. THIS IS A CHANCE FOR ASIA TO HAVE A GREATER VOICE IN SHAPING UNIVERSAL STANDARDS FOR THE 21ST CENTURY.

SMDG #74 IS  
 ORGANISED BY



SMDG #74 IS  
 HOSTED BY



**SMDG e.V.**  
 Registered at Amtsgericht Pinneberg, Reg.-ID VR 2142 PI  
 Seegrabenweg 52d, 25469 Pinneberg, Germany

Board members:  
 Bruis van Driel, Arthur Touzot, Jost Müller, Laurentius Nettekoven, André Nielsen

## WHY YOU SHOULD ATTEND



### TO INFLUENCE:

Be an influential key player in driving the digital container shipping universal standards into the next generation. Accelerate your access to disruptive benefits in coordinated digital container shipping process, solutions and standards. Ensure your company's future direction is relevant and aligned.



### TO CONNECT:

Collaborate and connect with key players in the industry. Get to know your team and network with experts and peers.



### TO LEARN:

Be aware of common industry processes and capacity standards. Get ahead by discovering new and improved operational processes.

The full process from the inception of strategies to the execution process will be discussed step by step. The goal is to create clarity and alignment of strategy, standards and operations for an efficient and robust environment.

Discover major updates in UN/CEFACT and SMDG codes, vessel schedule (IFTSAI), container messages (COPARN, COPRAR, COxxxx) updates recommendations from 95B/D00B to D19A, BAPLIE 3/ MOVINS 3, DG bookings (IFTMBF, IFTMBC), follow up and compliance platforms. There is also a first release of a new webservice standard for schedule updates and more.



### TO TRANSFORM:

Learn how to transform Electronic Data Interchange efficiency by understanding the current and future standardisation processes. Discover how to implement SMDG Message Implementation Guidelines (MIGs) for the maritime industry to improve corporate value.



### TO SUCCEED:

Discover how to close the gap in the IT network logistics chain by enhancing data exchange to reach real time operation excellence and improve customer service levels. Redefine IT's value and contribution to increase business competitive advantage.

## WHY YOUR TEAM SHOULD ATTEND



### TO LEARN:

Learn common industry processes and capacity standards. The full process of shipping from booking to loading to container return and repair will be reviewed. Industry objectives are matched with process and data exchanges functionalities.

As there will be key decision makers present, the full process from the inception of strategies to the execution process will be discussed step by step. The goal is to create clarity and alignment of strategy, standards and operations for an efficient and robust environment.

Get ahead by discovering new and improved operational processes. Discover major updates in UN/CEFACT and SMDG codes, vessel schedule (IFTSAI), container messages (COPARN, COPRAR, COxxxx) updates recommendations from D95B/D00B to D19A, BAPLIE 3/ MOVINS 3, DG bookings (IFTMBF, IFTMBC), follow up and compliance platforms. There is also a first release of a new webservice standard for schedule updates and more.



### TO TRANSFORM:

Learn how to transform Electronic Data Interchange efficiency by understanding the current and future standardisation processes. Discover how to implement SMDG Message Implementation Guidelines (MIGs) for the maritime industry to improve corporate value.



### TO CONNECT:

Collaborate and connect with key players such as experts and peers in the industry. Share and learn how other partners have solved similar issues.



### TO INFLUENCE:

Be an influential key player in driving the digital container shipping universal standards into the next generation. Accelerate your business' access to disruptive benefits in coordinated digital container shipping process, solutions and standards. Ensure your company's future direction is relevant and aligned.



### TO SUCCEED:

Discover how to close the gap in the IT network logistics chain by enhancing data exchange to reach real time operational excellence and improve customer service levels. Redefine IT's value and contribution to increase business competitive advantage.

SCHEDULE OF EVENTS

# SMDG PRE-EVENT GET-TOGETHER

DATE: **MONDAY 16/09/2019** LOCATION: **PARK AVENUE HOTEL**

18:30 Pre-event get-together

*“CMA CGM Group is proud to host the first SMDG Conference in Asia after 16 years. We are looking forward to provide the platform for the global Shipping community, particularly our Asian counterparts, to work together to achieve a more efficient environment. Efficiency and reliability is the heart and soul of our business.”*

*By joining and participating in SMDG, you will be working together with your industry peers to help align and improve universal standards.”*

**ANN-CHRISTIN FRÖHMCKE**  
CMA CGM OPERATIONS



*“It’s great to see SMDG being held in Singapore again after a long absence from Asia. Right now there are multiple standardisation initiatives and platforms gaining traction so it’s the perfect time for stakeholders from Asia to get involved in SMDG to contribute to the establishment and development of the standards which affect us all.”*

**NOËL JELSMA**  
VICE PRESIDENT, CYBERLOGITEC

## SCHEDULE OF EVENTS

**PLENARY DAY 1**

DATE: TUESDAY 17/09/2019 LOCATION: CMA CGM

08:30	Registration and coffee
09:00	<b>Chairman's welcome and intro</b>
09:05	<b>Opening keynotes CMA CGM - HPC - CyberLogitec</b> Ann-Christin Fröhmkcke (CMA CGM) Sven Daniels (HPC) Noël Jelsma (CyberLogitec)
09:50	<b>SMDG e.V. and its role in EDI standardisation</b> Bruis van Driel, (chalr of SMDG e.V., APMT)
10:30	Coffee break
11:00	<b>EDI from EDIFACT to Webservice APIs</b> Sue Probert (UN/CEFACT), Hanane Becha (Traxens, UN/CEFACT), Tamme Bohlen (Hapag-Lloyd)
12:00	<b>Codes List</b> <b>Terminal codes, Operator codes...</b> Jasmin Drönnner (Eurogate), Arthur Touzot (SMDG e.V., HPC), Mark Lim (Hamburg Süd, TBC), Sönke Witt (HHLA)
13:00	Networking lunch break
14:00	<b>Web Services - and API</b> <b>Pilot project business case: Vessel schedule</b> Tamme Bohlen (Hapag-Lloyd)
15:30	Coffee break
16:00	<b>Vessel scheduling - IFTSAI -</b> <b>Standardisation of journey leg definitions milestones</b> Michael Schröder (Hapag-Lloyd), Robèrt Roestenburg (RWG)
16:30	<b>Terminal performance report - TPFREP</b> Michael Schröder (Hapag-Lloyd), Robèrt Roestenburg (RWG)
17:00	<b>Maintenance and Repair (M&amp;R), RoRo/ ConRo</b> <b>DESTIM - WESTIM</b> <b>Opening on new RoRo/ ConRo standards requirement stream</b> Stefano Ottonello, (MSC)
17:45	<b>Chairman closing remarks</b> Bruis van Driel, (SMDG e.V., APMT)
18:15	End of Day 1 plenary
18:55	<b>CMA CGM SMDG Reception</b> Ann-Christin Fröhmkcke (CMA CGM)
21:00	End of network event

Other subgroups on IFTMBC/IFTMBF, Blockchain and Internet of Things (IoT) could be organised depending on member requests, time, space, number of attendants and working group chair availability.

\* Program and speakers may change at short notice



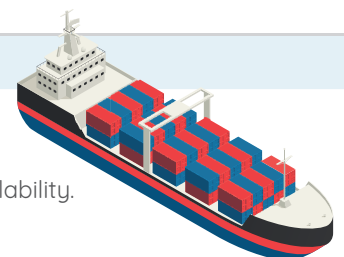
## SCHEDULE OF EVENTS

**PLENARY DAY 2**DATE: **WEDNESDAY 18/09/2019** LOCATION: **CMA CGM**

08:30	Registration and coffee
09:00	<b>Chairman's welcome and introduction Day 2</b>
09:10	<b>Container logistics I</b> <b>COxxxx incl COPRAR, COARRI, COPARN, COPINO, scenarios and updates</b> Paul Wauters (PSA Antwerp), Julien Vangeon (CMA CGM)
10:30	Coffee break
11:00	<b>Container logistics II</b> <b>SMDG e.V. best practices and recommendations: A gap of two decades from D95B via D00B to D19A</b> Julien Vangeon (CMA CGM), Ann-Christin Fröhmcke (CMA CGM), Paul Wauters (PSA Antwerp)
12:00	<b>Container logistics III</b> <b>Validation of EDIFACT messages, SMDG/GEFEG validation portal</b> Julien Vangeon (CMA CGM) Fathy Abouelsaad (GEFEG) Arthur Touzot (SMDG e.V., HPC)
13:00	Networking lunch break
14:00	<b>Vessel planning</b> <b>SMDG e.V. recommendations for BAPLIE 3 and MOVINS 3 update, NEW MIG</b> Jost Müller (SMDG e.V.)
15:15	<b>DG booking process for VSA</b> Michael Peeters (MSC)
16:00	Coffee break
16:30	<b>SMDG e.V. issues and discussions:</b> <b>Registration, association statutes and treasurer report</b> <b>Next meeting options: Q1 2020 Geneva home of UN/CEFACT &amp; MSC</b> <b>and Q3 2020 Shanghai home of COSCO</b> <b>Conclusion of the 2 days and closing remarks</b> Bruit van Driel, (SMDG e.V., APMT), Arthur Touzot (SMDG e.V., HPC), Jost Müller (SMDG e.V.), André Nielsen (SMDG e.V., HPC)
17:30	Transfer to special event
18:00	<b>Special event: SMDG #74 Gala</b>
21:00	Transfer back from special event

Other subgroups on IFTMBC/IFTMBF, Blockchain and Internet of Things (IoT) could be organised depending on member requests, time, space, number of attendants and working group chair availability.

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## SCHEDULE OF EVENTS

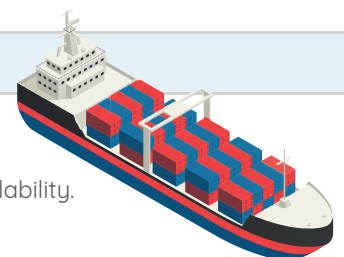
**WORKING DAY 3**

DATE: THURSDAY 19/09/2019 LOCATION: CMA CGM

Sub Group Session 1		Sub Group Session 1
08:30	Registration and coffee	
09:00	<b>Webservices and API I: How to communicate without EDI</b> Tamme Bohlen (Hapag-Lloyd)	<b>M&amp;R: The start of a new standard</b> Stefano Ottonello (MSC)
10:00	<b>Webservices and API I: How to communicate without EDI</b> Tamme Bohlen (Hapag-Lloyd)	<b>ConRo/ RoRo: The start of a new standard</b> Stefano Ottonello (MSC)
11:00	Coffee break	
11:30	<b>Vessel planning (BAPLIE and MOVINS)</b> Jost Müller (SMDG e.V.) Tayfun Mermer (GEFEG)	<b>IFTSAI: Update on schedule transmission</b> Michael Schröder (Hapag-Lloyd) Robert Roestenburg (RWG)
13:00	Networking lunch break	
14:00	<b>Codes: Terminal location codes, Operator codes, Handling codes</b> Jasmin Dröner (Eurogate), Arthur Touzot (SMDG e.V., HPC-Hamburg), Mark Lim (Hamburg Süd, TBC)	<b>Container logistics I COxxx</b> Paul Wauters (PSA Antwerp) Julien Vangeon (CMA CGM) Fathy Abouelsaad (GEFEG)
16:00	Coffee break	
16:30	<b>Codes: Terminal location codes, Operator codes, Handling codes</b> Jasmin Dröner (Eurogate) Arthur Touzot (SMDG e.V., HPC-Hamburg) Mark Lim (Hamburg Süd, TBC)	<b>Container logistics II Best practices and GEFEG</b> Paul Wauters (PSA Antwerp) Julien Vangeon (CMA CGM) Fathy Abouelsaad (GEFEG)
17:30	End of day. Optional: Post-event drinks	

Other subgroups on IFTMBC/IFTMBF, Blockchain and Internet of Things (IoT) could be organised depending on member requests, time, space, number of attendants and working group chair availability.

\* Program and speakers may change at short notice





## KEYNOTE SPEAKERS



**BRUIS VAN DRIEL**  
CHAIR OF SMDG e.V.  
HEAD OF DATA INTEGRATION AT  
APM TERMINALS  
SMDG E.V. AND ITS ROLE IN EDI  
STANDARDIZATION  
**SMDG #74 17/09/2019, 09:50**  
**GLS ASIA DAY 2, 19/09/2019, 09:10**

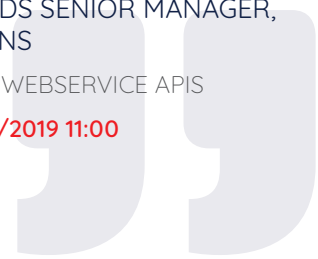
**SUE PROBERT**  
CHAIR OF UN/CEFACT TRANSPORT  
& LOGISTIC DOMAIN (T&L)  
INDUSTRY STANDARDISATION: A  
WORKING MODEL FOR CONTAINER  
SHIPPING  
**SMDG #74 17/09/2019, 09:50**  
**GLS ASIA DAY 2, 19/09/2019, 09:10**

**ANN-CHRISTIN FRÖHMCKE**  
CMA CGM OPERATIONS  
WHAT IS STANDARDISATION FOR A  
CARRIER PRACTITIONER? WHAT DOES  
SMDG MEAN FOR CMA CGM?  
**SMDG #74 17/09/2019 09:05**  
**OPENING KEYNOTES**

**NOËL JELSMA**  
VICE PRESIDENT, CYBERLOGITEC  
WHAT ARE THE STANDARDS FOR  
A MULTI CARRIER EXCHANGE  
PLATFORM?  
**SMDG #74 17/09/2019 09:05**  
**OPENING KEYNOTES**

**SVEN DANIELS**  
PARTNER, DIRECTOR IT  
HPC HAMBURG PORT CONSULTING GMBH  
WHY STANDARDS MATTER AND PROFESSIONAL  
SERVICES ARE RELEVANT  
**SMDG #74 17/09/2019 09:05**  
**OPENING KEYNOTES**

**HANANE BECHA**  
UN/CEFACT TRANSPORT & LOGISTICS DOMAIN  
SMART CONTAINER PROJECT LEADER  
INNOVATIONS & STANDARDS SENIOR MANAGER,  
TRAXENS  
EDI FROM EDIFACT TO WEBSERVICE APIS  
**SMDG #74 17/9/2019 11:00**





## CHAIR OF WORKING GROUPS

### TAMME BOHLEN

CHAIR OF WEBSERVICE-API SMDG e.V.  
PROJECT MANAGER / API MANAGER AT HAPAG-LLOYD AG

KEYNOTE EDI FROM EDIFACT TO WEBSERVICE API  
WEBSERVICES AND API PLENARY  
WORKING GROUP: WEBSERVICES AND APIS

SMDG #74 17/09/2019 11:00  
SMDG #74 17/09/2019 14:00  
SMDG #74 19/09/2019 09:00

### JASMIN DRÖNNER

CHAIR OF CODES SMDG e.V.  
DATA QUALITY MANAGEMENT, EUROGATE

CODE LISTS  
WORKING GROUP: CODE LISTS

### MARK LIM

EDI/EAI INTERFACE OPERATIONS  
HAMBURG SÜD

### ARTHUR TOUZOT

SECRETARY GENERAL SMDG e.V.  
SENIOR CONSULTANT HPC

SMDG #74 17/09/2019 12:00  
SMDG #74 19/09/2019 14:00

### MICHAEL SCHRÖDER

CHAIR OF IFTSAI, TPFREP, VERMAS SMDG e.V.  
MANAGER, HAPAG-LLOYD

IFTSAI, TPFREP PLENARY  
WORKING GROUP: IFTSAI

### ROBERT ROESTENBURG

CO CHAIR IFTSAI  
SR. IT ENG OPER. APPLICATIONS RWG

SMDG #74 17/09/2019 16:00  
SMDG #74 19/09/2019 11:30

### STEFANO OTTONELLO

CHAIR OF M&R AND CONRO / RORO SMDG e.V.  
LOGISTIC COORDINATOR, MSC

M&R AND CONRO / RORO PLENARY  
WORKING GROUP/ M&R AND CONRO / RORO

### JÖRN HEERULFF

TOP EXPERT  
BIC

SMDG #74 17/09/2019 17:00  
SMDG #74 19/09/2019 09:00

### PAUL WAUTERS

CHAIR OF CONTAINER MESSAGES SMDG e.V.  
SENIOR IT MANAGER, PSA ANTWERP

CONTAINER LOGISTICS I, II, III PLENARY  
WORKING GROUP: CONTAINER LOGISTICS I, II, III

### FATHY ABOUELSAAD

SMDG E.V. COMPLIANCE PLATFORM  
CONSULTING & SALES, GEFEG

SMDG #74 18/09/2019 09:00  
SMDG #74 19/09/2019 14:00

### JULIEN VANGEON

CHAIR OF INDUSTRY PROCESSES BEST PRACTICE SMDG e.V.  
CMA CGM OPERATIONS

CONTAINER LOGISTICS I, II, III PLENARY  
WORKING GROUP: CONTAINER LOGISTICS I, II, III

### ANN-CHRISTIN FRÖHMCKE

SMDG e.V.  
CMA CGM OPERATIONS

SMDG #74 18/09/2019 11:00  
SMDG #74 19/09/2019 14:00

### JOST MÜLLER

CHAIR OF BAPLIE MOVINS SMDG e.V.  
TREASURER SMDG e.V.

VESSEL PLANNING PLENARY  
WORKING GROUP: BAPLIE / MOVINS

### TAYFUN MERMER

SMDG e.V. COMPLIANCE PLATFORM  
CONSULTING & SALES, GEFEG

SMDG #74 18/09/2019 14:00  
SMDG #74 19/09/2019 11:30

### MICHAEL PEETERS

CHAIR OF IFTMBC-IFTMBF INTER CARRIERS  
MSC IT BENELUX DSCM PROJECT MANAGER, MSC

IFTMBC FOR VSA PLENARY

SMDG #74 18/09/2019 15:15

# FREE REGISTRATION

Registrations close on 1 September 2019  
 Visa must be applied by 15 August 2019

## Don't Miss Out! Register now!

Complete the form below and email [register@smdg-singapore.de](mailto:register@smdg-singapore.de)

Expression of interest is sufficient while obtaining Management approval. Email us!

### TIME & SPACE PERMITTING

	Answers						Remarks
Name of company							
Website address							
Name of person(s)							
Name of person(s)							
Phone							
E-mail							
Manager's E-mail							
Address							
Member registered	Yes	No	Global	Regional	Institutional		
Member registering	Yes	No	Global	Regional	Institutional		
Guest request	Yes	No	Global	Regional	Institutional		
Need of invitation letter for Visa	Yes	No					

If yes please send a scan of your passport

Days participations plenary 1 and 2, sub groups	17	18	19	

Subject of interest:

• **Core items:**

• MIG-DMR-Standardisation Process	Yes	No					
• Best practices/ recommendations	Yes	No			Yes	No	
• Codes	Yes	No			Yes	No	

• **Process**

	17		18		19		
• Vessel scheduling (IFTSAI):	Yes	No			Yes	No	
• Terminal performance report (TPFREP)	Yes	No			Yes	No	
• M&R	Yes	No			Yes	No	
• RORO - CONRO	Yes	No			Yes	No	
• Container logistic (COPRAR-COPARN-COXXXX...)			Yes	No	Yes	No	
• Vessel planning Baplie/ Movins			Yes	No	Yes	No	
• Booking process application for DG (IFTMBF - IFTMBC)			Yes	No	Yes	No	

• **Technologiness**

• UN/CEFACT EDI	Yes		No		
• Webservices	Yes		No		
• IoT	Yes		No		
• BlockChain	Yes		No		

	17		18	
Network Event participation 17/09/2019	Yes	No		
Network Event participation 18/09/2019			Yes	No
Please indicate if your company would allow your attendance to be advertised on the SMDG website	Yes	No		
Please indicate if your company logo could be advertised on our website or for e-mail promotion of the event	Yes	No		

**Donation:**

My company/I would like to participate to the funding of SMDG#74 Gala and donate \_\_\_\_\_ for the financing of the event.

## ACCOMMODATION

Delegates are fully responsible for making their own hotel arrangements and are encouraged to make accommodation reservations well in advance.

For this event, SMDG e.V. has negotiated special discounted rates for our delegates with:

Park Avenue Rochester Hotel, 31 Rochester Drive, Singapore 138637



<http://www.parkavenuerochester.com>

To take advantage of this special offer, please complete and send the attached Room Reservation Form directly to Park Avenue by emailing [pagroups@uel.sg](mailto:pagroups@uel.sg)



**PARK AVENUE ROCHESTER - ROOM RESERVATION FORM**

**SMDG Conference 2019**

**17 – 19 September 2019**

Please return directly to: Admin Executive (Sales) Tel: +65 6809 7362 Fax: +65 6809 7311 Email: [pagroups@uel.sg](mailto:pagroups@uel.sg)

**A. ROOM RESERVATION**

Room rates per night inclusive of Breakfast, unlimited Wi-Fi access and local calls		
Run-of-House (Superior/Deluxe)	SINGLE OCCUPANCY	DOUBLE OCCUPANCY
	<input type="checkbox"/> S\$170	<input type="checkbox"/> S\$195

All rates quoted are subject to 10% service charge & prevailing government taxes, currently at 7% Goods & Services Tax. Rates are only applicable for the above stated event and are quoted in Singapore dollars. Room types / preferences are subject to availability upon receipt of completed reservation form.

Check-In Date : \_\_\_\_\_ Flight No. : \_\_\_\_\_ E.T.A : \_\_\_\_\_  
 Check-Out Date : \_\_\_\_\_ Flight No. : \_\_\_\_\_ E.T.D : \_\_\_\_\_

Please complete a copy of this form for every room reservation.

**B. YOUR PARTICULARS**

*Dr / Mr / Ms / Mdm (Please delete accordingly)*

Given Name : \_\_\_\_\_ Family Name : \_\_\_\_\_  
 Country : \_\_\_\_\_ Telephone : \_\_\_\_\_  
 Facsimile : \_\_\_\_\_ Email : \_\_\_\_\_

Name of guest sharing room

*Dr / Mr / Ms / Mdm (Please delete accordingly)*

Given Name : \_\_\_\_\_ Family Name : \_\_\_\_\_

**C. MODE OF GUARANTEE**

Credit Card Information :  Visa  MasterCard  American Express  
 Credit Card Number : \_\_\_\_\_  
 Expiry Date : \_\_\_\_\_  
 Name on Card : \_\_\_\_\_ Card Holder's Signature : \_\_\_\_\_

**D. TERMS & CONDITIONS**

- Check-in time is 1400 hours and check-out time is 1200 hours. For early check-in, a full day room rate will be levied. For late check-out, we will accommodate until 1400 hours, subject to room availability.
- All room reservations must be guaranteed by major credit card. The cost of one night's accommodation must be guaranteed by credit card at the time of booking.
- Please inform us of any changes of your reservation in writing via email or fax.
- Rates are applicable for stay from **14 September – 22 September 2019 (inclusive) only.**
- The Hotel reserves the right to quote the next room category should the above room types are not available.
- The Hotel will not bear any bank charges incurred for during telegraphic process.
- Please note that there will be **\$60++ Formula One surcharge** applicable from **19 – 22 September 2019 (both dates inclusive).**
- **Registration form to be submitted to [pagroups@uel.sg](mailto:pagroups@uel.sg) latest by 30 August 2019.**

**E. CANCELLATION / NO-SHOW POLICY**

- In the event of any cancellation within **72 hours** of the scheduled arrival date or no show, cancellation charge equivalent to the entire duration of stay as booked and confirmed will be levied.

**FOR HOTEL USE ONLY**

Confirmed at Confirmation Number : \_\_\_\_\_  Unable to Confirm  
 Acknowledged by : \_\_\_\_\_ Hotel Stamp : \_\_\_\_\_

Group ID: APL170919

## SPECIAL THANKS & ACKNOWLEDGEMENT

SMDG e.V. would like to thank the following members for their dedicated work, input and ongoing support in helping to make this event successful.



## CONTRIBUTORS

The program includes contributions by

<b>APMT</b>	<b>BIC</b>	<b>CyberLogitec</b>
<b>Eurogate</b>	<b>GEFEG</b>	<b>Global Liner Shipping Asia</b>
<b>Hamburg Süd</b>	<b>Hapag-Lloyd</b>	<b>HHLA</b>
<b>MSC</b>	<b>PSA</b>	<b>Traxens</b>
	<b>UN/CEFACT</b>	

