



## 5<sup>th</sup> Hemispheric Conference on Logistics, Innovation and Competitiveness: Port-Maritime Digitalization as a key for Global Trade

Venue Hotel El Panama by Faranda  
Panama City, Panama  
April 18, 19 and 20, 2023

### Agenda

*"Harnessing the power of digital technology would boost the performance of the maritime sector and help address many of the critical challenges it is currently facing. Based on evidence from across the globe, the new World Bank-IAPH report shows that broader and better-coordinated use of digital technology would result in significant efficiency gains, safer and more resilient supply chains, and lower emissions. In particular, the creation of an efficient digital ecosystem would go a long way in streamlining operations and facilitating the exchange of data between shipping lines, port services, cargo handling operations, clearance agencies, and with other transport networks. In the context of COVID-19, digital technology also has the advantage of minimizing the need for human interaction, and could help protect the sector against future shocks."*

*Accelerating digitization in the maritime-port industry  
-World Bank*

*"The mandatory nature of the maritime single window from 1 January 2024 was not only a significant step towards accelerating digitalization in maritime trade, but also an opportunity for all stakeholders in maritime transport, and a necessary step forward."*

*Kitack Lim  
Secretary GENERAL  
International Maritime Organization*

### Tuesday, April 18

8:00 – 9:00 Registration and Accreditation

9:00 – 9:45 Opening Remarks

- **Jorge Durán**, Chief of the Secretariat of the Inter-American Committee on Ports (CIP), Organization of American States (OAS)
- **Arturo Bueso Chinchilla**, General Manager, National Port Company, Honduras and Chair of the CIP Executive Board (CECIP).
- **Noriel Araúz**, Administrator, Panama Maritime Authority and, Chair of the Technical Advisory Group (TAG) on Logistics, Innovation and Competitiveness.



9:50 - 10:00	<i>Official Group Picture (Chief of delegation and speakers)</i>
10:00 - 10:30	Coffee Break
10:45 – 11:15	<b><u>Keynote Speech:</u></b> <b>Elvia Bustavino</b> , Deputy Administrator, Panama Maritime Authority (AMP)
11:30 – 12:45	<b><u>Comprehensive Port Management – Innovation, Logistics and Competitiveness</u></b> <i>Moderator: <b>Elvia Bustavino</b>, Deputy Minister of Maritime Affairs and Deputy Administrator, Panama Maritime Authority (AMP).</i> <ul style="list-style-type: none"> <li>• <b>Jorge Barnett</b>, Director, Georgia Tech Panama, Panama.</li> <li>• <b>Carla Monrabal</b>, President, Dock Sud Port Management Consortium and Argentine Ports Council, Argentina.</li> <li>• <b>Luis Pérez Madariaga</b>, Business Development Manager, INDRA, Spain.</li> <li>• Q&amp;A</li> </ul>
13:00 – 14:30	Lunch
14:30 – 15:45	<b><u>Port-Maritime Logistics: Digital Interoperability</u></b> <i>Moderator: <b>Omar Zuniga</b>, Project Director, AGP Group, Honduras</i> <ul style="list-style-type: none"> <li>• <b>Giomar Gonzalez</b>, Director, BASC, Panama</li> <li>• <b>Karl Branch and Rommel Edwards</b>, Barbados Port Inc., Barbados.</li> <li>• <b>Carlos Enrique Ungo</b>, Technology Manager, Panama Ports Company, Panama.</li> <li>• Q&amp;A</li> </ul>
16:00 – 16:30	Coffee Break
16:30 – 17:45	<b><u>National Logistics, Intermodality and Connection with the Hinterland.</u></b> <i>Moderator: <b>Tomas Douglas</b>, Advisor, General Directorate of Ports and Auxiliary Maritime Industries, Panama Maritime Authority</i> <ul style="list-style-type: none"> <li>• <b>Cap. Ana Laura López Bautista</b>, General Coordinator of Ports and Merchant Marine, Navy Secretariat, Mexico.</li> <li>• <b>Rodolfo Samuda</b>, Coordinator of the Logistics Cabinet, Ministry of the Presidency, Panama.</li> <li>• <b>Carlos José González España</b>, Partner, Multimodal S.A.S., Colombia.</li> <li>• Q&amp;A</li> </ul>
19:30 – 21:30	Welcome Cocktail – <i>Arco Chato, Casco Antiguo*</i>

### Wednesday, April 19

9:00 – 9:30	<b><u>Keynote Speech: Efficient Ports as an Engine of Competitiveness</u></b> <ul style="list-style-type: none"> <li>• <b>Juan Carlos Croston</b>, Comercial Manager, Manzanillo International Terminal (MIT), Panama.</li> </ul>
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- 9:45 – 11:15      **Port Resilience for Maritime Transport**  
*Moderator: **Erick Sanchez**, Viceminister of Transport, Guatemala*
- **Jhonathan Baez**, General Manager, Tropical Shipping, Dominican Republic.
  - **Nellys Sanchez**, CEO, NS Consulting and Training, Dominican Republic
  - **Giselle Mastrandrea**, Corporate President on Sustainability, SAAM, Chile
  - **Luis Araiza**, CEO, Asoportuaria Barranquilla, Colombia
  - Q&A
- 11:15 - 11:45      Coffee Break
- 11:50 – 12:35      **Automation and Digitalization in Ports: Hemispheric Trends.**  
*Moderador: **Oscar Santibañez**, Marketing Director, Costa Norte LNG Terminal, Panama*
- **Gloria Henry**, Port Authority of Jamaica.
  - **Neida Medina Turcios**, Customer Relations Manager, OPC, Honduras
  - Q&A
- 13:00 – 14:30      Lunch
- 14:45 – 16:00      **Global Trade and the Supply Chain: Key Links.**  
*Moderator: **Rina Berrocal**, SEGUMAR Panama, Panama Maritime Authority.*
- **Ricardo Sánchez**, Chief, Caribbean Research Institute, Caribbean Shipping Association CSA.
  - **Edgar Urrutia**, Chairman, Logistics Business Council, Panama
  - **Luis Intriago**, President, Panamanian Association of Supply Chain Executives (APECA)
- 16:15 – 17:30      **Green Corridors: Technological Trends in Environmental Protection**  
*Moderator: **Jaime Herrera**, Operations Director PTP Petroterminal, Panama*
- **Angélica Hernandez**, Director, Treasury, SLOM, Colombia
  - **Alejandro Trillo**, Director, Maritime Procurement Services, Mexico.
  - **Anthony Teo**, Manager for the Americas, Rightship, Australia

## Thursday, April 20

- 9:00 – 10:15      **Digitalization and Cybersecurity, Key Elements for Port Management**  
*Moderator: **Javier Ortiz Abadia**, DECAL, Panama*
- **Angel Martinez Cavero**, Terminal Solutions Manager, PRODEVELOP, Spain
  - **Cap. Carlos Scarpin**, Secretary, Mexico International ISPS Network
  - **Andrew Baskin**, Vice President, Global Policy and Trade, HudsonAnalytix, United States
- 10:20 – 11:35      **Coffee with MAMLa "Conversations with Equality" on the integral development of women, under the principles of training, visibility, recognition, and empowerment**  
*Moderator: **Carlos José González España**, President, MULTIMODAL, S.A.S.*

- **Montserrat Ambriz**, Program Coordinator, CIP Secretariat, OAS
- **Neida Medina Turcios**, Manager, Customer Service, OPC, Honduras
- **Matia de Luiggi**, Country Manager, SAAM Towage, Panama

11:35 – 12:50

**Round Table – Key Elements for Competitive and Secure Ports: Digital Trade Logistics**

*Moderator: **Ricardo Sánchez**, Chief, Caribbean Research Institute, Caribbean Shipping Association (CSA).*

- **Marliz Bermudez**, General Director, APM Terminals, Mexico
- **Flor Pitty**, Director of Ports and Auxiliary Maritime Industries, Panama Maritime Authority, Panama.
- **Darwin Telemaque**, CEO, Antigua and Barbuda Port Authority.

13:00 – 13:30

**Closing Remarks**

- **Jorge Durán**, Chief of the CIP Secretariat, OAS
- **Arturo Bueso Chinchilla**, General Manager, National Port Company, Honduras and Chair of the CIP Executive Board (CECIP).
- **Elvia Bustavino**, Deputy Administrator, Panama Maritime Authority and, part of the Technical Advisory Group (TAG) on Logistics, Innovation and Competitiveness.

13:30 – 14:30

*Lunch*

15:00 – 17:30

Technical Tour (previous registration)\*\*

**NOTES:**

*\* The welcome cocktail will be held in Arco Chato at Casco Antiguo for all participants with the event's gafette. Transport will be provided from the venue hotel at 7:00pm. Dress code is casual since the event will be outside.*

*\*\* The technical tour will be to Panama Ports Company – Balboa, for all those participants that were previously registered to attend. Dress code is casual. It is imperative to bring closed shoes.*