

**caribbean shipping association**

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## **CARTAGENA 2009 CONFERENCE AT-A-GLANCE**

### **SUNDAY, MAY 17, 2009**

- 9:00 am - 6:00 pm      **CONFERENCE REGISTRATION**
- 9:00 am - 10:00 am      **Board of Trustee** (*private*)
- 10:00 am - 11:00 am      **Port Award Committee Meeting** (*private*)
- 11:30 am - 12:30 pm      **Cruise Committee Meeting** (*private*)
- 1:00 pm - 2:00 pm      **Silver Club Meeting** (*private*)
- 2:00 pm - 5:00 pm      **CSA General Council Meeting** (*private*)
- 7:00 pm - 9:30 pm      **WELCOME RECEPTION & DINNER ON THE BEACH**
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### **MONDAY, MAY 18, 2009**

- 8:00 am - 5:00 pm      **CONFERENCE REGISTRATION**
- 8:30 am - 9:30 am      **OPENING**  
**CSA PRESIDENT'S ADDRESS**  
**INTRODUCTORY ADDRESS & OFFICIAL OPENING OF THE**
- CONFERENCE**
- 9:30 am - 10:00 am      **COFFEE BREAK**
- 10:00 am - 12:00 noon      **THE BUSINESS & WORLD ECONOMIC OUTLOOK FOR GLOBAL TRADE**
- Global Economic & Trade Outlook (Cruise & Cargo): The Changing Drivers*** - Dr. Walter Kemmsies, Chief Economist Moffatt & Nichol

***Economic & Trade Outlook (Cargo & Cruise) for the Caribbean and Latin America - Robert West, Principal - Trade & Transportation, Halcrow***

Moderator: **TBC**

12:00 pm - 2:00 pm      **NETWORKING LUNCH**

2:00 pm - 4:00 pm      **REPERCUSSIONS OF THE GLOBAL RECESSION ON THE CARGO AND CRUISE INDUSTRIES IN THE CARIBBEAN AND LATIN AMERICAN REGION**

***Impact on the Cargo Industry and How Businesses can stay "afloat" and Maximize Growth - Michael Horton, Principal Latin America, Moffatt & Nichol***

***Impact on the Cruise Industry and How Businesses can stay "afloat" and Maximize Growth - Dr. Andrew Coggins, Cruise Industry Analyst, School of Hotel & Tourism Management, The Chinese University of Hong Kong***

Moderator: **E. Joanne Edwards-Alleyne**, General Manager Shipping Association of Trinidad and Tobago

7:00 pm      **CULTURAL NETWORKING EVENT FOR DELEGATES, SPEAKERS & THEIR SPOUSES**

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## **TUESDAY, MAY 19, 2009**

8:00 am - 3:00 pm      **CONFERENCE REGISTRATION**

8:30 am - 10:00 am      **TODAY'S OPPORTUNITY FOR TOMORROW'S GROWTH - PART 1**

***An Outlook of Mexican Ports & How They can Add Value to The Region - Iker Allison, Senior Commerical Manager, SSA Mexico***

***Managing Today's Maritime Risk for Future Growth - RMIG and Full Circle Marine & Transport***

Moderator: **TBC**

10:00 am - 10:30 am      **COFFEE BREAK**

10:30 am - 11:30 am      **POSITIONED FOR GROWTH: THE SPRC STORY - Giovanni Benedetti**

11:30 am - 12:30 pm      **CSA PORT OF THE YEAR 2007 PRESENTATIONS**

**Kingston Container Terminal** - Best Container Terminal  
**Guadeloupe** - Best Multipurpose Port

Moderator: **TBC**

12:30 pm - 1:30 pm

**NETWORKING LUNCH**

1:30 pm - 3:30 pm

**TODAY'S OPPORTUNITY FOR TOMORROW'S GROWTH - PART 2**

***The Luxury Yacht Sector: Business Opportunities for the Region***  
**- Ruppert Conner**, President Luxury Yacht Group LLC

***Movement of Goods Throughout the Region: A New Approach***  
**- Joseph Cervenak**, Principal Kemper-Joseph LLC

Moderator: **Fritz Pinnock**, Executive Director, Caribbean Maritime Institute

4:00 pm

**Port Tour**

7:00 pm

**SOCIAL NETWORKING ACTIVITY FOR DELEGATES, SPEAKERS & THEIR SPOUSES**

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## **CONCURRENT SESSIONS**

### **WEDNESDAY, MAY 20, 2009 - CRUISE INDUSTRY CONFERENCE**

9:00 am - 10:00 am

**OPENING**  
**CSA PRESIDENT'S ADDRESS**  
**INTRODUCTORY ADDRESS & OFFICIAL OPENING OF THE CONFERENCE**

10:00 am - 10:30 am

**COFFEE BREAK**

10:30 am - 12:30 pm

**STRATEGIC POSITIONING OF CARIBBEAN & LATIN AMERICAN CRUISE TOURISM - PART 1**

***Creating Shore Attraction Experiences to Match Consumer Tastes***  
**- Royal Caribbean 2008 Top International SE Winner**

***Positioning Regional Cruise Tourism to Maximize Growth for all the Stakeholders***

**- Michael McFadden**, Cruise Industry Analyst, Vice President, Halcrow

Moderator: **Cristina Samudio**, Cruise Coordinator, SPRC

12:30 pm - 2:00 pm      **NETWORKING LUNCH**

2:00 pm - 4:00 pm      **STRATEGIC POSITIONING OF CARIBBEAN & LATIN AMERICAN CRUISE TOURISM - PART 2**

**MINISTERS FORUM (Panel Discussion):**  
***Given the Global Economic Realities and the State of Cruise Tourism from the Destinations' Perspective, "Is it Time to Market the Region as a Whole with Unique & Exotic Destinations that can Fit into any Seven Day Cruise Line Itinerary to Maximize Growth for Member States?"***

Moderator: **Carlos Urriola**, Vice President Caribbean Shipping Association & General Manager MIT Panama.

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## **CONCURRENT SESSIONS**

### **WEDNESDAY, MAY 20, 2009 - TRADE FACILITATION WORKSHOP**

9:00 am - 10:00 am      **SECURED COMMERCE FOR ECONOMIC GROWTH THROUGH EFFICIENT PORT COMMUNITY SYSTEMS - PART 1**

***Port Community Systems, Trade Community Systems, Single Windows: Making Sense of it All***  
- **Philippe Isler**, Product Manager, SGS Geneva

Moderator: **O'Neil Hamilton**, Visiting Fellow Henry Stimson Centre

10:00 am - 10:30 am      **COFFEE BREAK**

10:30 am - 12:30 noon      **SECURED COMMERCE FOR ECONOMIC GROWTH THROUGH EFFICIENT PORT COMMUNITY SYSTEMS - PART 2**

***Design, Implementation & Financing of Community Systems: Challenges & Rewards***  
- **David Siah**, Director of Strategic Accounts, CrimsonLogic Singapore  
- **Roger Kamgaing**, Vice President, SGS Geneva

***Case Studies - Panama Canal, India Port Authority & Ghana Community Systems: Different Environment same Solution.***  
- **TBC**

Moderator: **Juan Carlos Croston**, Vice President Marketing MIT Panama

12:30 pm - 2:00 pm

**NETWORKING LUNCH**

2:00 pm - 4:00 pm

**SECURED COMMERCE FOR ECONOMIC GROWTH THROUGH EFFICIENT  
PORT COMMUNITY SYSTEMS - PART 3 (INTERACTIVE SESSION)**

***Trade Community Systems in the Caribbean & Latin American region:***

***Where are we & Where are we Going?***

- **Philippe Isler**, Product Manager, SGS Geneva
- **David Siah**, Director of Strategic Accounts, CrimsonLogic Singapore
- **Roger Kamgaing**, Vice President, SGS Geneva

***A Regional Community System: Why is it Necessary? What are the  
Benefits & How can this be Designed?***

- **Philippe Isler**, Product Manager, SGS Geneva
- **David Siah**, Director of Strategic Accounts, CrimsonLogic Singapore
- **Roger Kamgaing**, Vice President, SGS Geneva

Moderator: **Hernan Ayala**, Puerto Rico Shipping Association President