

LOGISTICS AND INNOVATION

A STRATEGY FOR PERNAMBUCO



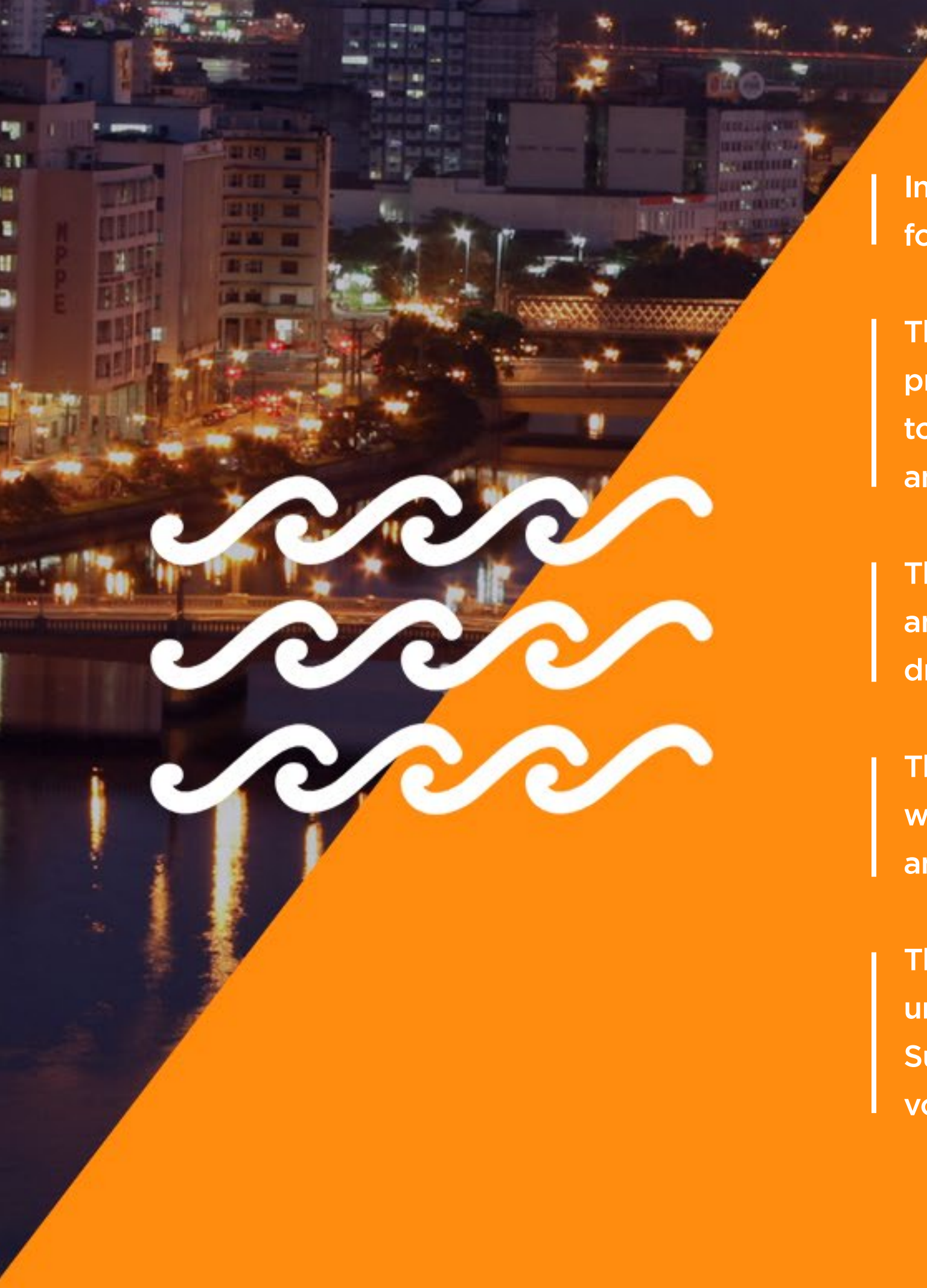
RioMar Theater
Recife - Pernambuco - Brazil



March 12, 2018 / 9am - 1pm



FÓRUM **SOLUTION
TO SUIT**



In March, Recife will host the event Logistics and Innovation: a strategy for Pernambuco.

The event is an initiative of Cone, an infrastructure and logistics provider located in the Northeast region of Brazil. The Forum Solution to Suit aims to integrate private and public initiatives through events and debates with the participation of experts from all over the world.

The event focuses on the strategic vocation of Pernambuco and analyzing ways to connect new technologies to generate growth drivers and improve the business environment.

The Charter of Ports, a document to be produced in partnership with AMCHAM - American Chamber of Commerce, associations, and companies will be distributed after the event.

The event aims to outline suggestions, guidelines and priorities to unlock bottle necks and create partnerships between the Port of Suape and the Digital Port . The objective is to leverage the strategic vocation of Pernambuco in the areas of logistics and innovation.



SPEAKERS

YOSSI SHEFFI

Leader and director of the Massachusetts Institute of Technology Center for Transportation and Logistics, one of the most important teaching and research institutions in the United States.

He has authored several award-winning books, including *The Power of Resilience*, *Logistics Clusters*, *The Resilient Enterprise* and *Urban Transport Networks*. Yossi is a consultant of the world's leading companies and entrepreneur having founded five successful companies: LogiCor, PTCG, e-Chemicals, Logistics.com and Syncra Systems.

JORGE L. QUIJANO

CEO of the Panama Canal, the main inter-oceanic route serving the world's maritime trade and considered one of the largest logistics works in the world. He graduated from the Lamar University School of Industrial Engineering in Beaumont, Texas, and holds a master's degree in Industrial Engineering. Throughout his career, he has won several international awards for his contribution to the world maritime industry.



CHALLENGING THE PORT OF SUAPE AND DIGITAL PORT

**WE WANT TO UNITE THE PORT OF SUAPE WITH THE DIGITAL
PORT AND YOUR START UP CAN BE PART OF THIS!**

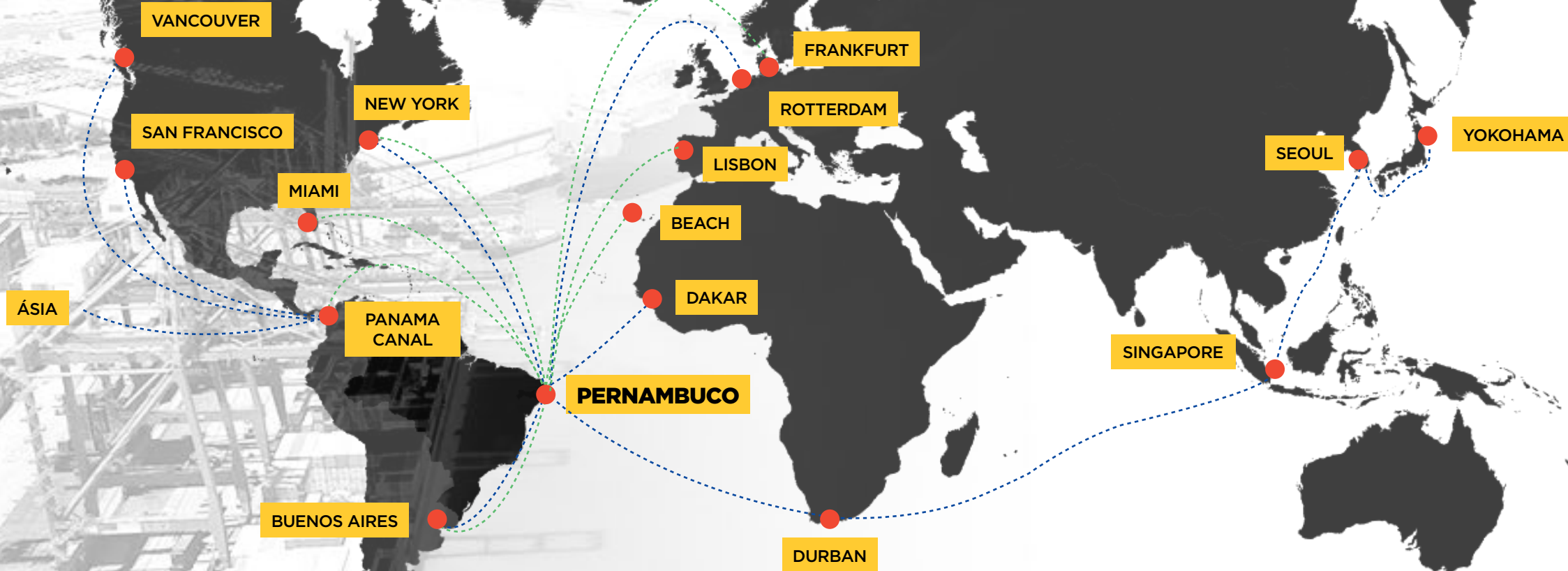
**C.E.S.A.R and CONE will promote a sequence of challenges, based
on real problems presented by companies, so that the technology
start-up ecosystem will present innovative solutions taking advantage
of these business opportunities.**

PERNAMBUCO CONNECTED WITH THE WORLD

- 7 DAYS FROM NEW YORK - USA
- 9 DAYS ROTTERDAM - NETHERLANDS
- 14 DAYS FROM DURBAN - SOUTH AFRICA



- 7HOURS FROM LISBOA - PORTUGAL
- 8H 30 MINUTES FROM MIAMI - USA
- 7H17 HOURS FROM PANAMA CITY - PANAMA
- 10H13M FROM FRANKFURT - GERMANY
- 5H10M FROM BUENOS AIRES - ARGENTINA
- 4H30M FROM - CAPE VERDE



In 2018, Suape celebrates 40 years of history and during the event, new investment opportunities in the complex will be announced. The expansion plan of the container terminal (TECON2) will be displayed. The new terminal will have a capacity designed to handle about 1.2 million TEUs (unit of measurement equivalent to 20 feet) per year. Bidding is expected to occur in the second semester.



LOGISTICS CLUSTERS FORMATION, GROWTH AND IMPACT

Why does Memphis, USA, host hundreds of transport terminals and distribution centers? Why is the small island nation of Singapore the fifth position of global maritime containers and handles half the world's annual supply of crude oil? What jobs can replace lost industrial jobs? Some of the answers to these questions are rooted in the phenomenon of logistics clusters - geographically concentrated sets of commercial activities related to logistics.

Yossi Sheffi, author of the book *Logistics Clusters*, will present how these clusters form, grow, their economic impacts and how all this can happen in Pernambuco.

YOSSI SHEFFI

Leader and director of the Transport and Logistics Center
of the Massachusetts Institute of Technology (MIT)
sheffi.mit.edu/yossi-shef

PANAMA CANAL EXPANSION CHANGES DESIGN OF WORLD TRADE

Inaugurated in 2016, the expansion of the canal allows the passage of larger vessels shortening distances and reducing the time of transport of loads with cost reduction for shipowners (companies that own ships). Opportunities arise as access to other world ports opens and Brazil is attentive. The Suape complex is one of those interested in adapting its infrastructure to accommodate larger ships and consolidate itself as a hub.

Jorge L. Quijano will speak about the investments in the expansion of the channel that reached 77km in length and the record of more than 400 million tons moved in 2017. In parallel, Pernambuco can realize partnerships for a new generation of employment and economic development for all of the Northeast region.



JORGE L. QUIJANO

CEO of the Panama Canal

PANEL WITH YOSSI SHEFFI, JORGE L. QUIJANO AND GUESTS ABOUT LOGISTICS: VOCATION AND FUTURE OF PERNAMBUCO



SCHEDULE

8:30 a.m.

Accreditation

9am

Opening

9:30 p.m.

Paulo Câmara - Governor of Pernambuco

10h

Jorge L. Quijano - Panama Canal CEO

10h40

Yossi Sheffi - Leader and director of the Transportation and Logistics of Massachusetts Institute of Technology (MIT)

11:20 a.m.

Panel with entities and guests

TICKETS

INVESTMENT: R\$ 570,00

WWW.LOGISTICAENOVAO.COM

BEGINNING OF ACCREDITATION: 8AM



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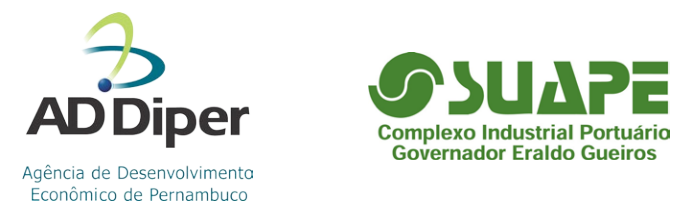


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