

DAY ONE – TUESDAY 29 JUNE	
0900	Registration
0930	
0935	Chairman's opening remarks
0945	Keynote address
Session 1- MARKETS AND OPPORTUNITIES FOR SHORTSEA	
1000	Deepsea containers Deepsea feeders Shortsea containers
1020	RoRo
1040	Vehicles
1100	Questions and discussion
1115	Tea and coffee
1145	Forest products and paper
1205	Grain
1225	Fertilisers and animal feeds
1245	Project cargoes/windfarms
1245	Liquid bulk (chemicals, products, biofuels)
1305	Questions & discussion
1315	Lunch
Session 2 WHAT DO OUR CUSTOMERS REALLY WANT? <i>[NOTE: max of four presentations from big name charterers/shippers]</i>	
1430	Perspectives from a unitised cargo owner (x1)
1425	Perspectives from a unitised cargo owner (x2)
1445	Perspectives from two bulk cargo owner (x1)
1525	Questions from the floor
1535	Tea & coffee
Session 3 – SUPPLY CHAIN CASE STUDIES	
1605	Optimising supply chains by incorporating shortsea
1625	Developing sustainable supply chains
1645	Optimal integration with road, rail and inland shipping
1645	Shortsea shipping services linked to port centric logistics solutions
1705	Questions
1715	Chairman's concluding remarks
1730	End of day one

DAY TWO – WEDNESDAY 30 JUNE	
0830	Visit to Port of Dublin
1000	Tea & coffee
Session 5 – EU STRATEGY AND POLICY	
1030	How the EU intends to promote and assist shortsea throughout the coming decade
1050	Motorways of the Sea and Marco Polo – what’s been their true impact and are they the best way to promote shortsea shipping?
1110	Is shortsea still a somewhat pitiful industry that always needs to be subsidized - how can that be changed?
1130	Questions
Session 4 - THE 2010 SHORTSEA DEBATE	
1145	This house believes that road and rail transport for the majority of goods and services within Europe is faster, more cost effective and easier to arrange than the shortsea option.
1145	OR This house believes that the European shortsea shipping industry has become a commodity product and should therefore concentrate on rationalisation and driving down its costs/prices
1300	Lunch
Session 5 – Hot topics	
1415	Emission control areas, the use of low sulphur fuel, the cost of compliance and alternative options
1435	Rotterdam Rules – their impact on shortsea.
1455	The World Port Climate Initiative - possible roles and strategies of port authorities to develop intermodal transport including short sea
1515	How to raise finance in the current climate
1535	The continuing demise of the sub 3000dwt vessel and its impact on small ports and supply chains
1535	UK light dues and port rates (perhaps too local?)
1555	Questions & discussion
1610	Chairman’s closing remarks
1615	Close of conference

