

# XIO2

## BLOCKCHAIN FOR SUPPLY CHAIN AND LOGISTICS FORUM

December 3-4, 2018

The Magnolia Hotel, Downton, Houston, Texas

Organized by the University of Houston and Blockchain Technology Initiatives



## Distinguished Faculty Speakers

**Daryl Price**, Senior Regional Client Services Executive, **UNICOM Government**; former San Francisco 49'er

**Tyler Smith**, Founder, **Prosapia at ConsenSys**

**Bill McBeath**, Chief Research Officer, **ChainLink Research**

**Srini Srinivasan**, President, **eShipGlobal**

**Dharma Raja**, Global Executive Business Transformation, **Deloitte**

**Eric Johnson**, Senior Technology Editor, **IHS Markit**

**Dax Hansen**, Partner - IT, **Perkins Coie**

**Rajat Rajbhandari**, Co-founder, **dexFreight**

**Vincent Annunziato**, Director of Office of Trade Transformation, **U.S. Customs and Border Protection**

**Sherry Stein**, Senior Manager of Projects and Innovation, **SITA Lab**

**Dr. Dale Tibodeau**, Professor of Supply Chain Management, **C. T. Bauer College of Business**

**Corey Vickers**, Global Logistics Category Group Manager, **Chevron**

**Vincent Annunziato**, Director of Office of Trade Transformation, **U.S. Customs and Border Protection**

**Chris Rezendes**, Chief Business Officer at **SphericalAnalytics.io** & Executive Staff at **Context**

**Chris Bassett**, Senior Manager, Global Insurance Advisory, **Ernst and Young**

**Dr. Claudio Limo**, Co-Founder, **BEC-Blockchain Engineering Council**

**Loudon Owen**, Chair and Chief Executive Officer, **DLT Labs**

**Andrew Bruce**, Chief Executive Officer, **Data Gumbo**

**Harris Reynolds**, Director Research & Development, **Diamond Offshore Drilling, Inc**

**Jim Lawnin**, Co-Founder, **Energy Blockchain Consortium**

**Annette Mueller**, Senior Commercial Manager, North America, **Maersk TradeLens, Inc.**

**Kevin Otto**, Senior Director of Foodservice Industry Development & Cross-Industry Blockchain Lead, **GS1**

**Sloane Brakeville**, Chief Executive Officer and Co-Founder, **Fr8 Network**

**Dr. Ganesh Wadawadigi**, Chief Solutions Expert, Blockchain for Supply Chain, **SAP**

**Chris Gabriel**, Founder, **Hyperchain Labs**

**Brendan Abbott**, Senior Manager, Blockchain, Government and Public Affairs, **Deloitte**



**Monday, December 3, 2018**

**8:00 Registration & Networking**

**8:45 BTI President Welcome  
Emcee/Chairman Introduction**

**Confirmed:**

**Daryl Price**, Senior Regional Client Services Executive, **UNICOM Government**; former **San Francisco 49'er**

**Welcome Remarks**

**Invited:**

**Amanda Edwards**, City Council Member, **City of Houston**

**9:00 Starting the Future Today: Supply Chain and Blockchain Overview**

- Taking a look into today's blockchain landscape and its impact on the supply chain industry: Who's adopting right now and what is the projected return on investment?
- What potential regulations are on the horizon?
- Understanding the true potential of converging emerging technologies and its effect on the supply chain as we know it
- Preparing your logistics business to take advantage of blockchain solutions to build improved and robust supply chains to meet future

**Invited:**

**Doug Reese**, Chief Strategy and Marketing Officer, **GE Transportation**

#### **TECHNOLOGY EVOLUTION FOR THE SUPPLY CHAIN OF THE FUTURE**

**9:30 On-Chain vs. Off-Chain: Rationalizing Blockchains with Existing Systems**

- Core tenets of blockchain for supply chain
- Supply chain applications of blockchain—types of supply chain-related problems that blockchain is good at solving
- Coexistence—How blockchains will coexist and work in concert with existing mature supply chain systems, as well as with new emerging technologies?
- Network SaaS platforms—what they are and how they already do most of what blockchains promise to do
- Combining blockchain with Network SaaS systems to get the best of both worlds

**Confirmed:**

**Bill McBeath**, Chief Research Officer, **ChainLink Research**

**10:00 Coffee/Networking Break**

#### **Case Study**

**10:30 Customizing Blockchains: Permissioned vs Permissionless**

- Understanding the different characteristics between blockchains and their limitations to meet organizational goals
- What data should be added to the distributed-ledger and how to manage its administration
- Customizing security settings to determine who can connect, send, and receive transactions, and create digital assets
- Capitalizing on the value of a larger network while ensuring data confidentiality

**Confirmed:**

**Case Study**

**11.00 How to Realize Cost Savings by Introducing Track and Trace Systems on a Blockchain**

- Adopting digital tools to facilitate improved communication, meet reporting requirements and minimize paperwork
- Changing business by introducing accurate track and trace systems and enabling streamlined communication across the value chain
- Implementing distributed-ledger in the product serialization process for better product authentication

**Confirmed:**

**Dr. Tyler Smith**, Founder, **Prosapia at ConsenSys**

**Case Study**

**11.30 Digitizing Global Trade - Moving More than Cargo**

- Optimizing performance and improving customer-and-stakeholder relations in the international shipping industry
- Utilizing blockchain's immutable proof to confidently digitalize the identity of assets, transactions and users
- Boosting global trade with a secure open data exchange platform
- Creating greater transparency to improve working relationships with shippers, partners and regulators

**Confirmed:**

**Annette Mueller**, TradeLens North America Senior Commercial Manager, **Maersk GTD Inc.**

**12:00 Lunch**

**BUILDING THE BUSINESS CASE FOR BLOCKCHAIN**

**Case Study**

**13:00 Designing Digital Supply Chains of the Future**

- Developing and prioritizing industry-specific and company specific roadmaps for blockchain adoption
- Converging technologies to enhance operational agility and drive competitive advantage through the use of AI, IoT and blockchain
- Using blockchain and IoT to create new supply chain and supporting cross-functional business processes to enable an array of new business models
- Future proofing your supply chain to be competitive in 5 or 10 years

**Confirmed:**

**Sloane Brakeville**, Chief Executive Officer and Co-Founder, **Fr8 Network**

**13:30 End-to-End Supply Chain in Oil & Gas Drilling Operations**

- How Blockchain will improve operations efficiency of O&G upstream supply chain
- What are the challenges and benefits for automated Blockchain-enabled O&G drilling operations
- How companies can position with Blockchain in upstream O&G

**Confirmed:**

**Dr. Claudio Lima**, Co-Founder, **BEC-Blockchain Engineering Council**

**14:00 Developing Corporate Leadership to Bring Blockchain to Business**

- Identifying which departments should be involved in the blockchain conversation
- Selecting strategic personnel to represent relevant departments for aligning initiatives
- Determining clear interdepartmental objectives and evaluating the risk of investment vs company benefits

- Rethinking business processes and re-engineering the organization to leverage technologies and drive competitive advantage

**Confirmed:**

**Dharma Rajah**, Global Executive Business Transformation, **Deloitte**

#### **14:30 The Importance of Governance in a Permissioned Blockchain**

- Network Permissioned blockchain governance basics
- Getting it right the first time
- Governance for antitrust compliance
- Channels and Private Data Network Identity management: Can't fake it, can't break it

**Confirmed:**

**Chris Gabriel**, Founder **Hyperchain Labs**

#### **15:00 Coffee/Networking Break**

#### **15:15 Planning and Executing a Proof-of-Concept**

- Identifying an area of the supply chain to validate a Proof-of-Concept (POC) project with the least amount of disruptions
- Keeping a POC light in scope and minimizing legal interventions and other administrative processes
- Selecting resources that make sense and including all relevant parties up-and-down the chain during the decision-making process
- Testing real data in a simulated, isolated environment and analyzing the outcomes
- Restarting from the ground up while simultaneously leveraging data collected from a successful POC to better design a next step pilot project

**Confirmed:**

**Srini Srinivasan**, President, **eShipGlobal**

#### **Panel Discussion**

#### **15:45 Understanding the Value and Advantages of Utilizing Smart Contracts Over Existing Methods**

- What does it mean to digitalize the contract process in regards to real-time delivery and exchange of custodies?
- Enabling transactional trust between parties through the use of an immutable ledger
- Understanding the implications of amending or voiding smart contracts
- Considering legal jurisdictions, enforceability issues, and preparing for future regulations

**Confirmed:**

**Moderator Eric Johnson**, Senior Technology Editor, **IHS Markit**

**Dax Hansen**, Partner - IT, **Perkins Coie**

**Dr. Rajat Rajbhandari**, Chief Executive Officer and Co-founder, **dexFreight**

**Chris Gabriel**, Founder, **Hyperchain Labs**

#### **16:50 Closing Remarks**

#### **17:00 Reception**

#### **18:00 End of Conference Day One**



**Tuesday, December 4, 2018**

**8:00 Coffee & Networking**

**8:45 Opening Remarks**

**Emcee/Chairman**

**Confirmed:**

**Daryl Price**, Senior Regional Client Services Executive, **UNICOM Government**; former San Francisco 49'er

### **COLLABORATING ON BLOCKCHAIN FOR COMPETITIVE ADVANTAGE**

**9:00 Customs Border and Protection: Optimizing American Free Trade with Blockchain**

- Simplifying the verification process for certificates of origin used by North American Free Trade Agreement (NAFTA) and Central American Free Trade Agreement (CAFTA) participating countries
- Establishing standards of interaction between different blockchains to ensure easy connections between businesses and customs
- Ensuring a complete technical and regulatory framework to simplify cargo processing
- Implementing a standard for blockchain interoperability

**Confirmed:**

**Vincent Annunziato**, Director of Office of Trade Transformation, **U.S. Customs and Border Protection**

#### **Case Study**

**9:30 Using IoT-driven Blockchains to Bolster Asset Management and Customer Transparency**

- Tracking component life-cycles through robust blockchain solutions
- Using onboard IoT for predictive maintenance to minimize downtime caused by outages and unplanned repairs
- Ensuring airplane components authenticity for reduced liability and increased customer safety
- Exploring future uses of blockchain and IoT for the industry

**Invited:**

**Accenture**

#### **Case Study**

**10:00 Making the Case for Interoperability and Developing Blockchain-Based Industry Standards**

- Designing standards to represent, transmit, and access information in a blockchain and leveraging on existing standards
- Integrating and standardizing QR codes, blockchain, and web Uniform Resource Identifiers to meet growing consumer expectations
- Realizing benefits of real-time, data sharing across corporate boundaries that ensures compatibility, speed, accuracy, and efficiency
- Detailing the benefits of interoperability for scaling the value of blockchain
- Collaborating internationally to develop standards and enable interoperability

**Confirmed:**

**Kevin Otto**, Senior Director of Foodservice Industry Development & Cross-Industry Blockchain Lead, **GS1 US**

## 10:30 Coffee/Networking Break

### Panel Discussion

#### 10:45 Strength in Numbers - Benefits of a Consortium

- Learning from existing consortia, their current status, accomplishments, and future plans
- Weighing the benefits of joining a business-focused vs. technology-focused consortium
- Exploring the technological and financial benefits of participating in different consortia
- Benefiting from consortium networks and accessing the full potential of the blockchain

**Confirmed:**

**Dr. Claudio Lima**, Co-Founder, **BEC-Blockchain Engineering Council**

**Jim Lawnin**, Co-Founder, **Energy Blockchain Consortium**

## BLOCKCHAIN MONETIZATION: USE CASES MAKING CENTS

### Case Study

#### 11:30 Implementing Blockchain in the Port of Veracruz, Mexico's Third Busiest Sea Port

- Analyzing value propositions and exploring where and how blockchain technology fits into a port operational environment
- Strategically minimizing risks and over expectations in developing a proof of concept
- Outlining and identifying the challenges and opportunities of implementing blockchain for container exports

**Confirmed:**

**Dr. Rajat Rajbhandari**, Chief Executive Officer and Co-founder, **dexFreight**

#### 12:00 Enabling Better Food Safety for Conscious Consumption

- Developing agile systems to identify, isolate and address quality control issues due to changes in agriculture practices, food production and the environment
- Designing sustainable, transparent food systems for consumers to know where their food comes from, the companies behind it, and the farmers who grow it
- Detailing the impact of ever greater levels of knowledge-sharing that foster increased collaboration within the food industry

**Confirmed:**

**Dr. Ganesh Wadawadigi**, Chief Solutions Expert, Blockchain for Supply Chain, **SAP**

## 12:30 Lunch and Networking

#### 13:30: Advancing Houston's Digital Tech Economy

- Introduction to the Greater Houston region
- State of Houston's digital tech economy
- Digitization and transformation of Houston's industries

**Confirmed:**

**Susan Davenport**, Senior Vice President of Economic Development, **Greater Houston Partnership**

### Case Study

#### 13:50 The Absence of Invoices in an Oil & Gas Drilling Business Network

- Managing customers and suppliers information when collaborating and working with the exactly the same information
- The advantages of having a network anchored on a blockchain with all parties on an identical digital ledger
- Improving supply chain efficiencies without sacrificing security or traceability
- Automating payments with smart contracts



- The journey of smart contracts for business accounting and other crucial business processes

**Confirmed:**

**Andrew Bruce**, CEO, **Data Gumbo**

**Harris Reynolds**, Director R & D, **Diamond Offshore Drilling, Inc**

### **Case Study**

#### **14:20 The First Blockchain for Marine Insurance**

- Transitioning from blockchain pilot to profitable commercial operations
- Managing the ever-evolving risk landscape of marine hull insurance for more than 1,000 commercial vessels annually
- Turning complex processes into cost-saving business efficiencies for more than half a million automated ledger-transactions by utilizing smart contracts

**Confirmed:**

**Chris Bassett**, Senior Manager, Global Insurance Advisory, **Ernst and Young**

### **Panel Discussion**

#### **14:50 Lessons Learned: Getting Started with Blockchain Today - Advice from Early Adopters**

- Weighing the tangible and intangible costs and benefits of blockchain investment
- Deciding whether to create a blockchain or join an existing one
- Building a business case for internal and external stakeholder buy-in
- Developing strategies to address roadblocks as they arise during the planning process

**Confirmed:**

**(M) Dr. Dale Tibodeau**, Professor of Supply Chain Management, **C. T. Bauer College of Business**

**Corey Vickers**, Global Logistics Category Group Manager, **Chevron**

**Vincent Annunziato**, Director of Office of Trade Transformation, **U.S. Customs and Border Protection**

**Chris Rezendes**, Chief Business Officer at **SphericalAnalytics.io** & Executive Staff at **Context Labs**

**Loudon Owen**, Chair and Chief Executive Officer, **DLT Labs**

#### **15:35 Closing Remarks**

#### **15:45 End of Conference**