XIC2

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 Jr, Hyperconverged Infrastructure Specialist**, VMware Inc; 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**

Gavin Nicol, Chief Technology Officer, **Context Labs**

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 Jr, Hyperconverged Infrastructure Specialist, **VMware Inc; 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:

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

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 Jr, Hyperconverged Infrastructure Specialist, **VMware Inc; 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:
(Moderator) Bill McBeath, Chief Research Officer, **ChainLink Research**
Dr. Claudio Lima, Co-Founder, **BEC-Blockchain Engineering Council**
Jim Lawnin, Co-Founder, **Energy Blockchain Consortium**
Dr. Ganesh Wadawadigi, Chief Solutions Expert, Blockchain for Supply Chain**, SAP**

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 contacts
- 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**
Gavin Nicol, Chief Technology Officer, **Context Labs**
Loudon Owen, Chair and Chief Executive Officer**, DLT Labs**

15:35 Closing Remarks

15:45 End of Conference