



XCHAIN2 BLOCKCHAIN FOR SUPPLY CHAIN AND LOGISTICS FORUM

POST SHOW REPORT

MAY 21-22, 2018

Ballroom, Hyatt Regency Houston
Intercontinental Airport · Houston, Texas

Organized By:

UNIVERSITY of
HOUSTON
DEPARTMENT OF COMPUTER SCIENCE

**Blockchain
Technology
Initiatives** 

www.blockchainsupplychain.io

Dear Delegates,

Thank you so much for being a part of the premiere of XChain2. Special thanks to the University of Houston Department of Computer Science for helping to co-organize such an inspiring and innovative conference. Needless to say we all enjoyed the networking opportunities and the high quality presentations. There were many excellent takeaways and actionable intelligence for the industry at large to move forward.

I would also like to take this opportunity to thank our sponsors Port Houston and the Port of Antwerp and our many supporting partners for their contributions in helping to make XChain2 such a success!



The President,
Blockchain Technology Initiatives

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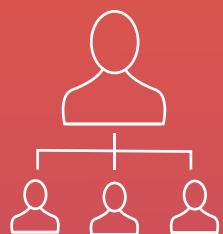


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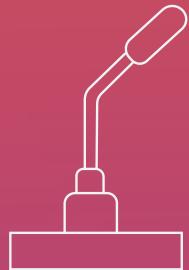
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Delegates



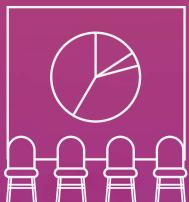
61%

C-Level & Senior Execs



40+

Expert
Speakers

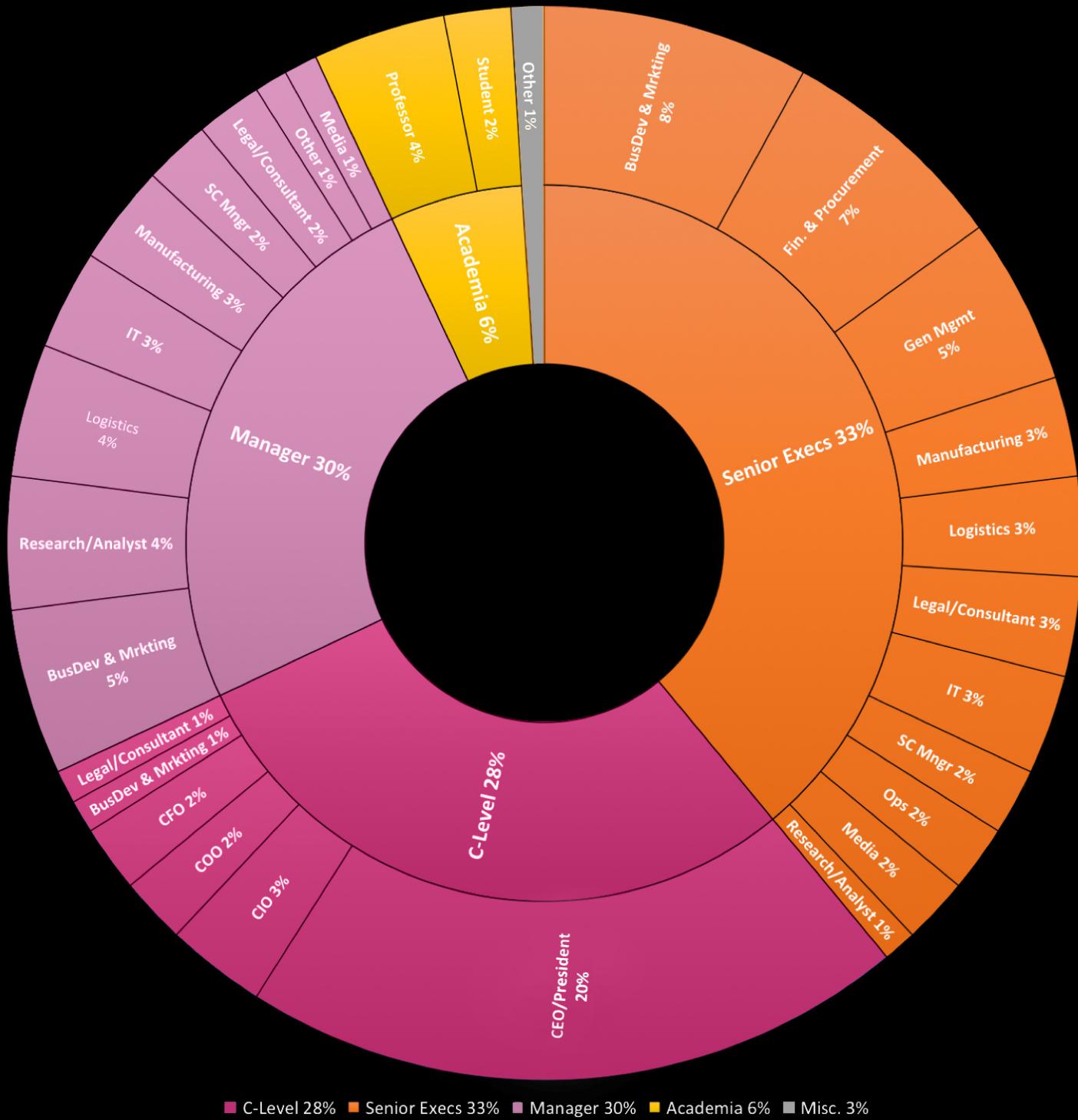


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Panel
Discussions

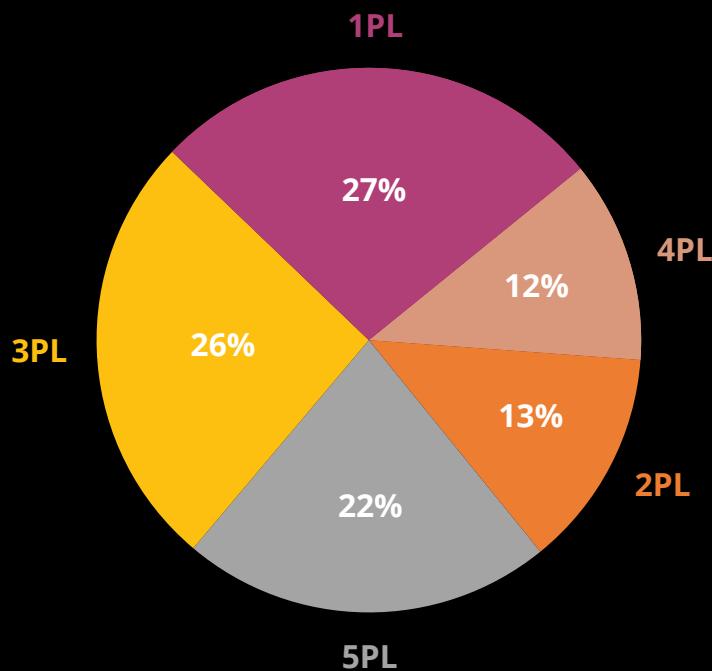


Attendee Breakdown

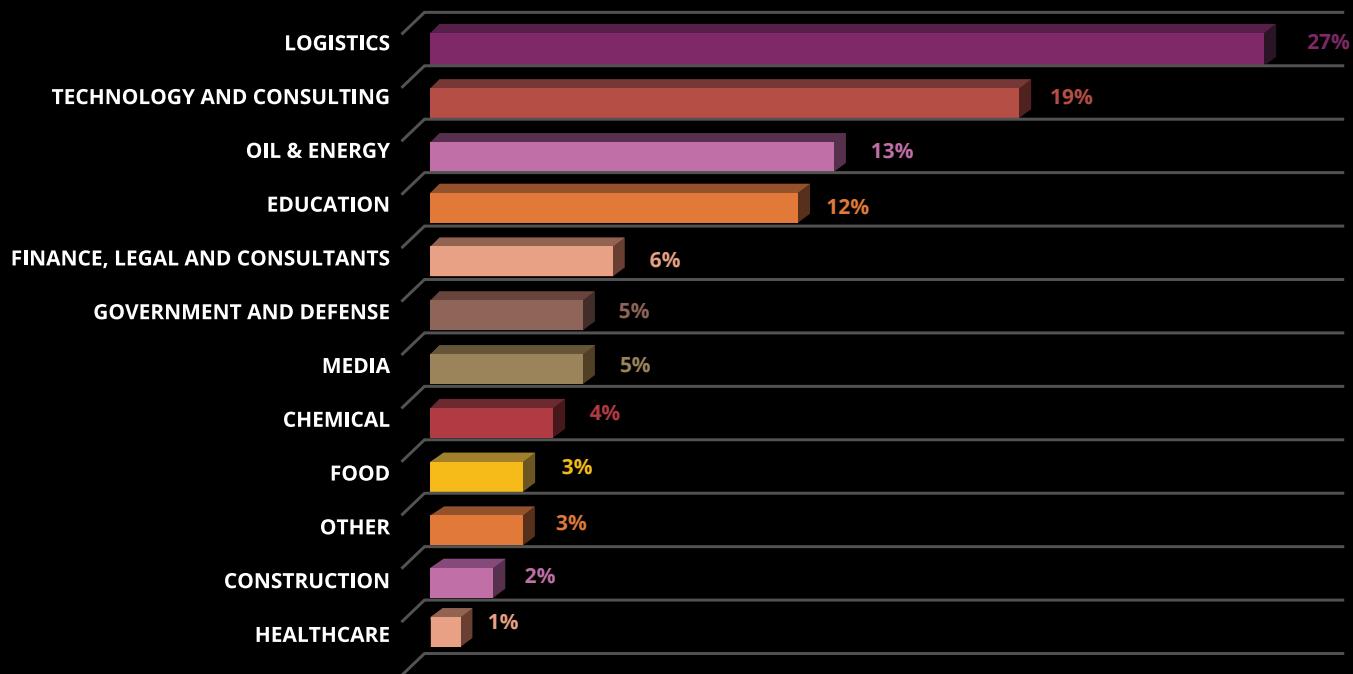


■ C-Level 28% ■ Senior Execs 33% ■ Manager 30% ■ Academia 6% ■ Misc. 3%

Types of Logistics Companies Represented 1PL-5PL



Industries Represented



OVERVIEW

CEOs, global leaders, and supply chain professionals gathered to share their experiences and talk about the extreme complexities of their often outdated technologies and the lack of efficiency in their current supply chain processes. Delegates heard and learned from early adopters who had completed various 'proofs of concepts' (POC's) and discussed their implementation as well as the value they delivered.



*The logos displayed do not imply that the companies themselves endorsed XChain2, simply that representatives from these companies attended XChain2 May, 2018.

PRESENTER HIGHLIGHTS

The conference was emceed by Daryl Price, Senior Regional Client Executive at UNICOM Government and former NFL Player for the San Francisco 49'ers. City of Houston, City Council Member, Amanda Edwards, delivered Welcoming Remarks to open the conference along with Jason Ford, Vice President of Regional Economic Development, Greater Houston Partnership who delivered Welcoming Remarks for the second day. Following Council Member Edwards was Peter Tirschwell, Senior Director of Content, Maritime & Trade, IHS Markit, who helped set the excitement laden, venturing yet pragmatic tone for the rest of the conference.

A continuous theme of collaboration echoed throughout the conference and was demonstrated by numerous partnerships from universities to research institutes to consortiums including the University of Houston (UH) and the U.S. Customs and Border Protection (CBP), Port of Antwerp (POA) and Port Houston (PH), the B-TED network of blockchain research universities as well as numerous others.

Additionally, both the POA and PH, the two largest petrochemical clusters in the world, reinforced a key message of collaboration and demonstrated their strategic partnership. They encouraged the audience to expand their minds regarding data sharing as "Everyday

we see this kind of collaboration lead to innovation," a point noted by keynote speaker, Erwin Verstraelen, Chief Digital and Information Officer, POA.

"Everyday we see this kind of collaboration leads to innovation,"

**-Erwin Verstraelen,
Port of Antwerp**

audience to focus on what can be accomplished by working together with a long-term co-vision in mind.

Nico Wauters, CEO, T-mining, elaborated on three blockchain use cases they are currently testing or piloting at the Port of Antwerp. He further noted that permissioned blockchain technology is already production-ready.

One of the most popular sessions was the Maritime Trade Panel, moderated by Peter Tirschwell. "It's really not about the technology we are trying to use. It's about the business need and the problems we are trying to solve," said Erwin. He further noted, "It's a question of finding common ground and win-win approaches and then we move on."

Michael Shaffner, Director of Operations Planning and Technology, Port Houston, offered his perspective on the avenue for successful blockchain adoption, which he reiterated several times, "What's going to make a terminal operator want to participate in a blockchain is that they get back more information than they put in."



**Amanda Edwards,
Houston City Council Member**



Jason Ford, Vice President of Regional Economic Development, Greater Houston Partnership



Charles Thompson, CIO, Port Houston

Charles Thompson CIO, Port Houston, remarked on what blockchain could offer to participants in the future. "There will be some type of port-based communications. There'll be consortiums that will drive standards and interconnections. We'll come to some point after we come through the Trough of Disillusionment and we'll start to see productized platforms we can take advantage of."

Alexander Varvarenko, CEO, ShipNEXT, shared his view that companies are moving into a cost savings market where supply chains will be able to compete against one another, how in the future those supply chains who do it best will run with the advantage, and how blockchain will be a contributing factor to getting there. Not only that but, "Countries adopting blockchain into their supply chain processes, from a legislation point of view, will be better, safer, and less costly to live in."



Erwin Verstraelen, CDIO, Port of Antwerp

"The key is creating trust. It's a question of finding common ground and win win approaches and then you move on."

- Erwin Verstraelen, Port of Antwerp

Nico further elaborated on how collaboration networks such as blockchain consortiums, can help insure collaborators against the domineering, competitive forces that will emerge more clearly during the age of Artificial Intelligence. He noted that blockchain through its permissioned access property can help counterbalance those effects.



Peter Tirschwell, Senior Content Officer, IHS Maritime & Trade; Erwin Verstraelen, CDIO, Port of Antwerp; Charles Thompson, CIO, Port Houston; Michael Shaffner, Director of Operations Planning & Technology, Port Houston; Alexander Varvarenko, CEO, ShipNEXT; Nico Wauters, CEO, T-mining

"Blockchain is not just here to solve issues in shipping. If you think that then you do not understand how blockchain can work!"

- Vincent Annunziato, CBP

The audience waited in anticipation to hear from Keynote Speaker, Vincent Annunziato of the CBP. His keynote 'A Government Perspective' was introduced by Roderick W. Hudson, CBP's, Area Port Director for both Houston and Galveston entry points. Vincent expressed, "Blockchain is not just here to solve issues in shipping. If you think that then you do not understand how blockchain can work!" He continued by urging the audience to keep up with CBP's POC's and Pilot Projects as they have been heavily trialing and testing blockchain along with other technological applications and platforms.

During the Digital Petrochemical Distribution and Supply Chain Management panel moderated by Dale Tibodeau, Corey Vickers openly spoke about his thoughts for the future growth of blockchain in the petrochemical industry. "It won't be too terribly long before my supply chain base comes to me and says we're a part of this and we would like you to be a part of it as well." Both Balaji Ramakrishnan, and Mark Koeppen echoed Corey's sentiment on the potential of blockchain's optimization, however they differed on the length of time it would take for adoption. Balaji noted that the allocation of resources would change, especially in the back office, which is necessary to fully realize the benefit of a blockchain-based solution. Mark added to the theme of collaboration where he said, "Fundamentally wrapping around a group consortium, whether it's a product or at least an idea, is going to be the key step in order to be able to get to mass implementation and adoption."

"It won't be too terribly long before my supply chain comes to me and says we're a part of this and we want you to be a part of this."

- Corey Vickers, Chevron



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



Roderick W. Hudson, CBP's Area Port Director, Houston & Galveston



Petrochemical Panel

Dr. Dale Tibodeau, Prof of Supply Chain Management, Bauer College of Business, UH; Mark Koeppen, Principal, Deloitte; Corey Vickers, Global Logistics Category Group Manager, Chevron; Balaji Ramakrishnan, Director of Procurement

Krishna Danda talked about the reasons of why GE has an investment division which focuses on various technologies and applications during the Investment in Blockchain Startups panel. "GE Digital's strategy is to work with leading research centers around the world to find out what technologies we can pair off with our business units." Michael Skadden noted, "It has been at a surprising speed at which the courts have recognized blockchain contracts and not had any real problems with them, to my knowledge. One state even now allows blockchain companies, which means everyone else is going to have to do it simply because of competitive reasons."

Jason English, VP of Protocol Marketing, Sweetbridge, gave a presentation on the potential economic impact of blockchain and IoT. His organization focuses on building alliances by promoting open-source protocols and bringing together relevant blockchain stakeholders to help develop the industry. Jason spoke about a very interesting collaboration where a life sciences company is working to automatically identify and classify materials in a way that enables counterfeit detection, quality control, and material provenance detection. He noted, "It's essentially reading, analyzing, and verifying the authenticity of material goods at the point of consumption with the help of blockchain and optical emission spectroscopy. It's a bit like StarTrek."

"It has been at a surprising speed at which the courts have recognized blockchain contracts and not had any real problems with them, to my knowledge one state now allows blockchain companies, which means everyone else is going to have to do it simply because of competitive reasons."

-Michael Skadden, International Tax Attorney



Andrew Bruce, CEO, Data Gumbo; Allison Clift-Jennings, CEO, Filament; Sharon Yin, Digital Currency & Blockchain Attorney, The Yin Law Firm; Krishna Danda, Investor, GE Ventures; Michael Skadden, Tax Attorney

Another great example of collaboration was Blockchain Technology and Ecosystem Design (B-TED), a network of 27 international universities comprising of founding members Georgetown University, University of Houston, and other higher education partners. B-TED's activities focus on providing academic research results to industry members in order to facilitate future innovation in a blockchain-based world. Dr. Shin'ichiro Matsuo, Director, B-TED, made his case by drawing strong parallels, though also noting divergences, between blockchain and the evolution of the internet along with its predecessor to mass commercialization, the research network initiated NSFNET, that laid the groundwork for enabling the DotCom Boom.

"It's essentially reading, analyzing, and verifying the authenticity of material goods at the point of consumption with the help of blockchain and optical emission spectroscopy. It's a bit like StarTrek."

- Jason English, Sweetbridge

Arno Laeven, Digital Strategy and Blockchain Lead, Shell, spoke about the potential of using blockchain in supply chains. "It comes into play because if you can guarantee the authenticity of a digital asset, then there is no difference between the digital representation of a physical asset and the physical asset itself. You can closely connect them together, which is a huge opportunity."

In summary, numerous resounding facts materialized during the conference, including that blockchain is still in its emergence with a plethora of POC's and pilot projects already out there. In addition, it wields tremendous potential to optimize supply chains at large and its main benefit derives from the collaboration of all its participants who collectively operate at something of a higher order. However, as Mark Koeppen from Deloitte noted, "The other thing to think about is taking a look at the operations which are tieing into the Internet of Things or other disruptive technologies because when you start to connect those, that's when you're going to see real disruption and real speed. You're going to see this exponentially grow."

We are delighted to announce that there will be a 2nd XChain2 for Supply Chain & Logistics Forum. The next round of XChain2 speakers will encompass more innovative technologies such as AI and IoE. The aim is to deliver more case studies from end-users and adopted pilot projects to help educate, inspire and address key issues in the marketplace. We look forward to your continued support for the next edition of XChain2.



Arno Laeven, Digital Strategy and Blockchain Lead, Shell



Join us for networking opportunities at the next XChain2

VISITOR TESTIMONIALS

Betty Wentel, Area Seafreight Director, Kuhne + Nagel
"I enjoyed Accenture Labs, Shell, and the POA presentations. The conference was very informative had various examples and perspectives as well as interesting showcases."

Jason Wang, CEO North America, Node Pacific
"My favourite presentation was Data Gumbo's. Would love to support an event like this. Hope there will be an opportunity to collaborate together in the future."

Caroline Devine, Trade and Investment Office, Flanders Investment & Trade
"Very well run with high quality speakers. MC Daryl was great with attendees!"

Lance Sons, IT Executive Director, BDP International
"Definitely appreciate the diversity and perspective on the current and future state of blockchain."

Fillipo Pigatto, Operations, Tricon Energy
"Enjoyed the entire conference, especially when energy producers were involved. Make it a consistent event, perhaps twice a year."

If you would like to receive copies of the presentations or sponsor or speak at the next XChain2 conference, please contact us: contact@blockchainsupplychain.io

We would like to say a special thanks to all of our
supporters and partners for XChain2

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