



27TH EUROPEAN COLD CHAIN CONFERENCE

Don't miss out on this year's agenda-setting meeting.

Anticipation is building for the 27th European Cold Chain Conference. In what is a crucial election year in Europe, GCCA is convening leading executives and influencers from across the continent to reflect on the events and trends that have shaped the cold chain in the past few years. New initiatives will launch that will ensure our industry has impact and influence at the heart of European decision-making.

By Julie Hanson

The Global Cold Chain Alliance (GCCA) will host the 27th European Cold Chain Conference from April 10-12, 2024, in Brussels, Belgium.

At a time of fast-paced change, the European Cold Chain Conference is your opportunity to meet, learn and share experience with fellow senior executives that are facing the challenges head on. With more than 200 executives expected, it really is an event not to be missed.

The European Cold Chain Conference consistently receives outstanding reviews. "What makes a GCCA program unique is

that it is designed by supply chain leaders for supply chain leaders, and we are proud of the unique blend of thought-provoking outside speakers and practical real-world experience that our delegates are exposed to," explains Joris Olbrecht, Europe Council Chairman and owner of Belgium-based cold storage business Jordifrost. "Also, the carefully curated program of presentations, discussions

and networking opportunities in the expo provide a perfect balance between the sharing of new ideas and opportunities to make new contacts to share ideas and solutions. It's also a lot of fun!"

THOUGHT PROVOKING

Conference speakers include:

Celebrated author and adviser to global supply chain businesses and governments **John Manners Bell** will set the context for the event, explaining how the changing geo-political and environmental considerations will shape the next decade for our food and other supply chains.

Global trade expert **Dr. Anna Jerzewska** will provide invaluable insights into how businesses can prepare for the changes that will shape the flow and regulation of trade in and out of Europe in the years ahead. From carbon border taxes to shifting trade alliances, it's a not-to-be missed overview.

Turning high sustainability aspiration into practical plans is a challenge shared by businesses across the cold chain, and **Sofie Lindegaard** from DFDS will explain how they are making that happen across their maritime, transport and warehousing operations.

AGENDA SETTING

With elections and a new Commission taking place in 2024, GCCA Senior Vice President for Global Communications Shane Brennan and guests will share the first-ever cold chain industry manifesto. This new collaboration supported by the GCCA will ensure delegates are ready not just for how changing European policy will affect their business, but also how to influence it.

Georgios Tetradis-Mairis, Head of Research and Development at Nomad Foods, will share the results of a groundbreaking research study. The study's results introduce the possibility of saving energy and reducing emissions from the cold chain, by increasing the temperature in warehouse and transportation of frozen food.

YOUR CONFERENCE YOUR WAY

As well as our top-quality keynote and plenary speaking sessions, we also provide other great ways to get maximum value from the event.

Learning Opportunities

The conference education program will offer parallel sessions focusing on industry innovations, business cases or technological development. Delivered in a workshop format, these sessions are designed to nurture idea sharing and widen perspectives. Topics addressed may include energy management and alternatives, refrigeration technologies, decarbonation, building performance, transport efficiency, cold chain transparency, market analysis and more.





Cold Chain Café

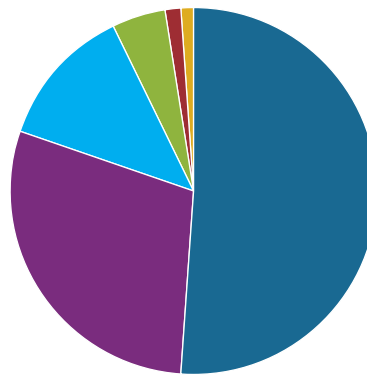
Rated as one of the most impactful features of the education program, the Cold Chain Café is an open forum where attendees can participate in roundtable discussions with their peers on specific topics. It is a unique way of sharing views and triggering new ideas, while strengthening relationships. At the end of the session, groups will share the outcome of their table conversation.

Cold Chain Exhibits

Partnering and working with leading companies in the cold chain industry is essential in providing a complete range of solutions and services to customers. The conference expo will feature the latest technologies, solutions, products and services from some of the most renowned companies in the cold chain industry. The following product categories and services are showcased in the expo:

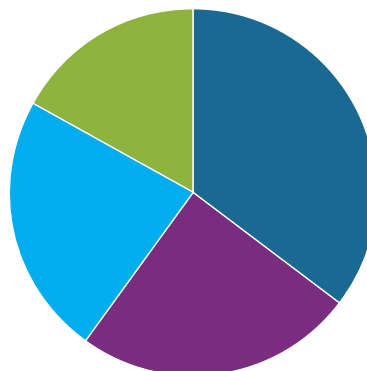
- Automation
- Battery and Power Systems
- Clothing
- Construction, Doors
- Energy Efficiency Solutions
- Fire Prevention
- Flooring
- Insulated Panels
- Lighting
- Material Handling
- Racking/Materials Handling

2023 ATTENDEE DEMOGRAPHICS BY BUSINESS TYPE



- 51% Logistics & Transport
- 29% Equipment & Technology
- 13% Institution
- 5% Construction
- 1% Press
- <1% Food industry

2023 ATTENDEE DEMOGRAPHICS BY FUNCTION



- 23% Executive/CEO, President, Owner
- 35% Executive Team/VP, SVP, C-Suite
- 25% Director
- 17% Manager



LIVE WIRELESS DATA

BUILT-IN BARCODE SCANNER

PRODUCT & AIR TEMPERATURE SENSORS

CONVENIENT DOCKING STATION



Say goodbye to guesswork and hello to reliability! Introducing T Probe, a cutting-edge IoT device that enhances your freezing system. With its state-of-the-art technology, T Probe guarantees enhanced reliability, ensuring every freezing process executes correctly every time.

T Probe is more than just a temperature probe - it's a data powerhouse! In addition to recording product and air temperature, capturing and associating your product's metadata with the built-in barcode scanner is easy, breaking down those data silos and bringing all the crucial information together in one central source.

A Product of



Fort Wayne, IN 46818 • (260) 234-2151 • www.live-wire.com



GLOBAL COLD CHAIN ALLIANCE® ADVOCACY FUND

ADVOCACY | INDUSTRY PROMOTION | RESEARCH | INTERNATIONAL



GCCA STANDS WITH YOU. THE TIME TO ACT IS NOW.

Never before has our industry faced such uncertainty and vulnerability from America's policy makers, both in the White House and in both chambers of Congress. The Administration and Congress represent challenges and opportunities that we will need to face as an industry, together.

The Administration and Congress are considering a wide range of policies that could impact the cold chain in 2024. Key issues:



FARM BILL

- GCCA will be actively engaging with Congress to advance cold chain industry initiatives and priorities.



CLIMATE CHANGE

- Pursuing aggressive policies to address climate change, through both executive action and legislation
- Implementation of the AIM Act to phase down HFCs



TAXES

- Increasing the corporate tax rate, phasing out deductions for pass-through entities
- Raising the top marginal income-tax rate



LABOR

- Strengthening worker organizing, collective bargaining and unions through executive action and legislation such as the PRO Act
- NLRB advancing labor initiatives, like 'micro-unit' organizations and joint employer policies



BURDENSOME REGULATIONS

- Revising EPA's Risk Management Program (RMP) regulation and making additional requirements
- Changes to OSHA's Process Safety Management regulation
- Implementation of FDA's Food Traceability Rule

THERE IS SOMETHING YOU CAN DO.

To learn more about how you can contribute contact
Lowell Randel (lrandel@gcca.org) or visit advocacy.gcca.org.
Visit **ADVOCACY.GCCA.ORG** for more information.



- Refrigeration Equipment
- Roofing
- WMS/TMS Solutions

Facility Visits

Immediately following the educational program on Friday, April 12, a visit will be organized to industrial facilities showcasing innovations in operations, automation, sustainable initiatives and other areas of specific interest to attendees. Registration for this program is required.

Networking and More

The conference offers participants numerous occasions to connect with international colleagues and strengthen existing relationships. Networking functions include group activities, networking breaks, lunches and dinners. Throughout the event, attendees will have additional opportunities to mingle with peers during the Cold Chain Café, expo time and a happy hour.

SPONSORING AND EXHIBITING

The European Cold Chain Conference is a supplier's best venue for reaching temperature-controlled warehousing and logistics executives throughout Europe and beyond. Vendors can increase their brand and visibility at the event through sponsorship that has been designed to spotlight their company

throughout the entire program and exclusively at specific event functions. Exhibiting at the event is a great add-on to showcase the power and benefits of products, technology or services.

Location

The conference will be held at the Marriott Brussels Grand Place Hotel. For more information on the conference visit www.gcca.org/europeancoldchainconference.

For any general, sponsorship or exhibiting inquiries, please contact:
Sharon Mughal Global Business Development Director – smughal@gcca.org @

JULIE HANSON is Europe Director at GCCA.
EMAIL: jhanson@gcca.org

