

Refrigerated food demand rising on rosy global economy Intermodal supply chain to boost efficiency in cold chain logistics

As the global economy picks up, the rising disposable income per capita in North America and Asia is fuelling demand for quality food, offering significant opportunities to service providers of advanced cold chain logistics services and technology. North American freight railway giant CN railway has focused on developing its international intermodal supply chain services in the last several years, taking advantage of cold chain logistics technology to propel the company's growth story in this segment.



CN Senior Vice President, Consumer Product Supply Chain Growth, Keith Reardon confirms that cold chain logistics will remain a focus of development within the industry. CN消費品供應鏈增長部高級副總裁芮基思(Keith Reardon)認為，業界未來將繼續聚焦冷鏈物流技術及發展。

North American ocean freight demand robust

Initially formed by the Canadian government in 1918, and privatized in 1995, CN's business portfolio is comprised of a transcontinental railway, intermodal services, freight forwarding, customs services, warehousing and distribution. The company's acquisition of Illinois Central Railway in 1998 allowed CN to connect a predominantly Canadian rail network with an American one creating a three-coast railway connecting important ports on the Atlantic Ocean, Pacific Ocean and the U.S. Gulf.

CN's Senior Vice President, Consumer Product Supply Chain Growth, Keith Reardon said in a Hong Kong Trade Development Council (HKTDC) interview that the company posted double percentage growth as a result of the rising consumer and industrial demand in the U.S. and Canada. Various North American ports such as Vancouver, Prince Rupert and Montreal have logged a hike in ocean freight shipping volumes to the U.S. Midwest via CN's international intermodal supply chain solutions. Asia-bound ocean freight also gained inroads due to strong demand for North America's exports.

"Over the last three to four years, ocean freight liners have continued to augment their fleets, increase their freight volumes or opt for larger vessels. This not only led to a rise in the handling capacity of the container ports that serve them but also encouraged us to expand our intermodal supply chain services." To meet the development of ocean freight logistics between the U.S. Midwest and Asia, expansion work at the Port of Prince Rupert and Port of Vancouver was completed at the end of 2017 and at the beginning of this year respectively. The increase in the annual handling capacity of the Port of Prince Rupert is opening more doors for CN, especially as shippers learn that cargo going

through the Port of Prince Rupert rather than the Ports of Los Angeles or Long Beach can reach Chicago three days earlier.

Disposable income rise to drive quality food demand

"The population boom, economic growth and rising disposable income in the U.S. Midwest are fuelling demand for consumer goods, especially consumer electronics products," said Reardon, noting the situation is similar in Asia. "As people in Asia pursue better lifestyles, they are willing to spend more on quality food such as premium meat products, poultry, fruit and seafood from North America."

Refrigerated and frozen goods transportation is generating greater demand for cold chain logistics. Such perishable goods require a low-temperature environment to stay fresh. This is when cold chain comes into play. While sophisticated automation controls the real-time temperature from production to warehousing, transportation and sales, the use of advanced technology and facilities in cold chain logistics promise a controlled environment throughout the entire process with additional efficiency and increased safety.

Reardon added that the company's cold chain logistics technology provides uninterrupted electricity supply and desired temperatures for 17 refrigerated cargo containers (per Genset) while in the controlled environment of an ocean container. Currently, CN has a total of 69 "IntelliGEN" generators providing capacity for over 1,000 reefer units at any one time on our rail network. CN is also very proud of its 24/7 reefer team which utilise CN's proprietary technology to monitor the health and safety of our complete cold supply chain.

Asia's growth potential on the rise

To serve international customers better and gain accurate insights into Asian customers' needs, CN set up a regional headquarters in Shanghai in 2004 to work even more closely with existing CN representatives in Hong Kong, Taiwan, Japan and South Korea. Over the last 6 years, CN has continued to build its network, adding people and offices in Singapore, Vietnam and India who work to coordinate business development and supply chain initiatives in Asia.

"Along with our Asian team on the ground, my colleagues and I dedicate several weeks in Asia each year, learning from strategic partners and customers alike on the latest market trends as well as customer needs to formulate appropriate services," Reardon said. "In recent years, cold chain logistics has been one of the major innovative services which can meet the market needs in the region." He emphasised that cold chain management is critical to the shipping of refrigerated goods, which are typically more valuable and highly service-sensitive. As such, customer

全球經濟向好 冷凍冷藏食品需求增 多式聯運供應鏈 助推冷鏈物流效

requirements and needs must be clearly understood. "The industry faces a myriad of challenges. For instance, customer expectations for cold chain logistics are higher and the variety of goods is becoming increasingly diverse. Safer, more efficient and tailored cold chain logistics solutions are indispensable." Adding, Asia's demand for quality Canadian: beef, pork and seafood continues to show significant demand growth.

For the last 10 years or so, Reardon noted, Hong Kong has been playing a vital role in facilitating development for the logistics industry as Asia's logistics hub where a number of multinationals

have regional offices. He pointed out that the HKTDC's Asian Logistics and Maritime Conference (ALMC) provides tremendous opportunities for exchanging market intelligence and meeting industry players from around the world. Cold chain logistics will remain a focus of development within the industry, he concluded.

Reardon will attend the thematic forum "Don't Get Left Out in the Cold: Winning @ Cold Supply Chain Logistics" and share his global cold supply chain experience and best practices with industry peers.

全球經濟持續向好，北美及亞洲消費者人均收入增加，帶動對優質食品需求的上升，因而令擁有先進冷鏈物流技術的服務供應商受惠。北美鐵路貨運企業加拿大國家鐵路公司(CN)在過去3年，專注發展國際多式聯運供應鏈，尤其善用冷鏈物流科技，令業務得以持續擴張。

北美遠洋貨輪運量提振

CN於1918年由加拿大政府成立，於1995年私有化。CN的業務範圍包括橫貫北美大陸的鐵路、多式聯運、貨運代理、報關代理、倉儲和配送等。1998年CN收購伊利諾伊中央鐵路公司(Illinois Central Railway)，在加拿大佔據優勢的鐵路網絡與美國鐵路公司的網絡連接起來，使其覆蓋三大海岸，直通大西洋、太平洋及墨西哥灣的重要港口。

CN消費品供應鏈發展高級副總裁芮基思(Keith Reardon)接受香港貿發局訪問時表示，公司業務在美國及加拿大消費和工業需求增長的帶動下，呈現百分比倍增的局面。多個北美港口，如溫哥華港、魯珀特王子港及蒙特利爾港等，遠洋貨輪運量大增。這些貨物都通過CN的國際多式聯運供應鏈服務，運送至美國中西部市場。另外，北美往亞洲的出口亦有顯著增幅，進一步帶動前往亞洲的航運物流。

「過去3、4年，貨櫃船運公司不斷增加旗下船隊的數目、提升貨運量，或是轉用更大型的貨輪，令為其服務的港口貨櫃吞吐量上升，同時也促使我們擴展多式聯運供應鏈服務。」為滿足往來美國中西部及亞洲的遠洋航運物流發展，魯珀特王子港及溫哥華港貨櫃碼頭，分別於2017年底及今年初完成擴建。魯珀特王子港年貨櫃吞吐量處理能力的提高，為CN鐵路帶來更多貨源，尤其是當貨主了解在魯珀特王子港中轉，比在美國洛杉磯或長灘港中轉到芝加哥，可節省三天時間的情況之後。

人均收入增長促進優質食品需求

「以美國中西部來說，受惠於人口增加、經濟利好及人均收入增長，帶動對消費品需求的增加，尤其是電子消費品。」芮基思介紹說，亞洲情況也很相似：「隨著亞洲人追求更加優質的生活方式，他們願意更多花費購買優質食品，比如來自北美的肉類、家禽、水果、海鮮等。」

這類冷藏及冷凍食品的運輸，更進一步推動對冷鏈物流的需求。易腐食品需要低溫環境保持其新鮮度，冷鏈物流的作用就在於此。從生產、倉儲，運送到銷售等各個環節，實時溫度監控由自動化系統控制，配合先進技術及設備，冷鏈物流

確保運送過程始終處於嚴格的溫控之下，提高整個過程的效率及安全性。

芮基思補充道，CN的冷鏈物流技術，一台動力發電機組能同時為遠洋公司的17個冷藏貨櫃供電，並確保持續供電及所需溫度。目前，CN擁有69台動力冷藏箱發電機組，可以同時為鐵路網絡的1000多個冷藏貨櫃無間斷地提供運力。CN冷櫃團隊提供24/7客戶服務，利用公司特有的技術，監控冷鏈全程運輸的食品健康和安全性，使團隊倍感自豪。

亞洲市場見增長潛力

為深入了解亞洲客戶的需要，提供更準確合適的服務，CN早於2004年起，在上海設立亞洲區總部，與香港、台灣、日本和韓國的代表更密切地工作。在過去6年裏，CN繼續發展壯大，相繼在新加坡、越南及印度開設辦公室，協調在亞洲的發展，並推動供應鏈運輸業務。

「我和我的同事每年都到亞洲做幾星期訪問，並與亞洲團隊一起，向戰略合作夥伴及客戶了解最新市場趨勢及客戶需要，以便提供妥貼的服務。」芮基思說道，「近幾年來，冷鏈物流是主要的創新服務，它能夠滿足亞洲區的市場需求。」他還強調，冷鏈管理是運輸冷凍產品的關鍵，這是由於該類貨物貨值高，服務敏感性強。所以，必須清楚了解客戶的運載細節及需要，「業內面臨各種各樣的挑戰，例如客戶對冷鏈物流要求日漸提高，貨物種類亦愈來愈多，更安全、高效及度身訂造的冷鏈物流方案是不可或缺的。」他續指，亞洲對加拿大優質牛肉、豬肉和海鮮，呈現出旺盛的需求。

芮基思表示，過去十多年來，香港一直在推進物流業發展扮演重要角色，尤其不少國際企業在香港設立地區辦事處。他同時指出，由香港貿發局主辦的「亞洲物流及航運會議」(ALMC)，為世界各地業內人士提供會面及交流的機會。他最後總結，冷鏈物流將繼續成為行業發展的主要焦點之一。

芮基思將參加專題為「勿失涼機：勝券在握@冷凍供應鏈」論壇，與業界分享他在冷凍供應鏈方面的經驗和最佳實踐。

Find Keith at :

**Regional Forum -
Don't Get Left Out in the Cold :
Winning @ Cold Supply Chain
Logistics**

Date : 21 Nov (Wed)

Time : 11:15 – 12:45

Venue : Room A