

Milano, 12 febbraio 2014

**Circolare n. 048/14**

Alle Aziende Associate

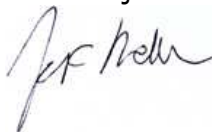
**Loro Sedi**

**Oggetto: ECSLA (European Cold Storage Logistics Association) cold chain logistics conference & trade show - Maastricht (Paesi Bassi), 23-26 febbraio 2014**

Facciamo seguito alla nostre precedente circolare n. 350/13 per trasmettere in allegato il programma definitivo e le modalità di adesione alla manifestazione in oggetto.

Distinti saluti.

Il Segretario Generale  
Jean-François Daher



**ASSOLOGISTICA - LA RIPRODUZIONE TOTALE O PARZIALE E' CONSENTITA ESCLUSIVAMENTE ALLE IMPRESE ADERENTI AD ASSOLOGISTICA**



# ECSLA

European Cold Storage and Logistics Association

## Maastricht 2014

**COLD CHAIN LOGISTICS CONFERENCE & TRADE SHOW**  
23-26 February 2014



# General information

## Meeting rooms

The main conference session takes place in the Céramique II & III rooms. On the ground floor of the hotel.

## Attire

Sunday dinner:	casual
Monday/Tuesday meetings:	business/business casual
Monday dinner:	business/business casual
Wednesday:	casual/business casual

## Participant badge

Please wear your name badge during all meetings and other activities as it may help establish contacts and facilitate communication

## Monday dinner

Monday dinner is at the Caverne de Geulhem. Prior to dinner there is a reception in the caves. Departure at 18.30 from the lobby. The reception starts at 19.00 and dinner at 20.00.

## Certificate

On request, warehouse operators who have participated in the full two-day programme can receive a certificate of attendance. Please contact Christine Weiker (c.weiker@ecsla.eu) within 1 month after the programme.

## Evaluation online

We require your input as a participant so that we can continue to improve the quality of the conference. We also appreciate your ideas on subjects that could be presented in the future and therefore we will ask you to fill out an online evaluation form. We will forward a link shortly after the conference.

## Hotel bill

Unless something was agreed with you, you will pay your own hotel room as well as other costs you make during your stay (e.g. snacks, drinks, telephone, parking etc.), when you check out. The meals indicated in the programme will be paid by ECSLA.

## Taxi

At the end of the conference many participants have to arrange a return trip to Maastricht-Aachen airport, Amsterdam Schiphol airport or Maastricht Central station. Of course the staff of the Crowne Plaza will be happy to arrange a taxi for you.

You may also call, ideally the day before, the company that has executed the ECSLA pick-up service on Sunday/Monday which is XXX (tbc)

Indicated rates per taxi: 1-2 persons XXX, 4 persons XXX, 7 persons XXX

Please indicate the group size when contacting them.

**During the conference, ECSLA staff can be reached on the following mobile phone number:**

**+32 498 11 79 31**

# Meeting Agenda

**Sunday 23 February 2014**

**Check in:**

**CROWNE PLAZA MAASTICHT**

Ruiterij 1  
6221 EW Maastricht  
The Netherlands

General Phone: +31 (0)43 350 91 91  
Fax: +31 (0)43 350 91 92  
Website: <http://www.crowneplazamaastricht.com>  
Email: [cpmaastricht@bilderberg.nl](mailto:cpmaastricht@bilderberg.nl)

Group manager: Ms. Marion Severeijns

**Trade Show:**

***Trade show participants set up trade show***  
**12.00 - 18.00** Location: *Céramique I & Lobby*

**Board Meeting:**

***ECSLA Board Meeting (Board Members only)***  
**16.00 - 18.00** Meeting Room: *Pomerol*

**Dinner:**

***ECSLA informal dinner (All welcome)***  
**19.00** *Departure to restaurant from hotel*  
**19.30** *Dinner, Restaurant Petit Bonheur*



# Meeting Agenda

## Monday 24 February 2014

**Registration:** 07.00-18.00  
*Location: Foyer*

**Tradeshow:** All day  
*Location: Céramique I & Foyer*

**Plenary meeting:** 09.30 - 17.30 (All welcome)  
*Location: Céramique II & III*

**09.30** **Welcome & Introduction**  
Derk van Mackelenbergh, ECSLA President  
Christine Weiker, ECSLA Secretary General

**Session 1:** **Fire & Ice**  
09.45 - 13.00

**09.45** ***Member case study on a fire: From theory to reality***  
Vincent Kirkklar, Development & Property Manager, STEF

**10.30** ***An insurance company “take” on fire management and risk***  
Menno Sombroek, Managing Director, Meeùs

**11.00** **Coffee break/ Trade Show**  
*Location: Céramique I & Foyer*

**11.30** ***Fire and fire risk management***  
Tom de Nooij, CFPS, Managing Consultant, Risiconet

**12.00** ***Solution presentation***  
Frank Siedler, Wagner

**12.30** ***Solution presentation***  
XXX, Tyco

**13.00** **Lunch buffet/Trade Show**  
*Location: Céramique I & Foyer*

# Meeting Agenda

## Monday 24 February 2014 (cont'd)

### Session 2:

**“Flogging a dead horse!” How the EU horsemeat scandal rocked markets and regulatory control**

**14.30 - 17.00**

**14.30**

***What went right in the horsemeat scandal?***

**John Barnes**, Head of Local Delivery, *UK Food Standards Agency tbc*

**15.00**

***The market impact of the EU horsemeat scandal: what happened and where are we today?***

**Steve Osborn**, Business Innovation Manager, *Leatherhead Food Research*

**15.30**

***How the EU works: An A, B, C for the busy executive***

**Eamonn Bates**, Managing Director, *Eamonn Bates Europe*

**16.00**

***Coffee break & Trade Show***

**16.30**

***The EU regulatory response to food control***

**Eric Marin**, Deputy head of unit, Unit safety in the food chain, *DG SANCO, European Commission*

**17.00**

**Keynote address: *Rebuilding consumer confidence in the food chain in Europe***

**Martijn Weijtens**, Director of the Food Quality *Department of the Ministry of Economic Affairs of the Netherlands*

**17.30**

**End of session**

### *Evening programme:*

**18.30**

**Departure for Gala Dinner**

Location: Main entrance hotel

**19.00**

***Reception***

Location: Caverne de Geulhem

**19.30**

***Gala dinner & awards ceremony***

Location: Caverne de Geulhem

**22.30**

**Departure for hotel**

Location: Main entrance restaurant

# Meeting Agenda

## Tuesday 25 February 2014

- Tradeshow:** 08.00—14.00  
*Location: Céramique I & Foyer*
- ECSLA AGM:** 09.00—09.45 (members only)  
*Location: Céramique II & III*
- Session 3:** **The world without F-gases**  
09.45 - 13.00  
*Location: Céramique II & III*
- 09.45** *Main elements of the new F-gases legislation—implications for ECSLA members*  
Christine Weiker, Secretary-General, ECSLA
- 10.15** *The Member State perspective on the F-gases legislation*  
Herman Walthaus, Coordinator non-CO2 greenhouse gasses, Ministry of Infrastructure and Environment of the Netherlands
- 10.45** **Coffee break/ Trade Show**  
*Location: Céramique I & Foyer*
- 11.15** *The member perspective: an alternative system to F-gases*  
Derk van Mackelenbergh, Eurofrigo
- 11.30** *The future of refrigeration*  
Eric Delforge, Mayekawa/International Institute of Refrigeration
- 12.00** *An introduction to the Global Cold Chain Alliance (GCCA)*  
Corey Rosenbusch, President, Global Cold Chain Alliance
- 12.30** **Lunch buffet & Trade Show**  
*Location: Céramique I & Foyer*
- Strategy session:** 14.00-17.00  
*Location: Céramique II & III*
- 14.00** **Strategy session (members only)**
- 15.30** **Coffee break/Trade Show**  
*Location: Céramique I & Foyer*
- 16.00** **Strategy session (members only)**
- 17.00** **End of session**

# Meeting Agenda

## Tuesday 25 February 2014 (cont'd)

### *Parallel Tourism programme:*

**14.00-17.00**                      **Tourism (non-members participants)**  
*Location: Casemates*

### *Evening programme:*

**17.00**                                ***Free evening***

**19.00**                                ***Corporate members dinner (corporate members only)***  
Reception & dinner  
*Location: Harry's restaurant, Beaumont hotel*

## Wednesday 26 February 2014

### *Facility visit:*

**08.30 - 12.30** (all welcome)  
*Location: FRIGOLOGIX Lommel*

**09.00**                                Facility visit at **FRIGOLOGIX Lommel**

**11.30**                                **Bus back to Maastricht**

**12.30**                                **End of conference**



# Gala Dinner Location

**Monday 24 February 2014**

## **Caverne de Geulhem**

The gala dinner will take place in a very special location. We have arranged the caves of the Caverne de Geulhem as your dinner location for this year. Located in the 'garden of Maastricht' these atmospheric marl caves were created 120 million years ago by a shallow subtropical sea. The caves are 30 meters below the surface, fitted with under floor heating and lit by candle light.

We have a fun evening for you in store with culinary delights, musical surprises and an awards show honoring several members that have significantly contributed to ECSLA in the last year(s).

Details:

Departure from the hotel to the caves by bus: 18.30

Departure from the caves to the hotel by bus: 22.30

Dress code: business formal



# Tourism Programme

Tuesday 25 February 2014

## Discover Maastricht!

Welcome to Maastricht, one of the oldest cities in the Netherlands – a city that has ripened well with age, like good wine, with complex and lively cultural overtones added over centuries by the Romans, Germans and French. This rich cultural palette is the secret behind the city's attractiveness, drawing visitors to the historic city centre and a wealth of museums and festivals – making each visit a fascinating new experience.

We hope you will enjoy Maastricht!

The ECSLA team

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## Casemates and air-raid shelter

On the western side of Maastricht, a 14-kilometre long system of brickwork tunnels was built in the 16th century. The soldiers in these tunnels 'listened' to find out whether the enemy was trying to undermine the defensive works, and then began a counter-attack from underground. During the tour, your guide will explain why this network of tunnels was built and how it was used then and in more recent history.

You will also visit the exhibition on two periods in which they served as a shelter: the Second World War and the Cold War. Photographs, original posters, and installations create an ambience that takes you back to those often fearful and oppressive times, but which at times also bring a smile to your face and make you think.

### Extra information:

Not accessible for wheelchair users or visitors with limited mobility.

Ceilings are low. Max. 50 participants.



# Getting to Maastricht

## Transport options

### Hotel address:

**Crowne Plaza Hotel Maastricht**  
Ruitersij 1  
6221 EW Maastricht  
T. 043 350 91 91  
F. 043 350 91 92  
E. [cpmaastricht@bilderberg.nl](mailto:cpmaastricht@bilderberg.nl)



### By plane:

#### Maastricht- Aachen airport:

Maastricht-Aachen airport is served by flights from London-Stansted, Porto, Alicante, Milan-Bergamo, Girona and Tenerife. The airport is located about ten kilometres from the city centre. There is an airport shuttle, a regular bus service and a taxi stand. The price of a taxi to Maastricht is around 25 euros.



#### Address airport:

Maastricht-Aachen Airport  
Vliegveldweg 90 (A2 Motorway), Maastricht Air-  
port.

Informatie T +31 (0)43 358 98 98

E-mail: [info@maa.nl](mailto:info@maa.nl)

Internet: [www.maa.nl](http://www.maa.nl)

#### Amsterdam airport:

Amsterdam-Schiphol airport is the main airport in the Netherlands and is served by flights from all over the world. The airport has a direct train connection to Maastricht Central Station (2 times per hour). The train journey takes around 2,5 hours. Train tickets can be bought in the arrival hall of the airport at the “NS” counter (Dutch railways).

#### Other airports:

Maastricht is also reachable from other European airports such as Brussels airport, Dusseldorf airport, Cologne airport and Frankfurt airport. If you need more information on how to get to Maastricht from these airports please do not hesitate to contact us.

# Getting to Maastricht

## Transport options

### By train:

Maastricht is easily reachable by train. Maastricht Central Station has direct train connections to the main cities in the Netherlands. Schiphol airport can be reached with a quick and easy switch in Utrecht. There is also a direct train to Liege in Belgium from where fast trains can be taken to anywhere in Belgium, the Thalys to Paris and the ICE train towards Frankfurt.



More information about the train connections can be found on the website of the Dutch railways: <http://www.ns.nl/en/travellers/home> and for international train connections: <http://www.nshispeed.nl/en>.

### By car:

#### Coming from the North (Netherlands):

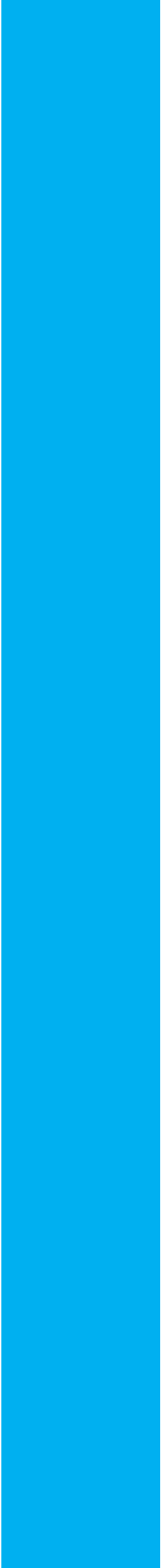
Drive to the end of highway A2 Maastricht direction Luik. Turn to the right at the 1st traffic light. At the 2nd traffic light, turn to the left, onto the Fransiscus Romanus Street. You follow this road approximately 1 kilometer (you will pass the large Media Market store). At the end of this street turn left onto the Wilhelminasingel. Turn right at the first traffic light after approximately 500 meters. Drive straight on in the residential area until arriving at the Luna Rossa ice cream shop. Here, turn sharply to the left and then turn afterwards to the right to arrive at the hotel.

#### Coming from the East (Germany):

From the direction of Cologne take the A4 highway towards Aachen. After crossing the border into the Netherlands take the A76. After 8 KM follow the signs for A79 towards "Valkenburg/Maastricht". This road will merge into the A2 highway. Turn to the right at the 1st traffic light. At the 2nd traffic light, turn to the left, onto the Fransiscus Romanus Street. You follow this road approximately 1 kilometer (you will pass the large Media Market store). At the end of this street turn left onto the Wilhelminasingel. Turn right at the first traffic light after approximately 500 meters. Drive straight on in the residential area until arriving at the Luna Rossa ice cream shop. Here, turn sharply to the left and then turn afterwards to the right to arrive at the hotel.

#### Coming from the South (Belgium):

Highway A2 Luik direction Maastricht. Take the exit for Cadier & Keer/Vaals. After the exit turn immediately to the right, (so do not go to the left direction Cadier & Keer/Vaals). Then drive straight on (John F. Kennedy Singel) a.o. along the MECC Congress Centre. Take the first exit to the right (Renier Nafzger street) and then turn right at the roundabout. Follow the Avenue Céramique. At the 2nd traffic light turn to the left. Drive straight ahead in the residential area until you arrive at the Luna Rossa ice cream shop. Here, you turn sharply to the left and then turn afterwards to the right to arrive at the hotel.



## Hotel booking form

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### Personal details

Family name		First name	
Salutation	<input type="checkbox"/> Prof <input type="checkbox"/> Dr <input type="checkbox"/> Mr <input type="checkbox"/> Mrs <input type="checkbox"/> Ms	Initials	
Organization/ Company		Title/Position	
Address		City	
Country		Zip code	
Phone		Mobile	
Email		Fax	
Date of arrival		Date of depart.	

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### Room details

**Hotel Crowne Plaza Maastricht\*\*\*\*\*** [www.crowneplazamaastricht.com](http://www.crowneplazamaastricht.com)

- |                          |                                  |          |
|--------------------------|----------------------------------|----------|
| <input type="checkbox"/> | Standard single room             | € 129,00 |
| <input type="checkbox"/> | Standard double room             | € 149,00 |
| <input type="checkbox"/> | Single room - view on river Maas | € 159,00 |
| <input type="checkbox"/> | Double room – view on river Maas | € 179,00 |
| <input type="checkbox"/> | Executive room single use        | € 159,00 |
| <input type="checkbox"/> | Executive room double use        | € 179,00 |
| <input type="checkbox"/> | Junior Suite single use          | € 199,00 |
| <input type="checkbox"/> | Junior Suite double use          | € 229,00 |

*Prices incl. breakfast, wifi and residence tax.*

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### Payment details

Reservations will only be effective on receipt of a valid credit card guarantee or full prepayment of the booking in Euros.

Card type	<input type="checkbox"/> Amex	<input type="checkbox"/> Visa	<input type="checkbox"/> MasterCard	<input type="checkbox"/> Other
Card holder	Please specify			
Card number				
Expiry date (mm/yy)	CVC code	(last 3 digits)		

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### Cancellation Policy

Rooms can be cancelled without any costs until 4pm the day before arrival. In case of cancellation after 4 pm the day before arrival, the guest is obliged to pay 100% of the total reservation value. In case of no-show or early departure the total or remaining reservation value will be charged.

**Please return to:**

**Groups reservation department of hotel Crowne Plaza Maastricht**  
Fax +31 (43) 350 9194 / Email: [cpmaastricht.reservation@bilderberg.nl](mailto:cpmaastricht.reservation@bilderberg.nl)  
After this date we will handle the forms based on availability.

**Deadline for reservation: February 14, 2014**

## DELEGATE REGISTRATION FORM

### 17<sup>th</sup> EUROPEAN COLD CHAIN LOGISTICS CONFERENCE FEBRUARY 24-26, 2014 / MAASTRICHT – THE NETHERLANDS

Delegate 1 Last name : \_\_\_\_\_ First name \_\_\_\_\_

Company: \_\_\_\_\_

Street : \_\_\_\_\_ Zip code : \_\_\_\_\_

City : \_\_\_\_\_ Country : \_\_\_\_\_

Email address: \_\_\_\_\_

Delegate 2 Last name : \_\_\_\_\_ First name \_\_\_\_\_

Special dietary requirements : \_\_\_\_\_

#### **Hotel reservations**

The conference is held at the Crowne Plaza Maastricht. For reservations, please download the special reservation form from the ECSLA website and email it to [cpmaastricht.reservation@bilderberg.nl](mailto:cpmaastricht.reservation@bilderberg.nl) or fax to +31 43 350 91 94.

#### **Delegate Registration**

	Member	Non-Member	
<input type="checkbox"/> x ... Registration Monday & Tuesday	€ 698	€ 798	€ _____
<input type="checkbox"/> x ... Registration Monday only (incl. dinner)	€ 549	€ 599	€ _____
<input type="checkbox"/> x ... Registration Tuesday only	€ 249	€ 299	€ _____

*Registration includes participation in business & social functions. Registrations cancelled after February 10 are charged 50% of the registration fee. There is no charge for substitutions. No-shows will be charged the full registration fee. All rates excl. VAT\**

#### **Event registration**

<b>Sun February 23</b>	<b>Informal dinner</b>	<b>Price/# persons</b>	
19.00 – 21.30	ECSLA informal dinner at Petit Bonheur	à € 50 x ...	€ _____
<b>Mon February 24</b>	<b>Day 1 – Conference, Trade Show &amp; Gala Dinner</b>		
08.30 – 09.00	Welcome coffee & Trade Show		
09.00 – 12.15	Conference session I		Included
12.15 – 14.00	Lunch buffet in exhibition area & Trade show		Included
14.00 – 17.00	Conference session II		Included
19.00 – 22.30	Reception & Gala Dinner	Free x ...	<input type="checkbox"/> Yes <input type="checkbox"/> No
		<b>Subtotal</b>	€ _____

*Continue on next page*

**Please send this form to +32 2 286 9495 (fax) or [c.weiker@ecsla.eu](mailto:c.weiker@ecsla.eu)**

**Event registration**

<b>Tue February 25</b>	<b>Day 2 – Conference, Trade Show, Strategy &amp; Sightseeing</b>		
08.00 – 08.30	Trade Show		
08.30 – 09.15	ECSLA General Assembly ( <i>Members only</i> )		
09.15 – 12.30	Conference Session III		Included
12.30 – 14.00	Lunch buffet & Trade Show		Included
14.00 – 17.00	ECSLA Strategy Meeting ( <i>by invitation only</i> )	<b>Free x ....</b>	<input type="checkbox"/> Yes <input type="checkbox"/> No
14.00 – 17.00	Sightseeing: Casemates and air-raid shelter	<b>à € 25 x ....</b>	€ _____
19.00 – 22.00	Corporate member council & dinner	<b>à € 60 x ....</b>	€ _____
<b>Wed February 26</b>	<b>Facility visit(s)</b>		
08.30 – 12.30	Half day facility visit(s) incl. lunch	<b>à € 39 x ....</b>	€ _____
		<b>SUBTOTAL</b>	€ _____

**Spouse Registration**

Last name : \_\_\_\_\_ First name : \_\_\_\_\_

<b>Sun February 23</b>	Informal dinner at Petit Bonheur	<b>à € 50</b>	€ _____
<b>Mon February 24</b>	Reception & Gala Dinner	<b>à € 85</b>	€ _____
<b>Tue February 25</b>	Sightseeing: Casemates and air-raid shelter	<b>à € 25</b>	€ _____
<b>Tue February 25</b>	Corporate member council dinner	<b>à € 60</b>	€ _____
<b>Wed February 26</b>	Facility visit(s)	<b>à € 39</b>	€ _____
		<b>SUBTOTAL</b>	€ _____

 We are a VAT registered company and subject to reverse charge procedure\* reverse charge  
 Our VAT number is: \_\_\_\_\_

 We are a Belgian company and subject to 21% VAT\* € \_\_\_\_\_  
 Our VAT number is: \_\_\_\_\_

 I am a private person and thus subject to 21% Belgian VAT\* € \_\_\_\_\_

**TOTAL REGISTRATION FEE** € \_\_\_\_\_

\*ECSLA activities are subject to Belgian tax law; services delivered to other EU countries and non EU countries are VAT exempt under article 21 §2 code VAT (so-called reverse charge procedure). Services within Belgium are subject to 21% VAT.

**Payment**
 Please send us an invoice. Our registration is valid only after transfer of participation fee

Signature \_\_\_\_\_