

CASE STUDY

WHO WE ARE

The Connected Places Catapult (CPC) is an independent, trusted, expert broker operating at the intersection between the public and private sectors and between local, regional and national decision making. We promote UK innovation and broker relationships between government, academia and industry providing support and solutions for innovators to commercialise their projects and research. With our deep expertise in technology, we bridge the gap between buyers, suppliers, innovators and industry. Our agile approach enables us to convene our partners to act rapidly to create new market collaborations responding to public funders and industry needs. We boost demand for innovation to unlock wider economic and environmental benefits.



Our collaborative partner said

We were delighted to bring one of Europe's largest freight and logistics events, IPIC to the UK. Freight and logistics impact on almost all aspects of our modern interconnected lives and changes in the political landscape of Europe will only make novel approaches which increase efficiency, sustainability and improve collaboration more important. The novel approach of the Physical Internet has the potential to revolutionise the sector.

Fernando Liesa – Secretary General, Alliance for Logistics Innovation through Collaboration in Europe (ALICE)

CATAPULT
Connected Places

Bringing together an international community for Europe's largest Physical Internet Freight & Logistic conference

Positioning the UK as a centre for international freight

Challenge

Showcasing UK expertise in freight and logistics to a global audience.



IPIC 2019 | 6th International Physical Internet Conference | London

8th July to 11th July 2019

Church House Westminster, Deans Yard, Westminster, London SW1P 3NZ



Solution

As part of their international engagement strategy The Department for Transport (DfT) secured the opportunity to host the 6th International Physical Internet Conference (IPIC 2019) '*Bringing Physical Internet to Life*' in the UK. This annual conference is a flagship event for the Brussels based Alliance for Logistics Innovation through Collaboration in Europe (ALICE). The event, which has previously taken place across Europe, attracts high-level attendees from government, academia and industry.

The Physical Internet concept takes freight and logistics services and aims to make them as accessible and connected as information and services are over the internet. This represents a huge opportunity for the sector to improve efficiency and sustainability through connected, interoperable and shared uses of resources and assets on a massive scale, whilst addressing the challenge of decarbonisation.

The IPIC event was the perfect vehicle to showcase UK expertise to a global audience at the height of Brexit. The CPC marketing and events team have extensive experience organising and participating in events in the UK and abroad. DfT commissioned the CPC team to organise, deliver and host this international event. A pre-conference ALICE Annual Meeting was to be held at the CASS Business School, City of London and the three-day conference itself took place in Church House, Westminster.



**Department
for Transport**
Department of Science





Professor Phil Blythe CEng FIET

Outcomes

Over 250 delegates attended IPIC 2019 from Australia, Austria, Belgium, Canada, China, Finland, France, Greece, Germany, Israel, Italy, Japan, Netherlands, Norway, Poland, Spain, Sweden, Switzerland, UK and US. Delegates represented leading academic institutions, major corporates, science parks, SMEs, engineering consultancies and the automotive industry.

Conference topics included inter-connected logistics, cross-change control, synchromodal transportation (co-modal transport where the shipper uses the available transport modes in parallel or leaves it up to a service provider to decide on the transport modes used); open logistics networks, systems & technologies for interconnected logistics, supply chain coordination & collaboration, and urban freight transport and logistics. Through these areas IPIC focused on exciting new areas such as automated transport, robotics, artificial Intelligence, Internet of things and blockchain.

Keynote speakers from the UK included **Michael Ellis MP**, Minister of State for Transport; **Professor Phil Blythe CEng FIET**, DfT Chief Scientific Adviser and **Dr Mike Short CBE**, Chief Scientific Adviser, Department for International Trade (DIT).

Keynote speakers from across the world included **Herald Ruijters**, Director of Investment, Innovate & Sustainable Transport European Commission, DG MOVE; **Dr Stephan Neugebauer**, Chairman of European Road Transport Research Advisory Council (ERTRAC), BMW and **Professor Benoit Montreuil**, Coca-Cola Chair in Material handling and Distribution at Georgia Institute of Technology, Atlanta, USA.

CPC creates value

CPC leveraged its extensive network both in the UK and around the globe, across industry, government and academia to bring together different sectors and disciplines to explore, discuss and address shared challenges.



Professor Phil Blythe Chief Scientific Advisor to the Department for Transport said:

You have organised a great event there was lots of energy in the room and the Minister has been tweeting his attendance which is great to see.



Benefits

The CPC team helped position the organisation as thought leaders in the industry and our display in the exhibition area was a busy location for speakers and delegates to catch up during the breaks to further discuss presentation topics. Overall CPC raised awareness of both the UK's and our own expertise in this sector to a wide ranging International, but predominately European influential audience as the country prepares to leave the European Union.

Next steps

For more details of ALICE activities go to <http://www.etp-logistics.eu/>

To find out more about the Connected Places Catapult and how we can help you develop the future skills that address the needs of your organisation please contact info@cp.catapult.org.uk and for details on other events visit cp.catapult.org.uk/events

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