



International Commerce & Mobility Forum

28 June 2023

ICM Forum #3 Agenda

Question: What is our purpose of the ICM Forums?

We started the ICM Forum series with the question: "How much International Air Freight is being trucked to/from Chicago, for placement on wide-body, upper deck freighters to a specific part of the world, the Golden Triangle of Europe?"

We have also asked the question: "Why is this transportation system utilized today for this Market?" We believe we have a much better understanding of the current international air freight system, than when we started earlier this year.

In ICM Forum #1, we asked: what are the possible opportunities, constraints, limitations and options for enhancing and improving the movement of freight/commerce & cargo in and out of this Region?

In ICM Forum #2, we dove deeper: what is the data, interviews and information within the private sector companies, (shippers, 3PLs and freight forwarders), plus, research organizations that can help answer the question about the volume and value moving to/from Chicago for global movement?

In ICM Forum #3, our goal is to begin to layout the framework for understanding what research is needed, (quantitative and qualitative), and to determine the answer to our very first question. We believe the answer will come through the efforts of public-private-academic strategic thought leaders and utilizing this framework with other transportation system and supply chain options that will improve our overall State and Region.

The time has come to begin to layout a white paper or road map regarding the research funding that is needed, who might be the "candidates" to take on this research, what is the process for funding and what are the timelines so that we can begin to specify the key alternatives, (options), to this current transportation/supply chain system.

Through this effort, we believe we can provide additional tools for the economic development toolbox, support the efforts of finding improved environmental solutions to our carbon footprint, provide for cost saving options for our high-value inventory shippers/receivers and support the creation of good paying transportation and supply chain jobs for our State/Region.

Agenda for Wednesday, June 28th:

- + **Welcome and vision statement** by Edina Mayor Jim Hovland and Chair of the Global Wellness Connections, (GWC)
- + **Greetings, vision thoughts and housekeeping items** from our hosts, SRF Consulting Group, Todd Polum, President and CEO, and Andy Mielke, VP.
- + **Brief introductions of Forum attendees**, (name, title and company/organization)
- + **"The Latest on Trends Shaping Freight in Minnesota and Related Analytics"**, presented by Dr. John Pournoor, Government Analytica



- + ***“What is the problem we are trying to solve?”*** presented by Libby Ogard, President, Prime Focus LLC
- + ***“Why is the solving of this transportation/supply chain question of interest to the Minnesota Department of Transportation?”*** a few brief thoughts/comments by Tim Sexton, Assistant Commissioner, Sustainability, Planning and Program Management, MnDOT
- + ***“An update on the vision and development of the Minnesota Freight Network Optimization Tool, (FNOT)”*** by Tessa Enns, MnDOT Project Manager for the FNOT project
- + ***“Why is Data important to these efforts?”*** by Lee Munnich, Strategic Thought Leader of the Global Wellness Connections, (GWC)
- + ***“A high level preview of the SWOT analysis from the Supply Chain Competitiveness Study”*** presented by Kristin Guild, Director of Business Bridge, GREATER MSP Partnership
- + ***“Background and information regarding Cargo Community Systems- cutting edge IT technology solutions for Air Cargo”*** presented by Amar More, CEO, and Donna Mullins, VP, at Kale Logistics Solutions
- + ***“Another example of strategic thought leaders working together to build a trade route and new supply chain network”.*** This is proposed between Minnesota, (Duluth), and another part of the world, (specifically Liverpool, UK), via the Great Lakes and the Atlantic Ocean. This will be presented by Jan Bauer, Consul, UK Government Office-Minnesota.
- + ***Specific conversation, “brainstorming” and key next steps led by Bill Goins, VP of Commerce Mobility for the Global Wellness Connections, (GWC), regarding:***
 - 1). This has been our key “starting” question since we began the ICM Forums: “How much international air commerce is moving via truck to/from Chicago?”
 - 2). What is the key qualitative, (interviews), and quantitative research data that is needed to secure the answers to this question?
 - 3). It is pretty much agreed, that once we have the data/information that we need, negotiations can begin with an international upper-deck, wide-body air freight company to begin service between MSP and the Golden Triangle of Europe, (specifically Liege Airport).
 - 4). What funding is needed to provide the necessary quantitative & qualitative research for the needed answers? What is the process to secure the necessary funding and what is the timeline?
 - 5). From what we learn about this key first question, what other transportation options and supply chain opportunities can this “grassroots” approach of public-private-academic solve for Minnesota and this Region, (such as the scenario presented by Jan Bauer)?
- + ***A formal summary and “call to action”*** presented by Charles Edwards, VP, Strategic Aviation Solutions International, (SASI)
- + ***Announcing plans for ICM Forum #4, “tentatively” planned for the mid-late September or very early October timeframe.*** Please stay tuned...as more details to follow!