



International Commerce & Mobility Forum

6 June 2024

Meeting Minutes: ICM Forum #6

Meeting Summary

Date: June 6, 2024

Format: In-Person & Virtual

Purpose of the Meeting: To discuss and address the central questions of improving global freight and supply chain logistics through collaborative efforts and innovative solutions.

Key Discussion Points:

- Commemoration of D-Day and its relevance to identifying and solving global problems.
- Historical development and current innovation in Plymouth, MN.
- SRF's commitment to forum objectives and participant amenities.
- Introduction of attendees from various sectors.
- Overview and goals of EXPO 2031.
- Air cargo study by Metropolitan Airports Commission (MAC).
- Potential improvements in Great Lakes connectivity for supply chains.
- Panel discussion on supply chain efficiencies, public policy, and AI applications.
- Presentation on optimizing cargo handling at MSP.
- Insights on real-time logistics and competitive edge strategies.

Notable Contributions:

- **Bill Goins (GWC Founding Team Member):** Emphasized problem-solving approaches akin to D-Day efforts.
- **Jeffrey Wosje (GWC Founding Member, Banker, Mayor of Plymouth, MN):** Highlighted Plymouth's industrial growth and innovation potential.
- **Justin Scott (on behalf of Todd Polum, SRF CEO):** Reaffirmed SRF's commitment to the forum's key questions.
- **Wendy Meadley (CEO, EXPO 2031) & David Loehr (Principal, Client Leader, DLR Group):** Presented EXPO 2031's scope, economic impact, and collaborative efforts.
- **Brian Peters (Metropolitan Airports Commission):** Discussed ongoing air cargo study and collaboration efforts.
- **Jan Bauer (Consul for UK to Minnesota):** Shared insights on Great Lakes connectivity and potential delegation visits.
- **John Pournoor (Moderator), Donna Mullins (VP, Kale Solutions), Frank Douma (Humphrey Institute), Rick Langer (CEO, Quetica):** Panel discussion on supply chain efficiencies, policy, and AI applications.
- **Amar More (Cofounder and CEO, Kale Solutions):** Presented on streamlining airport cargo handling.
- **Felix Asemota (Onesimus Corporation):** Emphasized the importance of real-time logistics and connecting infrastructures.



Next Steps:

- Continued collaboration among public, private, and academic sectors.
- Follow up to learn from MAC air cargo study results by the end of the year.
- Support U.K. delegation visit to the Great Lakes region to explore better connectivity.
- Engage in public policy discussions and federal RFI's to optimize supply chain regulations.
- Continue to share thought leadership content shared by ICM members
- Engage the steering committee for meeting from here on.

Next Meeting Details:

Date: Fall, 2024

Location: SRF

Closing Notes: Attendees were encouraged to remain engaged and continue contributing ideas and solutions to enhance global freight and supply chain logistics. The meeting was adjourned with a call for ongoing collaboration and preparation for the next forum in the fall.

Detailed Meeting Minutes

Bill Goins began by acknowledging that this is the 80th anniversary of D-Day. He read some from a book about what happened on that day. The essence of what they did was to identify what the problem was and determine what they could do about it. That is what Global Wellness Connections (GWC) does and this freight forum is a good example.

Jeffrey Wosje, GWC founding member, banker, and mayor of Plymouth, MN.

Makes me think about 60 years ago when Curt Carlson was starting his work and tried to build an industrial area near 394. It was very controversial with the public; the Plymouth city council even turned it down at first. Now Plymouth has hundreds of medical device companies and innovation is happening everywhere. So when I was talking with Bill (Goins) recently he asked what Plymouth is known for? The answer is to put your company in our city — you can have your R&D and your manufacturing right there. And we have a community that works to provide the best education we can for our kids. I don't think that even Carlson would imagine all that has happened. But it did.

Todd Polum, SRF CEO represented by **Justin Scott** who assured the group that SRF was fully committed to examining the main questions on the table. And he pointed out the amenities available to conferees.

Bill Goins - member of founding team, GWC

Goins called for a round of brief introductions of both people in the room and via video conferencing. This forum brings together thought leaders from the public, the private, the academic — literally all the sectors. We have asked the central question over and over in these years.

Wendy Meadley - CEO, EXPO 2031

David Loehr - Principal, Client Leader, DLR Group

Loehr: We are working to bring the world to Minnesota, with Wendy's leadership.



Meadley: She talked about where Humanity and Horticulture meet. We call ourselves Human/Nature. The event in 2031 will take place over 168 days, and will see an average of 45,000 people each day. 145 million in revenue should be raised. The total participation will reach about 4 million people. She cited the events that have taken place in this region and assured the group that the muscle behind those would be present in this effort. Our partners federally include the Agriculture Department of the federal government and at the state level, we have the Department of Commerce. The site visit is set for this summer, after which we will go to Warsaw to seek final approval.

Loehr: We will have a 60 acre solar farm with many pavilions to tell the stories. This is not a small event by any measure; it will have more than a billion dollar impact on Minnesota.

Brian Peters, Metropolitan Airports Commission (MAC)

We have launched a study of air cargo. In a perfect world, we should have some information to share by the end of the year. But we are serious about the central question: we are committed to finding how much volume is going by truck to Chicago that conceivably might find its way directly from MSP to other parts of the world. Others commented that so far everyone is cooperating and communicating, even though they barely know each other. Goins added that Abbott and Mike Loney have done a lot to get ready for this study. We know we have to have the data.

Jan Bauer, Consul for UK to the government of Minnesota.

We learned that there is significant potential in the Great Lakes for better connections. One trip, even with the time taken to get through the Lakes, saves many carbon emissions. The next steps include bringing a delegation to the US, starting in Cleveland and ending up in Minneapolis, with a reception in Duluth itself. The US delegation was very impressed with what they saw in London and Liverpool. All this has the potential to make the supply chains more resilient than they are today, while reducing carbon emissions.

Katie Ferguson added that this is a real distinction for Minnesota to have someone of Bauer's caliber to head up the effort. Bauer thanked her for being good partners.

Andrew Andrukso of MnDOT added another comment. (Did anyone write down what he said)

Panel

Moderator - **John Pournoor**

Panelists: **Donna Mullins**, VP from Kale Solutions

Frank Douma from the Humphrey Institute at the University of Minnesota.

And **Rick Langer**, CEO of Quetica.

Pournoor set the stage by saying that nothing in this world happens without supply chains. Our panelists will talk about how to improve supply chains and make them more efficient. We will be mindful that regulatory agencies play a key role in these transactions. We all play in the same sandbox, but sometimes you need to resize the box itself; we may be in one of those moments.

Douma: what matters is looking at the market and determining what efficiencies can be added. At least that's the view from a policy perspective.

Langer: We have been working with A.I. since the 90s. It's getting serious now. We need to make the system more efficient, but that is a complex task. It turns on demand, that for sure. But can you infer demand from what stores want from suppliers? And what does that say for public infrastructure? We have a lot of data. We have to turn that into optimization of supply chains.



Mullins: We have the challenge to deal with agencies that usually don't talk to each other. But we have been collecting data that crosses lines.

Pournoor asked what public policy changes would make sense? Douma said that many of the policies we have were created when it was a different market but now we have data (some of which is private) and we can find more optimal ways to move goods and people while preserving competition. We need to understand and appreciate the impacts that changes in policy have on markets.

Pournoor recalled that "just in time" was the rule for some time. Then the pandemic happened followed by a serious spike in demand. We just were not ready for anything like that. Langer pointed out that markets have to become adaptive; the loss of capacity at the Port of Baltimore is a good example of what can happen.

Pournoor: the "adoption" speed needs to increase.

Mullins: probably the most need comes for the regulatory regime that governs anti-dumping in imports. It's antiquated and needs to change.

Goins: are there questions?

Pournoor pointed to two projects that are soliciting public comments and invited people to participate. (Some people added comments and questions but I didn't get them).

Amar More, Cofounder and CEO of Kale Solutions

(He started by saying that he was coming home to this area)

We've got customers all over the world providing a collaboration space for airports.

Right now, the supply chain moves slowly even though the US has relatively good infrastructure. The plane has to respond to multiple pressure points, or there may be slow deliveries by truck, with the bottom line of slower cargo movement. The typical cargo generates 24 kinds of paper transactions, only 25 percent of which are actually required by law. And airports have no idea of the safety factor of allowing various trucks to enter. So a key question is how to make MSP a more attractive place for cargo? Goins said that this is a key issue? We started out with what seemed like a simple question. The supplying community has been accustomed to moving cargo through Chicago. They are not just going to pick up and change.

More shows a chart of the way the system works now and the way it should work. Kale makes this possible for airports, using the Airport Community Cargo System; you can make it easier for suppliers to use this airport. Transactions can be predictable, not random. The paperwork can be streamlined in advance. This way you can triple the speed of cargo handling and the airport becomes more attractive to the market.

Peters noted that MSP currently has a very small cargo market. Goins agreed and said it was a strategic step to take to ramp it up.

Felix Asemota, Onesimus Corporation.

We win with logistics. We have to do all this in real time faster than before. And more efficiently. That's how we create innovations with supply chains and get a competitive edge. Canada is our primary trading partner, but we ship to all places in the world. Logistics is the science of connecting people and places. (I missed much of what he said even with the captions on the screen— and maybe there was important stuff). If we connect the various infrastructures, MSP could become known as a better place to have cargo come and go. We could get ahead and stay ahead.

Goins said we need to hear more on this theme. What can we do to make change real. I hope this is stimulating the minds of people. Any questions from anyone?