



International Commerce & Mobility Forum

October 9, 2024

ICM Forum #7

Date and Time	Wednesday, October 9, 2024 Networking: 2-3PM, (Central) ICM Forum: 3-5PM, (Central)
Location	In Person: SRF Consulting Group, 3701 Wayzata Blvd, Suite 100, Minneapolis, MN 55416 Virtual: A Zoom option will be shared with all in advance of the Forum

Special thanks to **SRF Consulting Group** for hosting our Forums!

Other ICM Forum sponsors include: **Global Wellness Connections & Government Analytica**

Agenda

Networking

2-3 PM	Opportunity for networking at SRF, starting at 2PM, prior to beginning the Forum at 3PM, (Central)
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ICM Forum

3PM	Welcome and strategic thoughts by Edina Mayor Jim Hovland. Mayor Hovland is an original member of the Global Wellness Connections, (GWC), founding leadership team
3:10PM	Greetings, strategic thoughts, and housekeeping items from our hosts, SRF Consulting Group, Todd Polum, President and CEO, Andy Mielke, SVP, and Justin Scott, Project Manager, SRF
3:15PM	Brief introductions of Forum attendees , (name, title and company/organization), led by Bill Goins, VP, Commerce Mobility, Global Wellness Connections, (GWC)

Key Updates

3:25PM	10 Years of the Transportation Policy and Economic Competitiveness, (TPEC) Program , update provided by Frank Douma, Director of State & Local Policy and Outreach, Humphrey School of Public Affairs, University of Minnesota
3:35PM	What does the success of bringing a World Horticultural Expo 2031 mean to the economic development of our Region and State? What role does a strong/vibrant transportation system play in our US Commerce application? Update by Wendy Meadley, CEO, Expo 2031 and David Loehr, Principal & Client Leader-DLR Group
3:45PM	ICM started with the question of "How much international air freight is being trucked to/from Chicago nightly?". Where are we at this time with this question? Update provided by Rex Edwards, Campbell-Hill Aviation



	Group; and Doug Banez, Hubpoint Strategic Advisors; (consultants for the MAC freight study)
3:55PM	An important update on another example of strategic thought leaders working together to build a trade route and new supply chain network". This proposed transportation/supply chain system would be between Minnesota, (Duluth), and Liverpool, (UK), via the Great Lakes and the Atlantic Ocean. This update will be presented by Jan Bauer, Consul, UK Government Office-Minnesota
4:04	Introducing "Innovating Cities: How Small Studies Can Create Big Ideas" - a strategic white paper on this subject Dr. John Pournoor)

TARGETED STRATEGIC TOPIC

4:05PM	<p><i>"What is the Freight Network Optimization Tool, (FNOT)", and why is this important to Minnesota?</i> presented by Mark Berndt, Lead Consultant, Quetica and Dr. John Pournoor, CEO, Government Analytica</p> <ul style="list-style-type: none"> • <i>Background on FNOT , Mark Berndt (20 minutes)</i> • <i>Facilitated Discussion & Feedback, John Pournoor (25 minutes)</i>
4:50PM	<p><i>Specific strategic update, "future brainstorming" and key next steps</i> , a conversation led by Bill Goins, VP of Commerce Mobility for the Global Wellness Connections, (GWC), regarding:</p> <ol style="list-style-type: none"> 1. What has been our key "starting" question since we began the ICM Forums: "How much international air commerce is moving via truck to/from Chicago?" is to be discussed in ICM Forum #8 regarding key next steps. Another key question is: Can containerization from the Port of Duluth support economic development and through modal conversion, improve environmental concerns for our Region? 2. From what we are learning about this key first question, what other transportation options and supply chain opportunities can this "grassroots" approach of public-private-academic-non-profit & consulting strategic thought leaders develop/solve for Minnesota and this Region, (such as the scenario presented in this ICM Forum regarding FNOT)?

Announcing ICM#8 Plans:

ICM Forum 8 is "tentatively" planned for the early December, 2024, or in the early-mid January, 2025, timeframe. Please stay tuned...as more details to follow!



Backgrounder on ICM Forums

What is our purpose of the ICM Forums?

We started the ICM Forum series with the key question of:

“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, (such as the Golden Triangle of Europe)?” We have also asked the question: “Why is this transportation/supply chain system utilized today for this Market?”

Through the ICM Forum series and each of your involvement, we believe we have a much better understanding of the current international air freight system, than when we started in early 2023.

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, we began to layout the framework for understanding what research is needed, (quantitative and qualitative), what funding is required, and to determine the answer to our very first question. We believe the answer to this question will come through the efforts of public-private-academic-non-profit and consulting strategic thought leaders and utilizing this framework with other transportation systems and supply chain options that will improve our overall State and Region.

In ICM Forum #4, we continued to focus on the research that will be required to determine if this Region has the capability to fill international upper deck, wide body air freighters once a week, three times a week, five times a week or more to move high value air cargo to/from the Golden Triangle of Europe.

In ICM Forum #5, we were introduced to the Consulting group, hired by the MAC, that will be tackling the question of “how much is being trucked to/from Chicago?”. This is significant as it will help us understand the potential for upper-deck, wide body aircraft, that was the first question the ICM Forums started with. In addition we were introduced by Cathy Petersen to some of the key challenges involving exporting and importing that we need to fully understand to make this transportation/supply chain option successful.

In ICM Forum #6, we started to move forward on laying out the scope of services needed to support changes to our supply chain options and continue to refine our strategic white papers, specifically, to determine the regional air cargo demand and facility requirements needed to support enhanced air cargo service between Minnesota and Europe, with eventual paths to other key locations around the world. In addition, we are beginning to understand the



Environmental Health and Equity subjects that are important to intermodal transportation in and out of Minnesota and this Region.

Through our combined efforts, we believe we can provide additional transportation/supply chain tools/options for our State and Regional 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.