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For Immediate Release

### **Major Session at CSCMP Conference to Focus on Impact of Panama Canal Expansion on Global Shipping**

**Lombard, Illinois USA (August 4, 2010)**—Tuesday's general session at the Council of Supply Chain Management Professionals' (CSCMP) Annual Global Conference 2010 will address the potential impact that the Panama Canal expansion will have on global shipping. The conference will be held September 26-29 in San Diego, California USA.

"For almost a century, the Panama Canal has served as one of the world's most vital and strategic interoceanic links for maritime transportation," said Rick Blasgen, CSCMP president and chief executive officer. "With the increase in vessel-size capacity, its expansion will open up new and greater opportunities for global shippers to broaden their markets. The consumer will then benefit from a larger selection of goods flowing into the marketplace faster and more efficiently."

Scheduled to open in 2014 on its 100<sup>th</sup> anniversary, the Panama Canal expansion project will improve the Panamanian economy as well as create a shift in global shipping patterns. It will also position the Panama republic as a leading logistics hub in Latin America. The session, titled The Impact of the Panama Canal on Global Shipping, will be presented by Dr. Yossi Sheffi, professor at the Massachusetts Institute of Technology (MIT), and Alberto Alemán Zubieta, chief executive officer of the Panama Canal Authority.

Dr. Sheffi serves as the director of MIT's Engineering Systems Division and the MIT Center for Transportation & Logistics. An expert in systems optimization, risk analysis, and supply chain management, he researches and teaches at the MIT School of Engineering and Sloan School of Management. Mr. Zubieta is the recipient of numerous international awards for his contributions to the global maritime industry and is a frequent guest speaker at forums around the world. A civil and industrial engineer, he served as administrator of both the former Panama Canal Commission and the Panama Canal Authority (ACP) before assuming his current position.

CSCMP's Annual Global Conference is the largest of its kind for the supply chain management profession, hosting more than 3,000 practitioners, educators, and thought leaders from around the world. Over 100 educational sessions are planned. The Supply Chain of the Future will also debut at this year's event. Attendees who register before August 31 will save \$150.00 US on regular registration rates.

Founded in 1963, the Council of Supply Chain Management Professionals is the leading worldwide professional association dedicated to education, research, and the advancement of the supply chain management profession. With over 9,000 members globally, representing business, government, and academia from 63 countries, CSCMP members are the leading practitioners and authorities in the fields of logistics and supply chain management.

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