

USC MARSHALL, U.S. DEPT. OF COMMERCE AND PORTS OF LOS ANGELES/ LONG BEACH TEAM UP ON SUPPLY CHAIN DIGITAL TRANSFORMATION CONFERENCE AND HACKATHON

***November 18-20 Event at USC to Explore Digital Solutions;
\$15,000 Prize Competition***

Nov. 2, 2016 – In an effort to streamline and optimize supply chain efficiency in the maritime industry, the USC Marshall School of Business has partnered with the U.S. Department of Commerce and the ports of Los Angeles and Long Beach to host the first-ever *Supply Chain Digital Transformation Conference* Nov.18-20.

The event will kick off with a one-day symposium at USC's Town and Gown, where industry leaders, academicians, transportation experts, port executives, digital influencers and policy makers will come together to discuss data sharing innovations and new technologies for digitizing the supply chain. The conference will also include opportunities for exhibitors to showcase products and services related to port community IT infrastructure.



Los Angeles Mayor Eric Garcetti will be among speakers kicking off the symposium, which will also include presentations by Port of Los Angeles Executive Director Gene Seroka, Port of Long Beach Managing Director Noel Hacegaba, and industry executives from GE Transportation, IBM Watson, Amazon, Google, Intel and Cisco, among others.

Day Two of the conference will feature a 24-hour “hackathon” at USC Marshall’s new state-of-the-art Jill and Frank Fertitta Hall. Teams of start-ups and student developers will be invited to compete for cash prizes totaling \$15,000 with the challenge of creating new applications and technology innovations for port community IT systems. Winning teams will be announced at the closing ceremonies on November 20.

Conference registration can be completed online at www.uscsupplychain.com/digitalsc.

For more information, contact Eric Chow, Associate Director of the USC Marshall Center for Global Supply Chain Management, at digitalsc@marshall.usc.edu or 213-821-0093.

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