

**FOR IMMEDIATE RELEASE
OCT. 14, 2016**

**THE U.S. DEPARTMENT OF COMMERCE PARTNERS
WITH USC MARSHALL AND PORTS OF LA AND LONG BEACH
TO ADVANCE NATION'S SUPPLY CHAIN**

A strategic partnership with the USC Marshall Center for Global Supply Chain Management aimed at improving the global competitiveness of the nation's supply chains was signed by U.S. Commerce Secretary Penny Pritzker on October 14 at the University Park campus.

"Through this new partnership, we hope to encourage ports around the country to increase efficiency by adopting new technologies that will provide more information on the flow of goods to port users and stakeholders," said Secretary Pritzker. "The ability to move cargo quickly through our ports is critical to national and regional trade, economic growth, and our nation's overall competitiveness."

The partnership with USC Marshall will allow for collaboration on digitalization of the nation's supply chains, including applications related to IoT (Internet of Things).

The first formal event of the partnership will be the Port Community IT Systems Exhibition and Technology Challenge at USC on Nov. 18-20. The gathering will open with a symposium offering leaders from ports communities and supply chain owner organizations, as well as public policy and academic experts a chance to explore how digital innovations can increase port operating efficiencies and reduce overall supply chain congestion.

"The Port of Los Angeles isn't just the nation's leading cargo port—it's a laboratory for ideas and technologies that show how ports across America can thrive in the global marketplace for generations to come," said Mayor Eric Garcetti. "Los Angeles is the perfect home for this innovative partnership, and I'm proud of the critical role our port has played in making it possible."

The November conference will also feature a technology challenge, allowing teams of startups and student developers to compete for \$15,000 in prizes for innovative new applications and solutions for sharing vital information through Port Community IT systems.

The Department's 21st Century Ports Initiative is designed to promote excellence in the operation of the nation's ports and associated supply chains. Digitalization of supply chain operations offers exciting opportunities for innovation and increased efficiencies that can benefit the wider U.S. economy. The existing research program at the Center for Global Supply Chain Management brings real synergy to this effort.

“At the direction of Mayor Garcetti and Secretary Pritzker, The Port of Los Angeles will embark upon a project to test the capabilities of advanced digital technology to support efficiency, transparency and reliability in the maritime supply chain,” said Gene Seroka, Executive Director of the Port of Los Angeles. “We must engage a broad network of experts to succeed and the partnership announced today offers an excellent platform to do that.”

The Center for Global Supply Chain Management at the USC Marshall School of Business has worked with the Port of Los Angeles and Port of Long Beach on multi-year research projects to develop efficiencies and solutions for improved cargo flow and environmental sustainability for three years. The Center has hosted the annual Global Supply Chain Management Excellence Summit since 2012, bringing together key supply chain stakeholders to network and share knowledge.

“The alliance between the Dept. of Commerce, USC Marshall and the CGSCM will facilitate the crucial first step of dissecting this problem so we can move forward with modernizing global supply chain using digital technology,” said Nick Vyas executive director of USC Marshall’s Center for Global Supply Chain Management (CGSCM) and assistant professor of clinical data sciences and operations at USC Marshall.

Registration for the conference on Nov. 18 and the Hackathon on Nov.19 is now open at www.uscsupplychain.com/digitalsc.

For more information on the conference, contact Eric Chow, associate director at digitalsc@marshall.usc.edu or 213-821-0093 or Marni Goldberg at Mgoldberg@doc.gov.

For media inquiries, contact Alison Stateman, Alison.stateman@marshall.usc.edu or 917-224-8777.