



# SMART FREIGHT CENTRE™



## THE SIXTH SMART FREIGHT SYMPOSIUM

HOSTED BY THE  
DEGROOTE SCHOOL OF BUSINESS,  
MCMASTER UNIVERSITY



NOVEMBER 18, 2024



GREAT HALL, RJC,  
BURLINGTON



# Sixth SMART FREIGHT SYMPOSIUM

8:30 am Registration and light breakfast

9:00 am Welcome Khaled Hassanein  
Dean, DeGroote School of Business  
McMaster University

9:05 Remarks on MTO-SFC data agreement Kara Wells  
Manager, Systems Analysis and  
Forecasting, MTO

## S1: Freight decarbonization (Moderator: Matthew Roorda)

9:10 am Updates from Transport Canada Geoff Burgess  
Manager, On-Road Decarbonization and  
Electrification, Transport Canada

9:25 am Taking a diversified low-carbon fleet strategy Gordon Reed  
Director, Industrial Engineering, UPS

9:40 am Electric waste collection in Peel Region: Pilot overview and early Insights 2024 Cynthia Lucar Diaz  
Acting Manager, Waste Planning,  
Region of Peel  
Naweed Malik  
Operations Manager, Emterra  
Environmental

9:55 Moderated Discussion

10:10 am Smart Freight Centre research:

Decarbonizing waste collection Ahmed Foda  
McMaster University

Trade-offs and co-benefits of climate-feasible pathways for U.S. heavy-duty trucks with zero-emission trucks, electro-diesel and fleet renewal Lih Wei Yeow  
University of Toronto

Sustainability and resilience analysis for the electrification supply chain: Markets, vendors and routes breakdown Tareq Alsaleh  
Toronto Metropolitan University

Moderated discussion

10:40 am Break

## S2: Pathways to net zero (Moderator: Clarence Woudsma)

11:00 am Greener miles ahead: Strategies to achieve net-zero in road transport Elizabeth Baker  
Partner, Deloitte

11:15 am Futureproofing a shipper's logistics sustainability strategy Matt Judd  
Director, Transportation & Logistics  
Business Excellence, Nestlé Canada

11:30 Recycling and Reusing Packaging Ahmed Zayan  
Global Head of Logistics Strategy - Radio  
Ligand Therapy

11:45 am Moderated discussion

12:00 am Smart Freight Centre research:

E-cargo tricycle microhub location analysis in the City of Toronto Farah Ghizzawi  
University of Toronto

Enhancing sustainable logistics through machine learning: cross-docking vs warehousing decisions Fei Zhang  
University of Waterloo

Fleet size planning in crowdsourced delivery: Balancing service level and driver compensation standards Sahil Bhatt  
Toronto Metropolitan University

Government incentives in the electric vehicle supply chain Rayan Ben Daya  
McMaster University

Moderated discussion

12:40 am	Lunch & announcement of a new training certificate	Bernie Uhlich Elkafi Hassini	Board Chair, National Institute of Supply Chain Leaders SF Symposium Chair, McMaster University
S3: Sustainable freight technologies		(Moderator: Bilal Farooq)	
1:30 pm	Freight and Goods Movement Strategy and E-Commerce Impacts for City of Toronto	Sabbir Saiyed	Senior Transportation Planner, City of Toronto
1:45 pm	The Journey to sustainable transportation system	Eric Francoeur	Vice-President & General Manager, Precision Home & Office Deliveries
2:00 pm	Responsible AI-Driven Sustainable Fleet Management	Amir Sayegh	AVP, Data Advocacy & Product Analytics, Geotab
2:15 pm	Moderated discussion		
2:30 pm	Smart Freight Centre research:		
	Truck driver VRU hazard anticipation training: A simulator study	Alia Galal	University of Toronto
	IoT-based logistics of fresh produce	Chirag Seth	University of Waterloo
	A Cross-teaching multi-output neural network prediction model for physical assets	Sayaka Kamei	Toronto Metropolitan University
	Sustainable truck routing	Yunfei Ma	McMaster University
	Moderated discussion		
3:10 pm	Break & students competition judges' meeting		
3:25	Best Student Presentation Awards	Theresa Cooke David Bellitto Judges: Erin Dane Sabbir Saiyed Serbo Dimic	Head of Global Customer Success & Service Operations, Managed Charging Service, Siemens Canadian Sales Director, Managed Charging Services, Siemens Supply Chain Associate, Nestlé Canada Senior Planner, City of Toronto Research Manager, Purolator Inc.
3:35	Closing remarks	Kevin Gingerich	SFC Chair, York University

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