



International Commerce & Mobility Forum

January 15, 2025

ICM Forum Agenda

Date and Time: Wednesday, January 15, 2025

- **Networking:** 2:00–3:00 PM (Central)
- **ICM Forum:** 3:00–5:00 PM (Central)

Location:

- **In Person:** SRF Consulting Group, 3701 Wayzata Blvd, Suite 100, Minneapolis, MN, 55416
- **Virtual:** A Zoom option will be provided in advance for those joining online.

A special thank-you to **SRF Consulting Group** for hosting this event! We also extend our gratitude to our other sponsors: **Global Wellness Connections (GWC)** and **Government Analytica**.

Agenda at a Glance

Networking (2:00–3:00 PM):

Kick off the afternoon with an hour of dynamic networking! Connect with strategic thought leaders across public, private, academic, consulting, and non-profit sectors.

ICM Forum (3:00–5:00 PM):

Join us for an engaging session featuring key updates, innovative ideas, and collaborative discussions.

Welcome and Opening Remarks (3:00 PM):

- **Edina Mayor Jim Hovland** shares strategic insights as a founding leader of Global Wellness Connections (GWC).

Host Greetings (3:10 PM):

Remarks from SRF Consulting Group leadership:

- Todd Polum, President & CEO
- Andy Mielke, SVP
- Justin Scott, Project Manager

Introductions (3:15 PM):

Brief attendee introductions led by **Bill Goins**, VP, Commerce Mobility, GWC.

Key Updates

3:25 PM: Expo 2031 Minnesota, USA – A1 World Horticultural Expo

- **Speakers:** Wendy Meadley (CEO, Expo 2031) and David Loehr (CSO, Expo 2031)
- **Discussion:** The impact of hosting this Expo on our region's economic development and transportation infrastructure.

3:35 PM: Great Lakes St. Lawrence Seaway Trade Route

- **Speaker:** Jan Bauer (Consul, UK Government Office-Minnesota)
- **Discussion:** A strategic initiative connecting Duluth to the UK through ocean container shipping.



3:45PM: Update on the Freight Network Optimization Tool, (FNOT)

Speaker: Andrew Andrusko and Ben Zietlow

Discussion: Update on this tool and the progress of moving into Phase 2 of the project

3:55 PM: Metropolitan Airports Commission (MAC) Freight Study

- **Speakers:** Brian Peters, Rex Edwards, and Doug Banez
- **Discussion:** An overview of the recent air freight study exploring freight movement between Minnesota and Chicago.

Deep Dive Strategic Topic (4:25-5:00 PM)

- **Exploring “Potential changes in the US Department of Transportation, (US DOT), under the Trump Administration”, (a strategic white paper written by Dr. John Pournoor)**
- **A summary/recap of a presentation made by Dr. Pournoor to the Regional Council of Mayors on January 13th, titled: Megatrends Inform Us About the Future of Mn Cities”**

Looking Ahead:

Could Minnesota lead the nation in advanced cargo clearance systems?

Breakout groups will dive into:

1. **Research & Analysis, and Business Propositions:** Identify research areas for data-driven insights and assessment of the impact and opportunities of freight network optimization tool. Explore innovative business models and partnerships to enhance Minnesota’s cargo and freight optimization efforts.
2. **Government Agency and Legislative Engagement:** Strengthen collaboration with government agencies to align policies and resources for implementing advanced cargo clearance solutions. Identify and develop targeted legislative initiatives to support advanced cargo clearance systems and transportation infrastructure.

Format

- Facilitator will kick off each breakout
- Discussion Guide (group discuss 3 questions)
- Report Back (3 key “themes/action items/desired outcomes” from the discussion)

ICM Forum #9 is tentatively scheduled for late March or early April 2025.

Focus will continue on the multimodal development of the Cargo Community System.

In addition, plans are developing for a presentation on the subject of **Advanced Air Mobility, (AAM)**, and specifically, **how does the development of AAM in Minnesota help reduce the time factor and help support economic development in smaller communities throughout Minnesota?**

More details to come—pleased stay tuned!