



## CHALLENGES & OPPORTUNITIES FOR COLD CHAIN IN THE AMERICAS

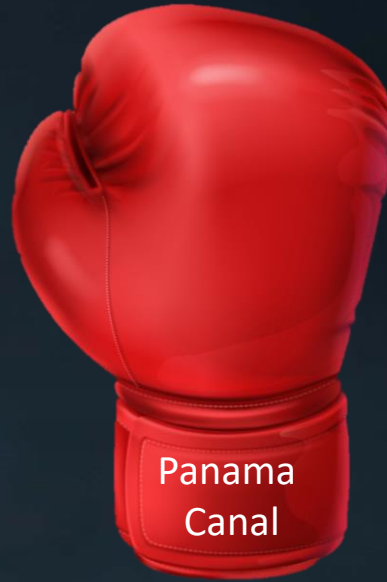
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Cold Chain Evolution: From J.I.T. (Just in Time) to J.I.C. (Just in Case)

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1-3 October 2024

“Everybody has a plan...  
...until they get punched in the mouth”

Mike Tyson



# The battles we fought



Far from consumption centers

**We took those punches,  
from halfway across the world,  
.....and**

Off-season Trading  
Beyond most vessel's point of last call  
High Transit Time

Market tendencies

Outdated port infrastructure    Need for investment



# The scorecard



Beyond a point of  
of Covid-19 rising  
investing in time

Triggered shifting from

Just In Time

Just In Case

Opportunities





# Opportunities



# Opportunities

▣ Shorten Supply Chain ▣

▣ Vertical Integration ▣

▣ Investment & Development ▣

▣ Address underserved markets ▣







# Final thoughts

Unpredictability and uncertainty are common currency.

Adapt and evolve from J.I.T. to J.I.C.

Logistic stakeholders need to be more flexible.

Need more involvement and commitment (investment?).

Shorter cold-chain possibility.





Thank you for your time

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T.O.C. Americas | 1-3 October 2024 | Panama city