



Predictive analytics and drone technology were among the ideas discussed at the LogTech Innovation Day jointly organized by Panalpina and Plug and Play. (Photo: Plug and Play)

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Startups pitch their hottest LogTech ideas to transform global supply chains

From predictive analytics to drone technology, digital technologies are disrupting global supply chains and challenging logistics providers to up their game in shipment visibility and last-mile delivery. Ten startups had the opportunity to pitch their latest ideas at the LogTech Innovation Day, jointly organized by Panalpina and Plug and Play.

Companies active in logistics and supply chains are determined to ride the

wave of digital disruption and not get overtaken by it. Watch this video roundup that shows the corporate world meeting the startup world:



[Watch video on YouTube here](#)

LogTech Innovation Day packed a full afternoon with digital insights, including a keynote from Ben Ninio, head of Digital, Syngenta; an industry panel discussion; and presentations from Stefan Karlen, CEO, Panalpina; Saeed Amidi, founder and CEO, Plug and Play; and Luca Graf, head of Digital Innovation, Panalpina.

Ten startups also took the floor and pitched their latest ideas on how to transform supply chains. Here's a selection of the hottest LogTech trends to watch for:

Scanning technology that bridges manufacturing processes

Not just a standard barcode exercise, scanning technology is now bridging production processes from start to finish. For instance, **HiveTracker's** coin-sized smart beacons can track the temperature, humidity and light conditions of product shipments, and feed this data back into a system of reporting, claims management and predictive analytics. **Scandit** empowers regular smartphone cameras by computer vision and augmented reality to revolutionize barcode scanning for industries such as retail and manufacturing.

Find-me-here

Just three words to create a unique and simple address for any place in the world – **what3words** simplifies long and complicated addressing systems. Every 3m x 3m square on the globe, whether a front door of a shop or an entrance to a remote site, has been assigned a unique address made up of just three words from the dictionary.

Finishing the last mile in e-commerce

Digital technologies are starting to drive just-in-time and precise order deliveries straight home to consumers. The **LuckaBox** web platform speeds up and facilitates such deliveries for retailers in Europe and Switzerland.

Also pitching their ideas were the startups Celonis, doks.innovation, Evertracker, project44, Vekia and Veratrak.

Panalpina and Plug and Play thank all the startups for pitching and sharing their best ideas. We look forward to seeing some of these LogTech trends shaping global end-to-end supply chains in the near future!

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