

Physical Internet and Standardisation Global Forum

Session in a nutshell

The Physical Internet (PI) is gaining momentum worldwide, with Asia leading in innovation and implementation. From addressing capacity constraints in Japan to boosting competitiveness in Korea and enhancing efficiency in China, PI is shaping the future of logistics. This session brings together global pioneers to showcase regional breakthroughs, while exploring the critical role of standardisation in enabling a fully interoperable, efficient, and sustainable logistics system.

Session description

The Physical Internet offers a transformative vision for global logistics, connecting transport, warehousing, and supply chain networks through standardised, modular, and efficient systems that enable seamless access and use to resources and capabilities to build sustainable, competitive and resilient supply chains. Across Asia, PI is starting its journey to tackle pressing logistical challenges: Japan addresses capacity and efficiency, Korea strengthens competitiveness, and China to increase overall efficiency of logistics flows.

This session highlights these regional experiences and examines how international standardisation, particularly through ISO technical committees, underpins innovation and interoperability. Key logistics service providers and standardisation leaders will discuss how global frameworks are being shaped, the opportunities they create for cross-border collaboration, and their impact on the development of PI worldwide.

Participants will explore:

- Global and regional progress in implementing the Physical Internet
- The role of standardisation in enabling interoperability and integration
- Regional case studies from Japan, Korea, and Europe
- Industry perspectives on leveraging ISO frameworks to drive logistics innovation
- Opportunities for European stakeholders to engage with global standardisation initiatives

Bringing together practitioners, policymakers, and innovators, the session provides a unique forum to understand how standardisation accelerates PI deployment and fosters international collaboration in logistics.

Session Organizers: Fernando Liesa & Yanying Li (ALICE)

Speakers & Agenda

Moderator: Eric Ballot – Professor, MINES Paris

Speakers:

- Bruno Gadal – Director Standardisation, Geopost: *The importance of global standardisation in logistics innovation*
- Dr. Jongkyoung Kim – Head, Center for Packaging Research and Testing, Korea Conformity Laboratories/ *Committee Manager of ISO TC344/SC1 and Chair of ISO TC122/SC4 (Packaging and the Environment): Overview of ISO TC344 (Innovative Logistics)*

- Prof. Takayuki Mori – Chairman, Japan Physical Internet Centre: *JPIC's PI Maturity Model*
- Fernando Liesa – Secretary General, ALICE

Background – link to ALICE activities

This session is part of ALICE's ongoing efforts to advance the Physical Internet and promote implementation of the [ALICE Physical Internet Roadmap](#), and several R&I projects such as [URBANE](#), [DISCO](#), [Shift2Zero](#), [AUTOSUP](#), [REMUNET](#), [SARIL](#), PILOTS and the flagship project [IKIGAI](#) that is supporting PI adoption acceleration in Europe (see: www.physical-internet.eu)

Next stop, beyond the projects activities will be in IPIC 2026 in Bourdeaux, 8 to 10 of June (<https://www.pi.events/>)

For additional background and related events and news follow this link: <https://www.etp-logistics.eu/?s=Physical+Internet>