

Freightera Highlights Canada's Role in the Emerging Physical Internet at Deloitte Transportation Summit 2026

CEO Eric Beckwitt joined Canadian transportation and technology leaders to discuss AI, freight innovation, and supply chain resilience.

VANCOUVER, BC, CANADA, May 26, 2026 /EINPresswire.com/ -- [Freightera](#), the automated [freight marketplace](#) helping businesses simplify and optimize shipping across North America, joined transportation, infrastructure, technology, and government leaders on May 20, 2026, at the Deloitte Transportation Summit: Connecting with Purpose in Vancouver to discuss the future of Canadian supply chains and freight innovation.

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*Eric Beckwitt, Founder and
CEO*

Freightera Founder and CEO Eric Beckwitt participated in the panel Canadian Businesses Addressing Canadian Challenges alongside leaders from Mojio, CoGo, and Innovation, Science and Economic Development Canada (ISED).

During the discussion, Beckwitt introduced attendees to the concept of the “Physical Internet,” an emerging model for freight movement originally pioneered in part by Canadian logistics researcher Dr. Benoit Montreuil. The Physical Internet envisions freight moving through open, interconnected logistics networks using dynamic routing, modular freight handling, real-time optimization, and interoperable transportation systems, similar to how information moves across the digital internet.

“The Physical Internet remains relatively unknown outside specialized logistics and academic circles,” said Beckwitt. “What was largely theoretical just a decade ago is rapidly becoming practical through advances in AI, real-time freight orchestration, distributed logistics systems, and modern API connectivity.”

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America. The company believes advances in AI, freight orchestration, interoperability, and [real-time logistics optimization](#) are making concepts once considered theoretical increasingly practical at a commercial scale.

“The freight industry is beginning to move from isolated carrier networks toward more connected and adaptive logistics systems,” said Beckwitt. “The long-term opportunity is a more resilient and efficient freight network capable of dynamically adapting to congestion, disruptions, changing demand, and sustainability requirements in real time.”

The Deloitte Transportation Summit brought together leaders from transportation, ports, aviation, infrastructure, technology, and government to discuss the modernization of Canadian transportation systems, supply chain resilience, and the future of freight movement in North America.

About Freightera

Freightera is the award-winning automated freight marketplace for businesses seeking lower shipping costs, simpler logistics, and a cleaner future. The platform provides instant access to billions of fixed-cost freight rates across North America, with SmartWay™-verified emissions data integrated into every quote.

With over 27,500 customers—including manufacturers, distributors, wholesalers and retailers, importers, and exporters—and a proven track record of growth and profitability, Freightera is one of the most capital-efficient and impactful companies in freight automation and climate logistics.

Freightera has received the Deloitte Technology Fast 50 Award, the Technology Impact Award, the Clean50 Award, and The Globe and Mail Changemaker Award.

Learn more at freightera.com.

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