



TIEFGANG#4

LOGISTICS

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PHOTO: FOTOLIA LUZITANIJA

CHINA FOCUSES ON JADEWESERPORT

China Merchants Group, China Logistics, China Communication & Construction Company, Port of Qingdao and China Cosco Shipping Group: the interest of Chinese logistics experts and ports, terminal operators and shipping lines in the JadeWeserPort is growing all the time.

With the existing line connections between Asia and Wilhelmshaven in the 2M-Allianz and the potential space in the tri-modal goods transport centre, the JadeWeserPort offers attractive prospects for import and export companies from China. “In mapping the supply chain to and from China, we have set ourselves the goal of becoming an element in the Chinese government’s plan to develop new land and sea routes as part of the new silk road initiative ‘One Belt, One Road’”, says Andreas Bullwinkel, Managing Director of Container Terminal Wilhelmshaven JadeWeserPort-Marketing GmbH & Co. KG. Concrete memoranda of understanding have in some cases already been signed

with companies in the port logistics and construction sectors; Chinese shipping lines now increasingly have an eye on Wilhelmshaven. Thus, for example, on 13 July 2016 representatives from the China Cosco Europe and Evergreen Shipping lines arrived at the JadeWeserPort to find out about the extensive range of services offered by the deep-water port – in particular, the modern suprastructure for handling mega carriers. The reason for the meeting was the signing of a memorandum of understanding (MoU) with the port of Qingdao, which wants to extend its cooperation with the JadeWeserPort. Read more about China’s interest in the JadeWeserPort on pages 4-5.

SHIPPING COMPANIES ANTICIPATE HUGE GROWTH IN DIGITISATION

Digitisation of the maritime industry will increase significantly in the coming years. This is one of the key findings of the latest Shipping Study 2016, for which the business consultants PricewaterhouseCoopers surveyed managers in the shipping industry. Nine out of ten German shipping companies are anticipating that, in the course of digitisation, their business models and service ranges will also change significantly. More than half of the managers surveyed assume that shipping companies will have to handle more tasks in the supply chain in future in order to remain competitive – not just at sea, but on land as well. A good six out of ten shipping owners surveyed expect that technology companies like Google and Amazon will support the digital conversion of the shipping industry with technical services.

INCREASE IN HANDLING OF SEA CARGO

The Zentralverband der deutschen Seehafenbetriebe (Central Association of German Sea Ports (ZDS) is expecting sea cargo handling to increase by a total of 3.7 percent in the period 2016 to 2018. The basis for the ZDS calculation is the “Flexible medium-term forecast for goods and passenger traffic – Short-term forecast summer 2016”, published by the Bundesamt für Güterverkehr (German Federal Office for Goods Transport (BAG). Among other things, the increases in the forecast are based on stable external trade with the European states, India, the USA and individual South American states.



“In the long term, the JadeWeserPort project was the right strategic decision. The future belongs to the port.”

Thomas Oppermann, Chair of the SPD Fraction in the German Federal Parliament, was Minister of Science and Culture for the region of Niedersachsen from 1998 to 2003 and a member of the cabinet when the plans for Germany’s only deep-water container port were accepted.

PHOTO: GERRIT SIEVERT

FROM BAVARIA VIA WILHELMSHAVEN OUT INTO THE WORLD

The JadeWeserPort and the other seaports of Niedersachsen are attracting increasing interest from the transport industry in Bavaria. From 2017, Transfracht's Albatros-Express is set to include Germany's only deep-water container port on its timetable.



Meeting for a north-south logistics dialogue in Nuremberg (from left): Inke Onnen-Lübben (Seaports of Niedersachsen), Alexander Ochs (Bayernhafen), Michael Moehlmann (JadeWeserPort), Oliver Bergk (Eurogate), Christian Süß (Transfracht) and Harald Leupold (Port of Nürnberg-Roth).

PHOTO: BAYERNHAFFEN-GRUPPE

The focus of the event “Bavaria – Niedersachsen: New routes to the north”, held in Nuremberg on 12 July 2016, was on new logistics routes from the south-east to the north-west of Germany and the resulting opportunities for Bavarian companies and logistics service providers. Around 40 decision-makers from the fields of logistics, freight forwarding and the port industry accepted the invitation of Seaports of Niedersachsen, Container Terminal Wilhelmshaven JadeWeserPort-Marketing GmbH & Co. KG and the Bayernhafen Group, which comprises the six Bavarian inland ports of Aschaffenburg, Bamberg, Nuremberg, Passau, Regensburg and Roth. “The closer the links between an inland port and seaports and other logistics centres, the better it is for local companies and the transport industry”, says Alexander Ochs, General Manager of the Bayernhafen-Gruppe. “As location architects, we open up new routes and improve existing ones for companies in the region – for import and export. In doing so, we always have an eye on what the market needs and what will develop sustainable logistics chains.” Inke Onnen-Lübben, Managing Director of Seaports of Niedersachsen, invited the logistics decision-makers present to try out the links with the north-west.

JadeWeserPort Sales Manager Michael Moehlmann was promoting greater cooperation among the seaports in order to overcome the challenges of the increasing size of ships. Together with Oliver Bergk from the sales team of the terminal operator Eurogate, he presented the advantages of the JadeWeserPort with its existing suprastructure for handling mega carriers, its multi-modal connections with the hinterland and the space potential in the GVZ (freight distribution centre). From 2017, the Wilhelmshaven Container Terminal is to be integrated into the new Albatros-Express train system of Transfracht, explained Christian Süß, Head of the Southern Region of TFG Transfracht Internationale Gesellschaft für kombinierten Güterverkehr. 84 departures a week to and from the German seaports and high-frequency links to the individual terminals are the main advantages of the Transfracht train system for the Bavarian economy.

The next event in the series “Hafen trifft Festland” (“Port meets Mainland”) is on 8 November 2016 in Dresden. For more information and to register send an e-mail to: s.thomas@jadeweserport.de.



PHOTO: KLAUS SCHREIBER

NEW TIMETABLES WITH FASTER DIRECT LINKS

Just in time for the start of autumn, 2M-Alliance, comprising the Maersk Line and MSC Mediterranean Shipping Company, has announced its winter timetable. In total it will have four Far East-Europe services calling at the German Eurogate terminals on the North Sea coast: every week, two ships will call at Wilhelmshaven, four at Bremerhaven and two at Hamburg. The largest container ships in the world (< 19,200 TEUs) operate on the 2M services and the deep-sea port of Wilhelmshaven provides the optimal nautical conditions for them. Especially in the winter months, periods of bad weather lead to repeated delays in other places, as the tide-dependent navigation channels cannot always be used without restriction. In Wilhelmshaven, bad weather is no problem, as the large container ships can dock at the Eurogate terminal at any time, irrespective of the tide.

The new 2M timetable creates direct, faster links between the Far East and Europe for Wilhelmshaven. With the AE2/Swan service, Wilhelmshaven is now the first port of call in Germany and links the biggest ports of China, such as Yantian, Shanghai and Ningbo, with the deep port on the Jade. Cargo from Shanghai arrives in Germany's only deep-water port in 34 days. Import cargo can be unloaded quickly on a Friday and taken anywhere in Europe by train so that goods are with their recipients on Monday morning for further processing. This makes Wilhelmshaven a fast gateway for imports from the Far East. When it comes to exports, Wilhelmshaven also remains very competitive. A container takes 32 days to get from Wilhelmshaven to Shanghai with the AE5/Albatross. Thanks to this short transit time, Wilhelmshaven is competitive with other north-range ports, especially as the nautical access conditions and the congestion-free connections with the hinterland facilitate smooth transport along the entire supply chain.

ON COURSE FOR SUCCESS IN THE GLOBAL DIGITAL AGE!

Germany is one of the biggest shipping nations in the world. Our services in the maritime industry are the basis for our successes as the no. 1 mobility country, the logistics world champion and a leading export nation.

Our ports are and will remain the key to this. This is shown by our sea traffic forecast: the handling volume at German ports will increase by 2.8 percent a year up to 2030 – a total of 74 percent. As the only German deep-water port, the JadeWeserPort is already the perfect complement to Germany's profile as a port location and will continue to play a crucial part in our success story in the future. Since it was opened in 2012, it has developed extremely dynamically and handled five times more freight containers in 2015 – a total of 427,000 – than in 2014. With the increasing size of ships, its importance will only increase further.

We want to support it in this and safeguard and develop Germany's ports. That's why we are investing around €650 million in the infrastructure of our federal waterways. That's why we are strengthening the seaports' connections with their hinterland with a special programme of €350 million up to 2020. That's why we are supporting the cooperation and networking of the German seaports and have been involved at a national level since 2008 in the "Logistics Alliance Germany" marketing initiative with funding of around €600,000 a year. And that's why we have launched the pioneering "Innovative Port Technology" (IHATEC) programme within the framework of the National Port Concept: through this we want to invest €64 million in digital networking in our sea and inland ports by 2020.

I am convinced that the JadeWeserPort will continue on its successful course and make an important contribution in the digital age to our capacity to exploit our opportunities for growth and prosperity through the maritime industry.



PHOTO: GERMAN FEDERAL GOVERNMENT/KUGLER

ALEXANDER DOBRINDT, MdB

Federal Minister of Transport and Digital Infrastructure

CLOSE CONTACTS – INTO THE “MIDDLE KINGDOM”



Representatives of the government and the General Consulate, port operators and logistics companies: there has been a constant stream of high-ranking representatives of the People’s Republic and interested investors visiting the JadeWeserPort recently. But promising discussions have also been held in China, where a traditional company from Wilhelmshaven is making men’s clothing and using Germany’s only deep-water container port for its shipments.

The Chinese port of Qingdao and the JadeWeserPort want to cooperate more closely. The Chairman of the Board of the Qingdao Port Group, Zheng Minghui, and the Managing Director of Container Terminal Wilhelmshaven JadeWeserPort-Marketing GmbH & Co. KG, Andreas Bullwinkel, signed a corresponding memorandum of understanding (MoU) in Wilhelmshaven in July. Among other things, the memorandum of understanding addresses the opportunities for the ports of Wilhelmshaven and Qingdao that will result from the Chinese government’s plans under the Silk Road initiative, with the development of new traffic and transport routes and trade relations between Asia and Europe. Intensification of the line services and the freight volume is also part of the agreement, as is a continuous exchange of ideas in the areas of port development and operation, the development of intermodal transport routes and the issue of the “green port”. “With the memorandum of understanding, the JadeWeserPort and the port of Qingdao are moving even closer together”, said Niedersachsen’s Economics Minister, Olaf Lies. Andreas Bullwinkel stressed: “We are delighted by the willingness of our partners from Qingdao to enter into a long-term dialogue with us and we would like to bring this cooperation to life.”

A high-ranking Chinese government delegation from Beijing had already been impressed by Germany’s only deep-water port at the end of April; whilst in July two leading representatives of the General Consulate of the People’s Republic of China in Germany gained an impression of the JadeWeserPort and the goods transport centre immedi-

ately next door. General Consul Sun Congbin and Business Consul Tao Bailang from Hamburg were accompanied by around 40 members of the Verein zur Förderung chinesischer Unternehmen Niedersachsen (Association for the Support of Chinese Companies in Niedersachsen (VFCN)) and the ASEAN Greater China regional network of the Oldenburg Chamber of Industry and Commerce. “We are certain that, in conjunction with Eurogate, we were able to show our guests from China the plus points of the location and we look forward to further contact with Chinese partners”, explained Bullwinkel. The sustained nature of these efforts is also demonstrated by membership of the Chinese Chamber of Commerce in Germany (CHKD): the JadeWeserPort recently joined the first national body representing the interests of Chinese companies, which is simultaneously the first Chinese Chamber of Commerce in Europe.

Global players discover the advantages of the JadeWeserPort

Specific discussions about the opportunities for a presence in the JadeWeserPort were also held in July with the port operator China Merchants from Hong Kong. China Merchants is one of the largest Chinese logistics companies and took over the activities of Sinotrans and CSC Holdings at the start of 2016. “We are extremely pleased that we have managed to invite this global player to Wilhelmshaven and present the unique advantages of Wilhelmshaven as a location to the manager responsible”, said Minister Lies, who, together with Eurogate Group Managing Director Emanuel Schiffer, wel-



One Belt, One Road: for Wilhelmshaven and Qingdao (a panorama of the port is shown here), the plans of the Chinese government to develop new transport routes and trading relations between

Peine GmbH is known particularly for the brands Barutti and Masterhand (top). The JadeWeserPort saves the company a huge amount of time.

In the memorandum of understanding with the port of Qingdao, an increase in the line services and freight volume was agreed. Representatives of the shipping lines China Cosco Europe and Evergreen Shipping were also present at the signing (left).

Scholz Maschinenbau shipped some very heavy elements of an autoclave to Shanghai via Wilhelmshaven (right).

PHOTOS: JWP, DACHSER, PEINE GMBH



joined the delegation, led by the China Merchants Managing Director Bai Jingtao, in the Wilhelmshaven Container Terminal. The China Communication & Construction Company, which operates in the construction sector, has also indicated its interest in investing in the JadeWeserPort. A memorandum of understanding has already been signed with China Logistics in Beijing.

Promising meetings with representatives of the shipping industry have been held not only in Wilhelmshaven but also in the “Middle Kingdom”: in June, Business Minister Lies and Eurogate head Schiffer held discussions with the new shipping line China Cosco Shipping Group in Shanghai, which was created at the beginning of 2016 from the fusion of the state-owned companies China Ocean Shipping Company (Cosco) and China Shipping Group. Their stated aim was to persuade the shipping companies of the advantages of the JadeWeserPort. “We hope that, with Eurogate, we have succeeded in making the strengths of Wilhelmshaven clear in our discussions with China Cosco, so that we can look forward to a positive decision in the second half of the year”, said Lies.

Peine GmbH uses deep water port for textile imports

Peine GmbH is a traditional company from Wilhelmshaven that is producing men’s fashions in China and using the JadeWeserPort for textile imports. Since January 2014, the Shandong Ruyi Group from Jining/China, one of the leading textile companies in

Asia with over 40,000 employees worldwide, has had a share in the company that specialises in men’s clothing. The aim of the German-Chinese partnership is to combine the strengths of Asia and Europe – through cooperation in procuring and manufacturing textiles, for example, and joint development of the market position in Europe and Asia. Peine GmbH is known in the retail sector above all through the brands Barutti and Masterhand and sells its products in around 20 countries worldwide. “The JadeWeser-Port is very important to us because the short distance between the company head- quarters and the port saves us a huge amount of time”, says Oliver Wagner, Managing Director of Peine GmbH. “We hope that the port will continue to gain acceptance and thus provide positive impulses for the future development of the entire region.”

The individual parts of an autoclave, a huge and very heavy pressure vessel for thermal treatment of composite materials, were recently shipped from Coesfeld in Westphalia, via Wilhelmshaven, to China. The autoclave had to be manufactured and transported in nine separate elements because of its weight of 200 tonnes, its length of 30 metres and its diameter of 6.80 metres. The logistics service provider Dachser, which particularly values the motorway connections to the whole of Germany from the container terminal of the JadeWeserPort, handled the heavy transport work for the company Scholz Maschinenbau. The transport solution for the break-bulk load was developed by Dachser in conjunction with Eurogate and the shipping company MSC. The autoclave finally began its 32-day sea journey to Shanghai aboard the MSC Hamburg, a 19,000 TEU ship.



en Asia and Europe offer great opportunities.

PHOTO: FOTOLIA HIN255

“WILHELMSHAVEN IS DESTINED TO BE THE MAIN HUB FOR CHINA”

In the interview with TIEFGANG, Dr Martin Makait explains why mega carriers will be able to call at only a few ports in future, how China can play a key role for Wilhelmshaven and why Hamburg should get involved in a second development stage of the JadeWeserPort. The industry expert is Managing Director of MWP, a consultancy company that specialises in logistics and which drew up the Sea Traffic Forecast 2030 on behalf of the Federal government.



The trend towards ever larger container ships is not letting up and is confronting many ports with considerable challenges. What does this development mean for the German container seaports?

With the increasing use of large container ships, the shipping companies will also be optimising their routes. The economies of scale of these big ships can only be exploited if the ships are in port for as short a time as possible. A significant means of realising these cost benefits will be for the ships to call at fewer seaports. In Europe, just a few ports will be used as main hubs in future and they will be served by feeder ships from other regions. Deep-water ports such as Rotterdam, Antwerp and Wilhelmshaven primarily come into consideration as main hubs. This is a considerable opportunity for significant increases in revenue for Wilhelmshaven.

The increasing consolidation in container shipping has led to a re-organisation of the shipping line alliances this year. Do new alliances also offer new opportunities for Wilhelmshaven?

The consolidation will reinforce the tendency to concentrate sea traffic using big ships in just a few locations. It is now a question of Wilhelmshaven making contact with the alliances in good time and attempting to tie the shipping line services in. Better cooperation between the port administrations could also do more to present a unified front to the strengthened shipping companies for the good of northern Germany.

There are close trade relations between Niedersachsen and China and these are to be extended further. In the process, JadeWeserPort is attracting ever more attention. In which areas can you see specific starting points for this development?

As an important trading partner of Europe, China can play a key role for the JadeWeserPort and therefore for

Niedersachsen, too. As the big container ships of 18,000 TEUs and more are in use in maritime traffic with Asia, the deep-sea port of Wilhelmshaven in Germany is destined to become a main hub for Chinese imports and exports. This applies both to transshipment volume and the hinterland. I can also see positive effects in the development of distribution centres in Niedersachsen and in attracting new industries with Chinese partners. In the form of the Eurogate Group, a company is also working in Wilhelmshaven that operates efficient terminals in the two other large German ports. Cooperation is therefore already in place on the operational side.



PHOTO: PRIVATE

DR MARTIN MAKAIT

Managing Director MWP

According to the “JadeWeserPort II” feasibility study presented in February, the construction of a second container terminal in Wilhelmshaven is both technically possible and economically viable in the medium term. Should Hamburg and Bremerhaven also be involved in a second development stage?

The participation of the HHLA or other public institutions from Hamburg or Bremerhaven in JadeWeserPort II would be welcome for a variety of reasons. All three locations could contribute their expertise and experience in a joint project of this sort. This could also strengthen the big North Sea ports by presenting a unified front of German seaports in competition with other regions, such as the ARA ports. Each could play to its own strengths and Germany as a port location would benefit from that. Local competitive thinking contradicts the demands of the global markets. The cooperative strategies across the locations are therefore considerably more promising than the previous approach of the individual ports. All of the locations could benefit from this.

The requirement analysis of the Bremen Institute of Shipping Economics and Logistics (ISL) has shown that the JadeWeserPort will reach the limits of its capacity by 2027 at the latest. What is your assessment of the future of the port?

As far as the Sea Traffic Forecast is concerned, a handling volume of 47.6 million tonnes and 3.4 million TEUs is envisaged for Wilhelmshaven by 2030. According to the ISL, the adjusted handling capacity of the JadeWeserPort is around 3.3 million TEUs. The forecast suggests that the limit of capacity will have been reached by then. If you assume that Wilhelmshaven is going to benefit more than previously expected from the trends we have already mentioned, a further development is necessary. Only in this way can Germany gain market shares in the long term with an appropriate range of terminals in competition with the ARA ports.



Safely stored: goods come to Germany from the Far East through the JadeWeserPort.



Managing Director Uwe Reis demonstrates the strength of a Wochenmarkt bag that weighs just a few grams but can carry up to ten kilos.

PHOTOS: AXEL BIEWER

LIGHTWEIGHTS THAT PACK A PUNCH

*The Westphalian company Interfol sells plastic carrier bags.
120 containers a year arrive at the JadeWeserPort with goods for the company.*



They are thin, truly light-weight, constant and useful companions in day-to-day life. In the shipping warehouse of Interfol in north-west Germany, thousands of boxes containing millions of plastic bags and carrier bags of all sorts are stacked up. Managing Director Uwe Reis (60) is standing in an aisle between the high shelves, puts his right hand into a transparent bag and tests its resistance. “This Wochenmarkt bag probably weighs two or three grams but it can carry up to ten kilos. Because of the welded side seam, it is very elastic and can be pulled easily”, explains the packaging expert, who took over Interfol six years ago. Together with a small team of employees, he supplies around 350 customers in the food industry and agriculture in Germany and Austria.

Interfol’s range of carrier bags and other bag products is very familiar from our everyday normal shopping experience. Closer inspection reveals a surprisingly detailed variety: thin green bags for fruit and vegetables, tear-off and handle bags, open or sealed, for olives or peperoni, the thicker, so-called double-strength carrier bags with loops that are familiar from supermarkets, long tubes for bread and dark “pooper scooper” bags for dogs. “In view of the increase in environmental awareness, we also have more paper bags in our range now”, says Uwe Reis in connection with changing customer requirements.

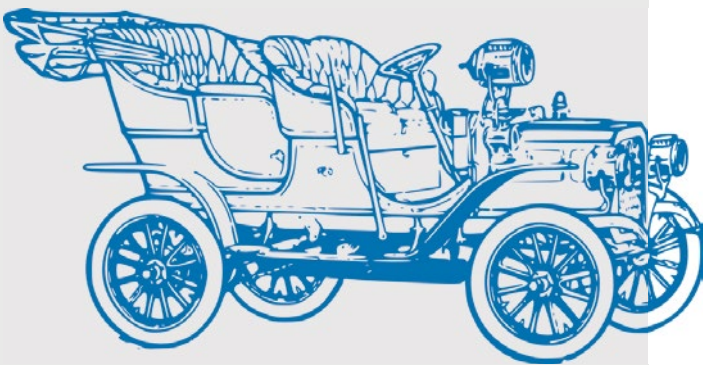
Interfol’s products are made exclusively in the Far East, in countries such as China, India and Bangladesh, Vietnam and Indonesia, and arrive in Germany by 20-foot container. For two years, Interfol has been using the JadeWeserPort in Wilhelmshaven to import its goods. “We were looking for a new, convenient handling option”, says Man-

aging Director Reis, a qualified food executive, recalling the origins of his collaboration with Germany’s only deep-water port. With around 120 containers a year, Interfol is one of the smaller companies represented there. 30 pallets are in each container, each pallet tips the scales at 20 tonnes.

In the delivery area of the shipping warehouse, a good dozen pallets are waiting, fully packed with brown and white boxes, some still wrapped in transport film. There is space for 900 to 1,000 pallets here. “50 percent of the products have already been sold to established customers before they arrive. Everything else is standard goods that we deliver to meet demand and that can also be stored here for longer”, says Uwe Reis in connection with the difficult business of film packaging. Around ten import companies fight for orders in Germany and the pressure on prices increases continuously. “We are talking about cheap products, but they are supposed to be even cheaper”, says Reis.

In such a fiercely competitive market, every opportunity must be taken to work more efficiently. According to Uwe Reis, for example, the JadeWeserPort has a significant advantage over the port of Hamburg in that there is the option to clear customs before the ship arrives in Wilhelmshaven. “If the customs office is closed over the weekend in Hamburg, high storage charges can be incurred because of the wait”, reports the Interfol boss, who also likes the infrastructure of the JadeWeserPort with its large number of freight forwarding companies and good connections to the hinterland. There are no huge traffic jams or blocked bridges in and around the JadeWeserPort.

“The worldwide demand for cars will not exceed a million – just because there is a lack of available drivers.”



Gottlieb Daimler, 1901

Even experts sometimes make mistakes!



Today, over 1.2 billion vehicles are registered throughout the world and more than 5,000 container ships travel the world’s oceans. More and more mega carriers are making regular calls to the JadeWeserPort.

USING THE OPPORTUNITIES OF DIGITISATION IN THE CRISIS

When the world’s economy and the shipping markets collapsed in autumn 2008 – eight years ago now – no one foresaw the hard times ahead. But despite these difficulties, we should not overlook the positive developments. The cruise industry is booming and global trade is growing year on year. Innovations in shipbuilding and ship operation are making sea transport safer and more efficient than ever.



PHOTO: HARTMANN AG

CPT. ALFRED HARTMANN

President of the German Shipowners' Association (VDR)

But what course should shipping take so that Germany can play in the big world league in the future? The nautical and technical expertise of seafarers is essential for this – not only for the shipping companies, but also for many sectors on land, such as the authorities, the pilots and the port captains. In order to preserve maritime expertise, public support for local on-board personnel has now shifted to European level – and it is showing the first signs of a positive effect. Along with the successful support for maritime training over a number of years by the Stiftung Schifffahrtsstandort Deutschland (Foundation for Germany as a Shipping Location) there are now employment opportunities for German sailors under the German flag.

The maritime economy also needs bright people to exploit the opportunities of digitisation. Sensor technology on board, intelligent networking of entire fleets, remote maintenance from land – new, creative solutions are now in greater demand than ever. For example, data exchange between ships and ports means that arrival times, layovers and stowage of containers can be optimised. Even self-operating ships are now an exciting – and ambitious – vision for global sea transport. Reliable drive technology and safe navigation without a crew must be ensured, for example.

We still do not have the answers to many of the questions. What is important, however, is that shipping engages closely with digitisation. For, even in times of crisis, new opportunities can come about in this way and it is important to take them now.

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