

EDITION  
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# LOGISTICS PILOT

Magazine for Ports, Shipping and Logistics

## PEOPLE & MARKETS

Main topic: communication

### Permanent dialogue

Success and trust can only be achieved by adopting long-term measures

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### The mooring woman

The profession requires not only physical strength but a focused mind, too

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### Communication made easy

A newly developed chatbot solves communication issues

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# bremenports

Bremen  Bremerhaven 



## Port marketing par excellence

We are responsible for the ongoing development and maintenance of the ports of Bremen – and for marketing Bremen/Bremerhaven as a port and logistics location. To do so, we use a large number of communications and marketing instruments: “Logistics Pilot” magazine, joint stands at trade fairs and numerous events for customers.

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## “Exchanging ideas is in full swing”

Norbert Brackmann, Federal Government Coordinator for the Maritime Industry

Dear Readers!

As Maritime Coordinator of the Federal Government, I am responsible for an integrated maritime policy for the federal government. My role could also be called “maritime communicator”. As is well known, the maritime industry is made up of a large number of sub-sectors without an umbrella organisation. Also within of the government, various ministers have political responsibility for various maritime issues such as shipping, ports, civil and naval shipbuilding, marine technology, marine research and offshore wind. Communication is therefore necessary. And it works. In cooperation with the industry, the German government has drawn up a forward-looking strategy paper entitled “Maritime Agenda 2025”. With reliable framework conditions and a package of targeted measures, we want to secure, strengthen and expand the international competitiveness of Germany as a maritime location. Another example of the constructive exchange between politics, business and trade unions is the National Maritime Conference, which is held every two years by the federal and state governments. It emphasises the great importance of the maritime sector for our economy as a whole. For me, environmental and climate protection in shipping, digitisation, research, development and innovation in the entire industry, but also a further reduction in bureaucracy are particularly important in the coming years. The exchange about this with you is already in full swing.

Yours, Norbert Brackmann



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# Communicative interplay

## Brand identity

On the one hand (internal perspective) are the employees of a brand or the port location they represent. At best, they are convinced of the performance of the brand and express their attitude with their behaviour as brand ambassadors to the outside world. This makes them – in addition to the product itself – bearers of the brand identity and the brand value proposition. They “live” the self-image of the brand to the outside world, so to speak. This also includes constant re-action to the perceived public image.

**Brand utility  
promise**

**Brand behaviour**



“Identity-based brand management” is based on the assumption that the specific characteristics of brands are highly influenced by human behaviour and communication. In a mutual exchange process, an internal and an external perspective meet. Professor Christoph Burmann, holder of the chair of innovative (LiM) at the University of Bremen, and his team team developed the appropriate concept.



**Brand  
needs**

**Brand  
experience**

## **Brand image**

On the other side (external perspective) are the customers. In the case of ports and logistics service providers, these are shipping companies, forwarders, shippers, etc. They constantly check whether the brand keeps its performance promise and whether it can be trusted. A brand image develops in their minds, which is composed of facts and emotions and which is decisive for whether they decide for or against a brand. If expectations of the brand experience are disappointed, the search for new alternatives takes place.

## COMPACT

**BREMEN. EUROGATE**

recently **published an update** to the **sustainability report** published for the first time in May last year. These contain key figures and rates of change for 2017 compared with the previous year. The Group result was thus able to be improved and the number of sick leave as well as CO<sub>2</sub> emissions reduced.

**BRAKE.** In Brake, the **new construction of the Berliner Brücke** will be completed in 2019. It will be built north of the existing level crossing and will replace two level crossings, only one of which was secured by half-barriers. The construction of the bridge will increase traffic safety, reduce vehicle downtimes and reduce noise and exhaust emissions.

**PAPENBURG. Bernd Althusmann**, Lower Saxony's Minister of Economics, Labour, Transport and Digitisation, recently **visited Meyer Werft** accompanied by representatives of the CDU, the district of Emsland and the city of Papenburg. Althusmann was especially interested in the construction of sophisticated cruise liners such as the "AIDAnova" during the shipyard tour.



## BLG hires 400 new employees at the Bremen logistics centre

**BREMEN.** Around 1,800 people are currently working for BLG in the Bremen logistics centre. **300 part-time and 100 full-time packers and forklift drivers** are now to be added. The background to the recruitment is the good order situation at the logistics centre at the headquarters in the Hanseatic city. BLG LOGISTICS works here on more than 300,000 square metres for a large German automobile manufacturer. The service packages include the control and monitoring of all material, goods and data flows. The site is located in the

freight transport centre and can be reached by public transport. In this context, we would like to point out that the consolidated results published in the August issue of LOGISTICS PILOT only represent those of a part of the group of companies – the Bremer Lagerhausgesellschaft. We apologise for this. **Overall, the BLG Group achieved a turnover of around 1.09 billion euros in the 2017 financial year.** This is an increase of 42.2 million euros. Earnings before taxes (EBT) increased significantly by 2.7 million euros or 8.8 per cent to 33.5 million euros.



## Bicycle day on the Luneplate

**BREMERHAVEN.** bremenports invited interested parties to the second bicycle day on the Luneplate in August, thereby delighting a large number of bicycle fans. **Bremen's mayor Karoline Linnert and bremenports Managing Director Robert Howe** were also present. Like their co-riders, they acquainted themselves at four stations with the special features of the largest nature reserve in the state of Bremen, which has water buffalo, avocets and a tidal barrage to offer, among other things. The Luneplate was created as a compensatory measure and is considered a bird sanctuary of European importance.



## Port of Emden invests 13 million euros

**EMDEN.** Around 13 million euros will be invested at the Emden site this year. One million of this will be used to **renew the interlocking technology of the port railway.** Some of the work will take place during ongoing rail operations and is planned to be completed by the end of 2019. The **installation of an intelligent lighting system** on Eichstraße in Emden costs 2.5 million euros. In addition, the 100-year-old **Grand Sea Lock** will be repaired in the coming years during operation, for which the exact costs are not yet available. In addition, there are investments from the **Nesserlander Lock project**, which has a budget of less than 100 million euros.



## Exchange with Brackmann

**BERLIN.** At the invitation of the Federal Maritime Coordinator for the Maritime Industry, Norbert Brackmann, the **initiators of the potential study “LNG infrastructure on the German North Sea coast under consideration of particularly suitable locations”** recently travelled to Berlin. Their aim was to present the core contents of their study at the Federal Ministry of Economics and Energy (BMWi) to the Maritime Coordinator and to discuss the framework conditions and approaches for implementing an LNG infrastructure in Wilhelmshaven.



## NPorts welcomes 18 trainees

**OLDENBURG.** Since 1 August, the team of Niedersachsen Ports has grown by 18 newcomers. The current year includes young professionals from various fields, including **electronics technicians, industrial mechanics and an office management clerk.** A total of 56 young people and one volunteer are now completing their training with the port operator. On the “Trainee Day”, young people had the opportunity to gain an overview of the company, establish contacts with fellow trainees and exchange ideas.



## High training rate

**BREMEN.** On 1 August, **eleven trainees** started their careers **at the port company bremenports.** The company offers school leavers in the fields of industrial mechanics, architectural drawing, IT, office management, cutting mechanics and electronics a wide range of training opportunities. Including places in dual study courses, bremenports currently offers a total of 36 training vacancies. In relation to the number of total employees, this is a rate of 9.4 per cent and is thus far above the nationwide average.

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## COMPACT

**BRAKE.** A team of students from **Jade University in Eilsfleth** and employees of the **J. Müller Group** have developed a **digital inland navigation platform** as part of the B.CON project. It is intended to pave the way into the digital future for the group of companies with almost 500 employees and further strengthen its competitiveness. With new communication technologies such as Design Thinking, Gemba Walk and Personas, the business is to be consistently thought of in terms of the customer. An equally strong focus in the J. Müller Binnenschiffahrt business model is the orientation of the solution towards the needs of the participants (independent shipowners).

**BREMEN/HAMBURG.** In the first half of 2018, the Kuehne + Nagel Group achieved strong growth in all divisions and significantly increased its operating result and net profit. Responsibility for the operation of the German organisation is handed over to Holger Ketz. **From January 1, 2019, all management in Germany will be based** in the new August-Kühne-Haus in Bremen, which has room for around 725 employees. Management for all European countries is consolidated under the umbrella of the Hamburg-based Region Europe under the leadership of Hansjörg Rodi.



## Dialogue with Emden port industries

**EMDEN.** Recently, **Niels Kämpny** (third from the right), Head of Department in the Lower Saxony Ministry of Economics and responsible for industry and maritime economy, **exchanged views on current developments with representatives of the port industry in Emden.** The topics included the adjustment of the fairways of the outer areas and the future prospects, as described, for example, in the perspective paper on the Port of Emden. In addition, the necessity of the second railway bascule bridge, the flexible tidal control within the framework of the Ems Master Plan and its effects on the Port of Emden were discussed.

## Brackmann visits Maritime Competence Center in Leer

**LEER.** The Federal Government's Maritime Coordinator, Norbert Brackmann, together with Alfred Hartmann, President of the Association of German Shipowners, recently visited the Maritime Competence Centre (Mariko) in Leer. **Brackmann had the opportunity to gain a comprehensive picture of the requirements in shipping.** "In addition to the simulator, I also witnessed that safety plays a central role in shipping. My goal is to get to know every maritime institution, to gain experience and ultimately to become more knowledgeable."



## New technology for increasing requirements

**BREMEN/BREMERHAVEN.** bremenports has **digitised the rail network of the port railway.** The name of the project, which has been implemented in close cooperation with Sersa Rhomberg Gleisbau in recent months, is "Infrastructure Data Management System for the Port Railway of Bremen" (IDMS). The new technology makes it possible to continuously check the condition of switches, tracks and level crossings. This helps to determine necessary repairs at short notice and to plan long-term investments more specifically. bremenports is responsible for the railway infrastructure of the port facilities in Bremen and Bremerhaven and looks after around 220 kilometres of tracks and 673 points. Every week, up to 680 trains use this infrastructure to transport containers and automobiles to and from the port facilities.





## New brand at Zeaborn

**BREMEN/HAMBURG.** The Bremen-based Zeaborn Group has **combined its ship management activities under the name Zeaborn Ship Management** as of 10 August. With this step, the Group combines Rickmers Shipmanagement, acquired in September 2017, and E.R. Schifffahrt, acquired in February. This means that the entire technically managed fleet comprises over 150 container, bulk and multi-purpose cargo ships. The globally active company with headquarters in Hamburg and locations in Asia and Europe employs around 300 people on land and around 4,550 at sea.



## Positive half-year results in Lower Saxony

**LEER.** On the occasion of the “28. Niedersächsischer Hafentag” (28th Lower Saxony Port Day) in Leer, the Lower Saxony seaports presented their figures for the first half of the year. From January to June this year, some 25.2 million tonnes of goods were handled by sea. This represents a year-on-year decline of around three per cent. **Container traffic grew by 25 per cent to around 291,000 TEU. At about 3.54 million tonnes, the share of general cargo increased by eight per cent.** As a result of the planned phase-out of coal energy and the relocation of goods flows, bulk handling fell by nine per cent to around 18.05 million tonnes. For 2018, the parties involved expect a positive overall result for the year as a whole.



## Berth 4 is installation port for wind farm

**CUXHAVEN.** Even before the official inauguration, berth 4 at the Cuxport terminal is the scene for the first offshore project. Cuxport supports the company Van Oord at the new **heavy-duty berth with a total area of 8.5 hectares** in the storage and handling of monopiles and transition pieces for the new Northland Power wind farm “Deutsche Bucht.” This is currently being created in the German Exclusive Economic Zone (EEZ) in the North Sea. 31 transition pieces have already been delivered to Cuxhaven from Spain in a heavy-lift vessel.



## Use of hydrogen in shipping

**LEER.** More than 100 people accepted the invitation of the Maritime Competence Centre (MARIKO) and FME from South Holland to the **German-Dutch conference on “Use of Hydrogen in Shipping.”** Klaus Stolzenburg from the engineering office Planet reported in a keynote lecture on current developments in hydrogen and gave an insight into the status in other transport sectors. Sören Linz from RWTH Aachen then presented the feasibility study on the use of hydrogen in inland navigation developed in the “MariGreen” project.



## Bremen's ports hold their own against the competition

**BREMEN/BREMERHAVEN.** At the beginning of August, the ports of Bremen published their half-year results: **handling remained largely stable in the first six months with a total of 36.5 million tonnes** (minus 0.1 per cent compared to the previous year). For containers, the number of TEUs exceeded 2.72 million, an increase of 0.7 per cent. At 1.1 million vehicles handled by the end of June, ro-ro handling was 1.4 per cent down on the record year 2017, while the volume of bulk cargo fell by 28.7 per cent.

Permanent

dialogue

When it comes to communicating the performance characteristics of goods and services efficiently, entrepreneurs and marketing experts often speak a different language. But even the most beautiful phrases quickly evaporate if the statements are not followed with performances.

In times in which products and suppliers are becoming ever more similar, brands must offer all the more orientation in decision-making. Therefore: “Trust is and remains the hardest currency, both regionally and globally,” says Dr Arnd Zschiesche. As Managing Director and founder of the Office for Brand Development in Hamburg, he has supported more than 70 medium-sized companies in strategic and operational brand management since 2006. Now he has let LOGISTICS PILOT share his wealth of experience and has revealed interesting views. For him, brands are a social phenomenon that has economic effects – and not the other way round. “Every brand is the result of positive prejudices.” However, he does not understand this

term in the classical sense as a premature opinion without having checked the facts, but rather as the sum of positive experiences that generate confidence in a performance as a result. In connection with this, a certain expectation arises on the customer’s side, which the company or its product has to fulfil again and again through constant confirmation of performance. “If Porsche no longer produces fascinating sports cars, the brand can disappear from the scene just like the best kebab stand in town will if no tasty doner kebab is offered there anymore,” explains Zschiesche, cutting to the chase. “At Porsche it only takes a little longer because the positive prejudice about the company is much stronger than that of the doner kebab stand.”

## Warning against chock-a-block overload

The same can also be applied to the maritime economy and ports. If the service package there is not right and trust is disappointed, all creative marketing words concerning competence, innovation and service orientation cannot prevent customers from moving to another company or to another location. “That is why decency, honesty and authenticity are important building blocks for the success of a brand,” says Zschiesche. Against this background, it is elementary that each brand has two to three positive prejudices associated with it. These characteristics must be continuously emphasised for those responsible for branding and marketing. “Because emotions only arise through facts – this is no different for maritime service providers and ports than in other market segments,” explains Zschiesche. For example, each shipping company would have its own specific reasons for calling at a port of call. These can be geographical and monetary in nature, as well as based on the specificity of the services offered there. In this context, he points to his conviction that every brand is defined beyond its boundaries. “One brand can’t be everything for everyone,” Zschiesche is convinced. If a company opens a chock-a-block brand store, it runs the risk of diluting its brand prejudices and thereby losing customers in the long term. Sometimes it even makes sense not to jump on the bandwagon of a trend, but to make clear what does not belong to the brand. This applies to discounters and luxury watches as well as logistics service providers.

## Digitisation as an alarm call

The subject of digitisation is particularly exciting for Zschiesche. “It’s funny: as soon as this term appears in our lectures, the managers are wide awake again,” he explains with a smile. From the point of view of strategic brand management, however, not so much is actually happening. “Of course, I have more data that I need to control and that I want to make available to all relevant stakeholders as part of an optimized supply chain. But even in times of digitalisation, my brand remains the decisive buoy and the relevant channel – not the new technology,” says Zschiesche. Although the new technologies would offer a number of opportunities to spread the brand message across more channels – they would always be typical of the brand. He presents two further exciting theses: “From a brand perspective, it is of course much more difficult for Seaports of Lower Saxony to work



Dr Arnd Zschiesche and his new book “Marke statt Meinung”, which will be published at the end of October.

out prejudices for nine different locations than for two, as is the case with bremenports’ joint marketing strategy for Bremen and Bremerhaven. However, with Germany’s only deep-water port, Wilhelmshaven has a unique selling point that needs to be communicated in a wide variety of ways.” According to Zschiesche, a decisive criterion for brand creation in this context is also the time factor: “Especially today, in a differentiated, fast-moving world, my message will only get through if I repeat it over long periods of time. In concrete terms, this means that “short-term campaigns are not campaigns,” says the brand expert.

## Port expertise “on the road”

The experts at bremenports, Seaports of Niedersachsen and JadeWeserPort-Marketing are also aware that success and trust can only be earned through long-term measures and performance. For this reason, their broad marketing mix includes the two event series “logistics talk” and “Hafen trifft Festland” (Port Meets Mainland), with which they regularly present the performance of their ports in the hinterland.

“With the roadshows we can demonstrate proximity to the customer and form a closer bond through personal discussions,” Timo Schön, Managing Director of Seaports of Lower Saxony since August, outlines the corresponding motivation for “Port Meets Mainland”. JadeWeserPort-Marketing, EUROGATE and Seaports of Niedersachsen have been jointly inviting to this event for four years – with various cooperation partners such as TFG Transfracht and numerous regional partners as well as local chambers of industry and commerce. “The starting shot was fired in November 2015 in Göttingen,” recalls Andreas Bullwinkel, Managing Director of JadeWeserPort-Marketing. “Since ■■■

■■■ we presented the logistics solutions that make up Lower Saxony's seaports with Germany's only container deep-water port Wilhelmshaven in the various economic regions – from Duisburg and Dortmund in the west via Munich and Nuremberg in the south to Leipzig and Dresden in the east. This was and is not only about the services provided by our ports, but also about the efficient hinterland connections by road and rail."

The port management company bremenports has been on the road in Germany and neighbouring countries for twelve years with its "logistics talk" series of events. Guests have already visited Basel, Budapest, Linz, Prague and Vienna, among others, in order to make the competences of

the port and logistics locations Bremen and Bremerhaven known beyond the national borders. "We offer the playing field, others must score the goals," says Michael Skiba, Head of Marketing at bremenports, about the objective of the event series from the sporting side. Accordingly, he and his team always organise the event in close cooperation with companies from the port industry in Bremen. Selected guest speakers in attractive locations will have the opportunity to highlight exciting logistics topics. These offer the best starting points for discussions at the subsequent get-together, at which representatives of the logistics and forwarding industry from the inland meet with experts from the port industry. ■■■

PHOTOS: FOTOTEILNER BATHÉ, JADEVESERPORT

**Not only the organisers, but also the participants are enthusiastic about the event series' concepts:**

## LOGISTICS TALK

The breakbulk business is still a 'people's business', i.e. personal contacts and long-term partnerships still count here. We use the 'logistics talk' platform intensively and very gladly to invite our customers and partners as well as friends of the ports of Bremen and to exchange business ideas in a relaxed atmosphere. I remember some project shipments via Bremen and Bremerhaven, upon which the first non-binding exchange took place within the framework of a 'logistics talk'.

**Sven Riekers, Managing Director, BLG Cargo Logistics**

If you really talk to each other, you don't have to hide anything between the lines, because talking to each other is the beginning of every business! That's why we like to take part in the 'logistics talk'.

**Andreas Harms, Management, D. Heinrichs Logistic**

For such nice and professional discussions I would otherwise have to travel through Germany by car for days. Here I have it compactly and in a great ambience.

**Thomas Kistner, Managing Director, Bricklog**

The 'logistics talk' is an event that makes it easy to make new contacts nationwide. It is not a matter of small talk, but of a well-organised, professionally competent system of exchange.

**Jan Zobel, Forwarding Manager, Heuer Logistics**

I visit the 'logistics talk' several times a year at different locations. This is an excellent opportunity for me to show my face and to stay in touch with important contacts.

**Marcel Zare, Business Development Manager, F.H. Bertling Logistics**

I rarely see seagoing ships here. It is therefore very pleasant that a delegation of experts brings their knowledge to the regions. These are always very interesting conversations.

**Torsten Keine, Sales Ocean Network Express, German Branch**



The successful mixture of lectures and networking was well received by the participants: last year, a total of over 1,000 experts took part in the “logistics talk” (left) and “Port Meets Mainland” (right) series of events in Germany and neighbouring countries.

## PORT MEETS MAINLAND

The port presentation was very good in everything. In short: Wilhelmshaven is equipped for the future, only the connections and the cargo are missing. Transport policy must now be taken on board so that the infrastructure and capacities can be expanded to meet current and future needs.

**Waldemar Tonch, Manager Seafreight Export, Kuehne + Nagel**

Today, the hinterland connection is an important sales argument and the facilities in Wilhelmshaven are state of the art. However, not all shipowners really have the location on their screens. Here it is important to continue to approach the customers and to demonstrate the existing potential, as is the case with the ‘Port Meets Mainland’ event, for example.

**Hans-Dieter Schmidt, Route-Development Manager, EMO-Trans**

It was a good and very interesting event that definitely brought me closer to the JadeWeserPort. I would very much like the new port to grow steadily and become a real alternative to the overcrowded other ports. However, the pre-run and post-run, the tiresome Ulm topic, be looked into at all costs.

**Uwe Jendzurek, Branch Manager, Senator International Spedition**

I’m always looking for new contacts – and ‘Port Meets Mainland’ is ideally suited to do so. I am also a firm believer in the JadeWeserPort, because as the the only container deep-water port in Germany it has clear advantages over Hamburg and Bremerhaven. In the course of the ever-growing container ships, numerous carriers will certainly migrate there in the future.

**Stefan Schröder, Sales Manager, Vossmann Logistik**

‘Port Meets Mainland’ is the ideal format for meeting partners, networking and exchanging ideas in a relaxed atmosphere. As freight forwarders we look at the development in Wilhelmshaven closely to have an alternative to Hamburg.

**Michael Nebel, Head of Projects Area Central, Schenker Deutschland AG**

The port/port operator connection and point of view as well as the Hinterland connection were very informative. What works, what doesn’t work and why not ... it would have been ideal if one could have also seen things from the shipowners’ point of view.

**Michael Damerau, Group Leader/Import-Sea, Kuehne + Nagel**



The seaports from Bremen and Lower Saxony presented themselves at selected international trade fairs with a joint stand under the umbrella brand “German Ports”.

### Pooling strengths and exploiting synergies

In order to bring ships and cargo to their ports and market their efficient network, the marketing experts from Lower Saxony and Bremen are not only concentrating on organising these and other events such as the “Captain’s Day”, the “Port of Lower Saxony Day” or the reception the evening

before the “German Logistics Congress”. They also fly the flag at trade fairs around the globe – from São Paulo to Houston, Shanghai and London. They also take over the complete organisation of the trade fair stand for their cooperation partners and co-exhibitors. In particular, they offer small and medium-sized port and logistics companies a platform so that they can present themselves professionally and concentrate on their customers.

In the course of these activities, the umbrella brand “German Ports” was also created, under which the organisations responsible for port location marketing in the northern German coastal states of Bremen, Hamburg, Mecklenburg-Western Pomerania, Lower Saxony and Schleswig-Holstein present themselves at joint trade fair appearances in non-European countries. “Unfortunately, in my view, the option of a joint positioning has so far not been sufficiently perceived,” Skiba sums up. His appeal: “The German ports must join forces in order to assert themselves side by side as a brand against the competition from Rotterdam and Antwerp. Our goal should be to promote

### Small box with worldwide radius

Interview with Jens Kuckertz, Managing Director, OHB Logistic Solutions

#### After the successful market launch in Europe, you will present the Visioboxx to the American market for the first time at the “Breakbulk Americas” in early October. Why this two-stage strategy?

When we entered the market about a year ago, we focused on the German and European market because our long history in the field of traffic telematics has given us excellent connections to potential users there. Due to regulatory and organisational reasons, we can only serve the American market with a strong local partner with whom we have already established initial contacts. The trade fair in Houston is now a good opportunity to test the market response to our product.

#### Where is the current development in the field of telematics heading?

The market will continue to grow, with the trend in times of Industry 4.0 and the Internet of Things moving towards more cost-effective and integrated systems in the long term. This is the case with the Visioboxx: with the tracking unit – the sensors for recording the measurement data – and the online portal as a communication component for the worldwide transmission of the acquired data.



The Visioboxx is a 600-gramme lightweight mobile box for the monitoring of sea-going containers with a magnet on the door frame of the container.

#### How is the Visioboxx different from other mobile boxes?

We believe that our transparent business model with full functionality and easy use of the tracking unit makes the difference to most of our competitors. In the area of container tracking in particular, OHB is a technology-driven company specialising in the technical implementation of customer requirements and product development. At the same time, the cost-sensitive market expects a low-cost device with clearly calculable running costs. We can meet this demand with the Visioboxx.

#### Who are the customers, and what is the box most frequently used for?

First and foremost for logistics service providers and industrial customers who make extensive use of forwarding services and attach importance to increased transparency of the transport status. This is particularly the case with food and pharmaceutical products that need to be chilled.

Germany abroad as an overall location. Only when the customer has decided on a German location, does the national competition among them begin. If we do not succeed in this rethinking process, many German ports could end up on the losing side.”

### Team spirit promotes brand identity

Professor Christoph Burmann, Chair for Innovative Brand Management (LiM) at the University of Bremen shares this opinion: “Close and trustful cooperation is an important step for the acceptance of a brand and for successful port marketing. For this purpose, cooperations such as ‘German Ports’, but also the integration of companies on site – as is the case with ‘Port Meets Mainland’ and ‘logistics talk’ – are extremely expedient. The intensive coordination of all parties involved not only improves internal communication, but also promotes the brand identity to the outside world” (more on the concept of “identity-based brand management” on pages 4 and 5). Burmann also sees the establishment of a marketing advisory board as an important step in this direction, which will combine the marketing activities bundled at bremenports to form the new umbrella brand “Two Cities. One Port”. Representatives of the Senator for Economics, Labour and Ports in Bremen (SWAH), the Bremen Port Authority (BHV), the Initiative Stadt-bremerische Häfen (ISH), the Bremerhavener Gesellschaft für Investitionsförderung und Stadtentwicklung (BIS), the Wirtschaftsförderung Bremen (WfB) and the University of Bremen belong to this body.

### Facts alone are not enough

Like Zschesche, Burmann emphasises the aspect of continuity in all marketing activities: “Only if the differentiated characteristics of the brand are communicated in the long term will the brand image be consolidated in the psyche of the relevant target groups.” At the same time, he puts a stronger focus on emotional aspects: “In my view, trust is a necessary but not sufficient condition.” In addition to the facts, emotional ties play an elementary role for him. Burmann calls this “Brand Attachment”. In his opinion, they are a logical explanation why consumers choose more expensive jeans or a more expensive car, for example, even though the performance characteristics are almost identical between the alternatives. Or why a shipping company calls at a port that provides the same services as another, but charges higher port dues in comparison. (bre)



### Spreading the good reputation across the world

There are currently around 70 Bremen Logistics Ambassadors, who carry the advantages and strengths of the port and logistics location Bremen/Bremerhaven as ambassadors around the world. They come from Ethiopia, China, India, Israel, Russia and the United States among others – and study international logistics at Jacobs University Bremen and the University of Bremen. Once a year, the Bremen Port Authority (BHV) selects the best applicants for the Ambassadors project in cooperation with the two universities. Parallel to their studies, they then undergo an eight-month training programme in which they acquire extensive expertise in all aspects of the regional logistics industry. Important components are excursions and company visits, which give Logistics Ambassadors insights into the companies and their specialisation. At the end of this training, they receive a certificate from Martin Günthner, Bremen’s Senator for Economics, Labour and Ports, which officially recognises them as Logistics Ambassadors for the Hanseatic city.

“The Logistics Ambassadors are a real success project that we launched in 2012 in cooperation with Jacobs University and that has long since proven itself,” says Klaus Platz, Managing Director of BHV. “The students, many of whom will later assume a leading position, feel very comfortable with us and are thus ideally suited to spreading their positive experiences from Bremen around the globe. In April of this year, BHV brought the logistics company Kuehne + Nagel on board to guide the 14 participants of the current sixth year and to support them in their final theses. “We are happy to support Bremen’s good reputation around the world and look forward to establishing interesting contacts with young logistics specialists,” says Ralf Mieke, Regional Manager North at Kuehne + Nagel. The new Logistics Ambassadors will receive their certificates in November. After that, 14 more official “logistics fans” will be there to report on the significant share that Bremen and Bremerhaven have in logistics services “made in Germany”.

# The mooring woman

Few people know the traditional profession. And this even though the shipping companies in the ports are dependent on mooring lines: in all weathers they connect the ships with the quay.





It is not as easy as it looks. But that only hard-baked men can work as mooring men is a cliché. For the Festma company in Bremerhaven, for example, an 80-year-old pensioner is working as a temporary worker, and mooring women have also been working for the company for over ten years. One of currently four is Lara Haase. The 28-year-old is the first permanent mooring line operator to work for the mooring company.

On the one hand, it was a coincidence, because the profession is rather unknown and not an apprenticed profession. On the other hand, everything at Haase has turned out so well that in retrospect it could not have turned out otherwise: after graduating from high school, she actually wanted to start her training as a ship mechanic. But since it wasn't that easy to find an apprenticeship, Haase first had to complete a year of production engineering including an internship at Fassmer. Haase finally found what she was looking for at the Petra Hein-

rich shipping company in Jork. After the end of her apprenticeship, however, she was usually offered temporary contracts, so she decided to look for a job ashore. A friend told her about a vacancy at Festma, where she joined in 2015. As with other mooring companies, sailors and ship mechanics are in demand there as employees. Because only those who in addition to a good physical condition have the necessary seafaring skills are allowed to get up close to the small and large tubs in accordance with the requirements of the port authority.

### Special care is required

One of them is the container ship "MOL Gratitude", which will depart for Le Havre in a few minutes. With a length of 275 metres, a width of 40 metres and a loading capacity of 5,600 TEU, it is one of today's somewhat smaller freighters, but even with this size of ship, loosening by hand ■■■



In addition to their physical strength, mooring lines also use specially equipped Unimogs with a 1.5-tonne winch.

FACTS

**Festma**

Founded in 1971 by 24 mooring operators

Main field of activity: mooring of container ships, bulkers, tankers and cruise ships

Customers are various shipping companies

Locations: Bremen and Bremerhaven

About 100 employees

Special feature: 34 of the permanent employees are currently shareholders

Monthly handling of around 600 ship calls in Bremerhaven

■ would be an enormous feat of strength. Four front and four stern lines, which hold the ship at the pier, as well as two jumps in front and behind each, which ensure that the ship does not drift along the pier, must be re-released. Festma has therefore been using specially equipped Unimogs with a 1.5-tonne winch since the late 1970s. Not only then, but also during manual mooring, two employees in the team are always responsible.

While her colleague is standing by with the Unimog, Haase begins to attach the mooring line to the vehicle. “The biggest risk when tightening and undoing is the line break,” reports Festma Managing Director Thorsten Pulst. “The line is so tense that in such a case it rebounds like a rubber band and unfolds an enormous, in the worst case deadly force when ripped.” That is why the mooring line is behind the vehicle a short time later, when the rope is loosened with the help of the Unimog. In addition, she and her colleagues pay attention to the noises of the ropes and know when to get to safety. But there is also another challenge: “The ropes can be quickly clamped in the rudder blade or wound around the ship’s propeller, which we must of course always keep an eye on,” reports Haase, who, like her colleagues on the quay, is only allowed to move with protective clothing such as warning and life jackets, gloves and helmet. After about ten minutes the “MOL Gratitudine” can leave and the two mooring operators set off for the next ship.

**Good communication is essential**

The 200-metre-long and 32-metre-wide ro-ro vessel “Glovis Composer” of the South Korean shipping company Hyundai Glovis with a deadweight tonnage of 18,881 tonnes is also dependent not only on the support of the pilot but also on that of the mooring line. Despite the ropes, which have the diameter of a man’s upper arm, Haase and her colleague work manually this time. This requires not only the use of body weight but also of brains. Because before Haase releases the eye from the bollard, a complex flow of information takes place. This includes close contact with the respective liner and port agents, coordination of traffic flow plans with the port operations office, data from the company’s own AIS antenna (short for Automatic Information System) and commercial AIS systems from companies such as marinetracker.com and vesseltracker.com. This also includes, of course, access to the controllers’ planning and communication with them. “The more information we have, the easier it is to communicate and the better we can plan,” says Pulst. At the berth Haase and her colleagues must also coordinate with the crew on board. “Sometimes we have to shout very loudly to make ourselves understood,” says Haase.

Often, however, this is not possible due to the high noise level of the running engines during the approach and departure manoeuvres and communication is only possible with a lot of eye contact and by hand signals. Equally important, of course, is good communication within the well-practised teams. Haase: “My colleague must know, just like I do, which rope I have to attach or detach to which bollard.”

“The ropes can be quickly clamped in the rudder blade or wound around the ship’s propeller.”

Lara Haase

**Six days availability, four days off**

As soon as the “Glovis Composer” has left the port, the ro-ro ship “Orion Highway” of the Japanese shipping company “K” Line begins its mooring manoeuvre. “Especially in the afternoon, the arrivals and departures of the ships often pile up,” says Haase. “Our working hours are generally based on ship changes and the shifts to which the terminal operators allocate their employees. However, things do not always go according to plan. Waiting is also part of the mooring line profession, which is why a further prerequisite for working at Festma is a place of residence near the port in Bremerhaven. “We work in a standby system,” Pulst reports. For Haase and her colleagues, this means that they must work in the

6:4 system, i.e. be in the port around the clock within one hour on six consecutive days. “That can sometimes be 13 hours at a time, but as a rule we work nine to eleven hours,” reports Haase. “But the six working days are followed by four free days.”

It is not only because of such working hours that it is difficult for the mooring companies to find sufficient new blood. “Fewer and fewer young people are being trained on board German ships,” Pulst says. For those who work at Festma, the company with its flat hierarchies offers a secure job. And even though Wärtsilä already tested automated mooring with the aid of an auto-docking system on the 83-meter-long ferry “Folgefonn” of the Norwegian shipping company Norled in April of this year, Pulst does not believe that the shipping companies in Bremerhaven will manage without mooring operators in the foreseeable future. In any case, Haase sees her future in the company: “My job is highly varied and is a lot of fun.” She was particularly pleased that her application



Working with ropes as thick as an upper arm is part of Lara Haase's daily work.

for admission as a partner of Festma was approved and, like 33 other permanent employees for many years, she is now the first female shareholder in the company. “The fact that I earned the respect of my colleagues so quickly is, of course, a great tribute.” (cb)

More information:  
[www.festma.de](http://www.festma.de)

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# Together on of the safe side



Firefighting is also on the broad agenda of the Maritime Security Division – in addition to new security concepts and rescue equipment and the optimisation of data security.



Dr Falk von Seck, Member of the Division Management at MCN



Andreas Born, Branch Manager at MCN

Since the beginning of this year, the Maritime Security Division has been offering a cross-sectoral discussion platform – with the aim of improving safety in the maritime sector and increasing the competitiveness of the northern German coastal states in product development.

As one of the leading export nations, Germany attaches great importance to efficient maritime transport on safe routes. In particular, the intensive use of coastal areas, the increasing number of overseas transports and the protection of maritime infrastructure present the economy with special challenges when developing efficient security concepts. In order to provide competent support in this process, the Maritime Cluster North Germany (MCN) founded the Maritime Security Division in January 2018. More than 160 participants attended the opening event in Rostock to discuss the requirements for maritime safety. “The subject seems to play a major role at the moment. We want to identify future hotspots in this area and initiate innovative projects,” Dr Falk von Seck, member of the department management at MCN and professor at Jade University Elsfleth, outlines the objectives of the newly founded organisation.

At the opening event in Rostock, Hans-Werner Monsees, Head of the Emergency Command for the German federal and coastal states, reported on maritime emergency management on the North Sea and Baltic Sea. In developing and communicating its topics, the division attaches great importance to coordination with other associations and institutions that are also committed to maritime safety.



## Broad range of topics

A multitude of topics are on the agenda of the Maritime Security Division: from new security concepts and rescue equipment resulting from the rapid development of ship sizes, through safety requirements for new propulsion systems, to the optimisation of data and cyber security in times of increasing digitalisation. The avoidance of accidents, the prevention of piracy and terrorism as well as acute and emergency medicine are also among its main areas of work. "In view of these multifaceted challenges, an interdepartmental and cross-sectoral exchange between the various players is more important than ever," von Seck is convinced. "This is the only way to further reduce risks, develop new technologies and products and additionally strengthen the competitiveness of our companies in northern Germany.

The aspect of cross-industry exchange is guaranteed in two respects. On the one hand, due to the heterogeneous composition of the specialist group, which includes ports and shipowners as well as universities and logistics service providers, shipyards and suppliers. On the other hand, through intensive external networking of the specialist group with neighbouring sectors such as the automotive industry or the aerospace industry, which are faced with similar issues. "Each of these market segments has its own specific know-how with its own technologies, which can be further developed through mutual exchange. Ideally, MCN events will be fol-

lowed by joint projects resulting in innovative products or patents that increase the safety of facilities and processes, ships and sea routes, but also in ports," says Andreas Born, Branch Manager of MCN Bremen, which is responsible for the cluster's activities.

## High-quality speakers

The events of the Maritime Safety Group are characterised by the high quality of the selected speakers. Hans-Werner Monsees, Head of Emergency Command, presented the concept of maritime emergency management on the North Sea and Baltic Sea at the opening event in January, while Holger Klindt of Atlas Elektronik spoke about the opportunities and perspectives of safety and security for German industry. The motto of the follow-up event in June was "New risks and the consequences for training and further education." Highlights included presentations by Per-Åge Nygård of the Norwegian Hull Club on damage prevention and Marc G. Schmidt of PCCG Point Conception Consulting, who presented a practical report on psychometric testing procedures as a tool for staff selection in shipping companies.

"The feedback on our work so far has been consistently positive," von Seck sums up. For this reason, preparations are already underway for a third event, which is to take place in Rostock on 27 November under the main theme of navigation and integrated transport technology. Questions of e-navigation as well as the integrated operation of land and sea will be examined. "With this content, we are primarily addressing decision-makers and players in shipping companies, in the maritime logistics industry and administration as well as product developers," says von Seck. (bre)

## FACTS

### MCN

Association of 300 companies and institutions of the maritime industry from Lower Saxony, Bremen, Hamburg, Schleswig-Holstein and Mecklenburg-Western Pomerania

Its aim: to promote and strengthen cooperation in the industry on a transnational basis

A total of nine specialist groups in the MCN

It supplements existing programmes and projects of other institutions and associations and promotes cross-industry networking.

More information:  
[www.maritimes-cluster.de](http://www.maritimes-cluster.de)

# Communication made easy

Around 90 per cent of ship accidents are due to human error, and almost every second error is the result of communication problems. A chatbot developed by Jade University in Elsfleth and the Fraunhofer Institute for Digital Media Technology in Oldenburg is now intended to help.

**O**n most ships there would be a colourful tangle of languages if everyone on board spoke in the respective national language. Although English is the lingua franca, i.e. the common language on board, it is only the mother tongue of about two per cent of the approximately two million seafarers worldwide. Even if the majority of the crew members have at least sufficient basic knowledge of English, misunderstandings quickly arise due to the different dialects and accents as well as the cultural characteristics of the multinational teams. What can be taken ashore with humour carries high risks on board and especially in radio contact.

## Clear communication prevents accidents

“About 40 per cent of maritime accidents on merchant and cruise ships can be attributed to communication problems,” reports Peter John, a lecturer at Jade University in Elsfleth, who has been teaching at the Department of Maritime Studies since 1996. “A particularly poignant example is a case in the port of Tokyo, where a person had to die because of not knowing the word ‘heart attack.’” Although fortunately not all language and communication problems have such serious consequences, it is John’s heart’s desire to improve communication on board and between and with the ships. However, a distinction must be made here: “It is important for clear communication on board to have a good command of the English language as such,” says John, “but it is almost even more important that the standard phrases (Standard Marine Communication Phrases, SMCP for short) prescribed by the IMO (International Maritime Organization) are partly practised with different syntax so that they can effectively be used in automated form in every situation.”

## Chatbot is self-developed

Since the common speech recognition programmes are not suitable for nautical language, special computer dialogue systems for shipping are to provide a remedy in the future. Since 2015, John and the Fraunhofer Institute for Digital Media Technology IDMT in Oldenburg have been developing software applications for acoustic signal processing and computer-based speech recognition of nautical English. These include teaching systems based on chatbots, which are being developed and used for the first time within the framework of this project for language teaching in the mar-

With the help of students and exercises with seafarers on the ship simulator, the necessary voice recordings and dialogue patterns were made for programming the chatbot.



itime sector. They not only recognise voice commands, but also provide meaningful answers. “With our programmes, which can be used via an app and the computer, we simulate standard situations on board,” explains John. “This can be a fire, for example, which unfortunately happens quite often on board in reality.” The user enters in advance what function he has on board, for example officer, and can then go through the corresponding exercises on his own computer or smartphone – and this also offline – in the respective role. “The more often such dialogues are practiced, the lower the risk of errors,” John says and emphasises: “The programmes are not intended to replace the trainings, but only to supplement them. He sees a further advantage in this: “If you are insecure or inhibited, you can practice for yourself behind closed doors – around the clock and worldwide. Students can apply the necessary communication patterns and strategies and try them out in a realistic learning environment. Another advantage is that the dialogue systems adapt to the speed and ability of the individual, which has a positive effect on individual learning success.

## Artificial intelligence required

There are still only prototypes and projects with the IDMT and various companies. “But the technology is in place, and

the speech recognition of different accents and pronunciations of the nautical commands works very reliably,” says John. However, programming was quite demanding. “Only with the help of students and exercises with seafarers on the ship simulator could we make the necessary multitude of different voice recordings and dialogue patterns. The computer was then fed with these so that as an initial step it “learns” to understand the different ways of speaking according to the trial-and-error method. In the next step, a model is created that determines whether a word is a verb, a noun or an adjective, for example. In the case of unclear or ambiguous pronunciation, it includes which two to three words in the standard nautical language are typically used before or after. This requires a lot of capacity on the computers of the IDMT that run separately from the Internet. “A computer with 60 processors takes about a week to calculate the language probability of such a model,” says John.

In addition, the recording of computer-controlled communication using speech recognition also allows the transmission in writing, which can in turn be displayed in radio communication and translated into a foreign language. Application procedures are another area of application. “A large shipping company told me that it expects to conduct around 10,000 job interviews over the next ten years,” reports John. Since this is very time-consuming and cost-intensive, the chatbots can also offer great added value here.

Pilot tests are currently being conducted to test, improve and validate the applications. This may take some time, but John wants the programmes to run smoothly. Completion is planned for 2019 or 2020 at the latest. (cb)



Peter John, who holds a doctorate in interpreting, teaches as a lecturer at the Jade University in Elsfleth and wants to improve nautical communication with his chatbot.

## FACTS

### Chatbot-Projects

#### VTS Bot

Duration: May 2015 to May 2016

Funding: 60,000 US dollars from the International Association of Aritime Universities (AMU) and The Nippon Foundation from Japan

Project management: Peter John, Jade University Elsfleth

Since 2016: internal research funding by Jade University and Fraunhofer IDMT

More information:  
[www.jade-hs.de](http://www.jade-hs.de)





# Communication with the next generation

Experts point out that the public still knows little about the port and logistics industry. That's why the companies actively approach people – especially students.

**M**ore than 35,000 people were inspired by Supply Chain Day at 340 events in 23 countries this year. This was reported by the German Logistics Association (BVL), which has now initiated the major event for the eleventh time. Numerous companies from industry, trade and logistics opened their doors on 19 April to give the public a look behind the scenes and to present themselves as attractive employers. “We need a stronger logistics branding,” emphasises Prof. Robert Blackburn, Chairman of the BVL Executive Board, and provides the corresponding reason: “Logistics is a great field of work, although it is in competition with the automotive industry, mechanical engineering or trade on the job market. This is a real challenge, because most people know more about these industries than about logistics, which often operates

in the background.” Accordingly, it is important to inform and work on emotional perception.

## Experience ports and logistics up close

In the ports of Lower Saxony and Bremen, this has long been internalised and is regularly accompanied by intensive presentations and targeted communication during Supply Chain Day. This year bremenports offered free guided tours in Bremerhaven and Bremen – with the support of BLG LOGISTICS, the biology team naturRaum and the initiative Stadtbremische Häfen (ISH). These included a two-hour tour of the car and container terminals in Bremerhaven as well as a guided tour of the Luneplate, the largest nature reserve in the state of Bremen, which was created as an ecological

compensation area for major port construction projects. During two excursions through the ports of Bremen, the participants were also able to witness the work processes at the Oslebshausen lock and experience first-hand local production plants and service companies on a bus tour through Überseestadt (Overseas City) and the timber and factory port.

Numerous events related to Supply Chain Day also took place in Lower Saxony on 19 April. Among other things, the Agency for Economic Development in Cuxhaven had organised a visit to various companies for pupils of the regional secondary schools – with the aim of familiarising the soon-to-be school leavers with the job descriptions surrounding port, transport and logistics and inspiring them to embark on a career in this sector. Members of the Hafenwirtschaftsgemeinschaft Cuxhaven (HWG) such as the terminal operator Cuxport, the shipping company DFDS Germany and the specialist for tug services Otto Wulf also took part in the presentations. “The further development and promotion of the port always requires motivated newcomers to the profession. The Supply Chain Day offers the pupils good opportunities to get practical information and to get in touch with potential employers,” says Hans-Peter Zint, Chairman of the HWG, in explaining the commitment. “We hope that this will give one or the other an idea for his or her future career choice,” adds Dr Christian Rogge from the Agency for Economic Development.

## Experts go to school

Regardless of special events like the Supply Chain Day, bremenports, BLG LOGISTICS, Seaports of Niedersachsen, Container Terminal Wilhelmshaven JadeWeserPort-Marketing and Hamburger Hafen und Logistik AG (HHLA) have been relying on communication with the next generation as part of the MARWILO (Maritime Economy and Logistics in Education) education project for over ten years. Thus the Oldenburg Institute for Economic Education (IÖB), on the original initiative of the initiators of this project – the BLG LOGISTICS GROUP and bremenports – has developed teaching materials such as the student workbooks “Wirtschaft im Hafen” (Economy in Ports). While the first



Successful MARWILO learning combination: the Internet portal and the workbooks provide practice-oriented information on the topics of port management, shipping and logistics.

issue is suitable for use at lower secondary level and, in addition to the topics “Regional Economic Area”, “Companies in the Port” and “World Trade”, also presents skilled jobs in the port and logistics fields, the second issue is aimed at upper secondary level. Basic economic knowledge is imparted and the study opportunities and career prospects in the industry are presented. At the same time, the website [www.marwilo.de](http://www.marwilo.de) offers additional background information in the form of presentations, slides, films and podcasts.

“Many students do not know much about the industry. That makes it all the more important to introduce young people to the topic in good time – preferably in class,” says Robert Howe, CEO of bremenports, outlining the project’s objectives. It is a great help for the three port specialists to have an experienced partner like the IÖB at their side, who knows exactly what appeals to students and has many years of experience in the training and further education of teachers. “Without basic economic knowledge, the complex interrelationships between business, politics and society can hardly be grasped,” says Dr Michael Koch, Head of Project Management and Head of Qualification and E-learning at the IÖB. “That is why we have put together a special package for this project, which, in addition to the student workbooks and the Internet materials pool also includes teacher training. Because what use are the best topics if they are not presented in an attractive and professional manner?” The corresponding figures speak for themselves: more than 30,000 copies of these student workbooks have been in use throughout Germany to date. The teaching materials are currently used by 54 schools in the state of Bremen and 160 in Lower Saxony. (bre)

More information:  
[www.tag-der-logistik.de](http://www.tag-der-logistik.de)  
[www.marwilo.de](http://www.marwilo.de)

## COMPACT

**HAMBURG.** The German board of the Women's International Shipping & Trading Association (WISTA) recently reconstituted itself at the annual general meeting. The network, which aims to strengthen the role of women in shipping, is now led by **Claudia Ohlmeier** (DNV GL) as first chairman. Other new members of the Management Board are Cindy Paarmann (Carnival Maritime), Nadine Paschen (TX Marine Messsysteme), Kathrin Ehlert-Larsen (Association for Shipbuilding and Marine Technology) and Yvonne Grünewald (ARGE Hamburger Schiffsbefestiger).

**BRAKE.** **Axel Boedtger** has been working for J. Müller as the new sales manager in the coffee division since July. After his training as a forwarding merchant with Berthold Vollers, he initially worked there as an employed forwarding merchant and since March 2003 as the head of the coffee, cocoa and food department. Boedtger brings years of experience and know-how to the new task, especially in the coffee segment. With him, J. Müller wants to successfully position the Bremen location for the future.

## Customs specialist Zoba has dual leadership

**BREMEN.** **Birgit Gröning** (left) and **Angelika Merk** have been the new managing directors of Zoba Zollberatung und -abwicklung GmbH since the beginning of September. They succeed the founder and long-standing managing director Manfred Flügger, who managed the company for over two decades and has entered retirement. Gröning joined Zoba in 1995 and is now responsible for Finance, Human Resources and Controlling. Merk has been with Zoba since 2003. She now controls the organisation and development of the company and is the contact person for questions relating to process optimisation. Zoba supports importers and exporters with consulting and certified software for participation in the electronic customs procedure "Atlas" for import and export formalities.



## New speaker at TFG Transfracht

**HAMBURG.** **Bernd Pahnke** has recently been appointed Spokesman of the Management Board of TFG Transfracht. His appointment as Managing Director Sales was extended. Pahnke will also remain Port Officer Hamburg/Bremerhaven for DB Cargo. TFG Transfracht is a Deutsche Bahn company and connects the ports of Bremerhaven, Wilhelmshaven and Hamburg as well as Koper with over 15,000 locations in Germany, Austria and Switzerland via its AlbatrosExpress network.



## Realignment of LIHH

**HAMBURG.** In its constituent meeting, the Supervisory Board of the Logistics Initiative unanimously appointed **Carmen Schmidt** as sole Managing Director of the Logistics Initiative Hamburg Management (LIHH). The 42-year-old has been actively involved in the development of the organisation since 2006 and has played a key role in the strategic development of the Hamburg logistics initiative over the past seven years as a member of the management board and deputy cluster manager.

## Change in the Board of Management

**OSNABRÜCK.** Recently, the Supervisory Board of the Hellmann Group appointed **Michael Noth** to the Board of Management as successor to Alexander Blum as Chief Financial Officer. Blum decided to leave the logistics service provider to take on new professional challenges. Noth was previously Head of Finance at sugar producer Nordzucker. The company is now managed by the Executive Board with Thomas Knecht as CEO, Jost Hellmann as CCO and Michael Noth as CFO.





## Dettmer Group appoints new Chief Financial Officer to the Management Board

**BREMEN.** Peter Ganz has been CFO of the Dettmer Group since 1 August. Previously, the 50-year-old was Chief Financial Officer at Hapag Lloyd and Chief Shipping Officer of MPC Capital, among others. In addition to him, the management consists of the CEO and managing partner Heiner Dettmer and the COO Andreas Niemeyer. The company is active in the fields of shipping, logistics, warehousing and transshipment as well as waste disposal and personnel services. It employs around 1,800 people.



## Parliamentary Group on Inland Navigation established

**BERLIN.** Representatives of the parliamentary groups in the Bundestag recently founded an alliance to strengthen inland navigation in Germany. Its aim is to support the transport and commercial policy interests of the inland navigation industry in the political arena, to identify problematic developments at an early stage and to resolve them in a non-partisan manner. Speakers (from left): **Bernd Reuther** (FDP), **Andreas Mrosek** (AfD), **Claudia Müller** (Grüne), **Gustav Herzog** (SPD), **Eckhard Pols** (CDU/CSU) and **Jörg Cezanne** (Die Linke).

## Reestablishment of the Supervisory Board at Jacobs University

**BREMEN.** In addition to **Antonio Loprieno**, the following new members were appointed to the Supervisory Board of Jacobs University: Dorothee Dzwonnek, **Philipp Rösler**, **Jörg Dräger** and Patrick **Aebischer**. For the Jacobs Foundation, **Lavinia Jacobs**, President of the Foundation, is now a member of the Board. The mandates of Martin Günthner, Antje Boetius, **Marco Fuchs**, **Sandro Giuliani**, **Peter Lürßen**, Reimar Lüst, **E. Jürgen Zöllner** and **Anne Valtink** were renewed.



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# Save the Date

Here an overview of selected events in the maritime and logistics sector. Simply take a note of the dates that interest you.

## Trade fairs

 Joint trade fair appearance under the umbrella brand of "German Ports"

Numerous trade fair dates are on the agenda in the coming months: "FRUIT LOGISTICA" is all about fruit and vegetables, while "Breakbulk Middle East" focuses on general cargo and heavy lift logistics. This will be followed by "Intermodal South America", the trade fair for freight transport, logistics and foreign trade, at which the North German coastal states will be represented with a joint trade fair stand.



At the "Intermodal South America" in São Paulo, the seaports from Bremen and Lower Saxony presented themselves for the twelfth time with a joint trade fair stand under the umbrella brand "German Ports".

<b>FRUIT LOGISTICA</b> <a href="http://www.fruitlogistica.de">www.fruitlogistica.de</a>	<b>6. – 8.2.2019</b> Berlin, Germany
<b>Breakbulk Middle East</b> <a href="http://www.breakbulk.com">www.breakbulk.com</a>	<b>11. – 12.2.2019</b> Dubai, UAE
<b>Intermodal South America</b> <a href="http://www.intermodal.com.br/en">www.intermodal.com.br/en</a>	<b>19. – 21.3.2019</b> São Paulo, Brazil
<b>Breakbulk Asia</b> <a href="http://www.breakbulk.com">www.breakbulk.com</a>	<b>20. – 21.3.2019</b> Shanghai, China
<b>Breakbulk Europe</b> <a href="http://www.breakbulk.com">www.breakbulk.com</a>	<b>21. – 23.5.2019</b> Bremen, Germany
<b>transport logistic</b> <a href="http://www.transportlogistic.de">www.transportlogistic.de</a>	<b>4. – 7.6.2019</b> Munich, Germany

## Customer events

Would you like to get to know us better and discuss the latest market developments with industry experts? Our "logistics talk" and "Port Meets Mainland" event series offer excellent opportunities for this. They will soon take place in Graz and Vienna, in Munich and in Mannheim. In addition, on the evening before the DLK, bremenports invites guests to the traditional port reception in the representation of Bremen in Berlin.



The event format "Port Meets Mainland" informs about the latest developments in the ports of Lower Saxony with the container deepwater port Wilhelmshaven.

<b>logistics talk</b> <a href="http://www.bremenports.de/veranstaltungen">www.bremenports.de/veranstaltungen</a>	<b>11.10.2018</b> Graz and Vienna, Austria
	<b>15.11.2018</b> Munich, Germany
<b>Evening reception for the DLK</b> <a href="http://www.bremenports.de/veranstaltungen">www.bremenports.de/veranstaltungen</a>	<b>16.10.2018</b> Berlin, Germany
<b>Port Meets Mainland</b> <a href="http://www.seaports.de">www.seaports.de</a> , <a href="http://www.jadeweserport.de">www.jadeweserport.de</a>	<b>14.11.2018</b> Mannheim, Germany

## Other highlights

In October, the "35th German Logistics Conference" takes place in Berlin. After last year's successful debut, Bremen and Hamburg will once again be presenting themselves there together with the HANSE LOUNGE. At the "Fachforum Projektlogistik" in January, Bremen will be presenting its business card in XXL logistics for the fifth time.

<b>35th German Logistics Conference (DLK)</b> <a href="http://www.bvl.de/dlk">www.bvl.de/dlk</a>	<b>17. – 19.10.2018</b> Berlin, Germany
<b>Fachforum Projektlogistik 2019</b> <a href="http://www.bhv-bremen.de">www.bhv-bremen.de</a>	<b>14.1.2019</b> Bremen, Germany

# Review

In the last weeks, Leer, Bielefeld and Hamburg have laid crucial foundations for the future of the maritime economy.

## 28th Niedersächsischer Hafentag

**LEER.** Since 1990, guests from politics, administration and business have met once a year at the Niedersächsischer Hafentag (Lower Saxony Port Day) to discuss the current developments in the state's seaports. On 31 August, Leer hosted the event opened by Mayor Beatrix Kuhl and Timo Schön, the new Managing Director of Seaports of Lower Saxony. Bernd Althusmann, Lower Saxony's Minister of Economics, Labour, Transport and Digitisation, then pointed out the importance of the ports there as partners for the economy in his keynote speech, before Alfred Hartmann, President of the Association of German Shipowners (VDR), made clear in his speech how indispensable shipping and ports are for prosperity and progress.



Around 300 guests accepted Seaports of Niedersachsen's invitation to the 28th Lower Saxony Port Day in Leer, East Frisia.

## 54th Kapitänstag (Captain's Day)

**BREMEN.** With a greater presence of active captains and organisational changes, the Free Hanseatic City of Bremen and the Bremen Port Authority (BHV) gave Captain's Day on 7 September a particularly traditional touch. Among the approximately 300 guests – among them members of the BHV, business partners from Germany and abroad as well as representatives from politics, administration and business – this step was well received. In addition to Lower Saxony's Minister-President Stephan Weil and Bremen's Mayor Dr Carsten Sieling, Hans-Joachim Schnitger, President of the Bremen Port Authority, and the harbour captain Andreas Mai gave speeches to the invited guests at the festive dinner in the town hall.



The festive dinner in the town hall is a symbolic thanks to all the crews of ships and airplanes that connect the city with the world.

## logistics talk

**BIELEFELD.** The extent to which the numerous guests who accepted bremenports' invitation to the "logistics talk" at the restaurant "glückundseligkeit" (meaning "good fortune and bliss") on 20 September left the event with positive feelings is not empirically known. But in the church, which has been converted into a gastronomic business, the guests were able to glean enlightening information on the range of services offered by Bremen's ports, among others by Robert Howe, Managing Director of bremenports, and from the company presentation by Jan Zobel, Head of Freight Forwarding at Heuer Logistics. Numerous aspects of the speeches were taken up during the subsequent dinner and get-together.



Already in 2017, the "logistics talk" participants in Bielefeld's "glückundseligkeit" experienced interesting discussions in a historical ambience.

## COMPACT

### World of Logistics

**BREMEN.** The seventh edition of the "World of Logistics" job fair on 23 September was organised for the first time by the Bremen Port Representative and once again attracted several thousand visitors to Bremen's overseas city. The successful concept was once again well-received among the up-and-coming logistics specialists. At trade fair stands, in lectures, interviews and hands-on activities, around 40 companies promoted the many forward-looking career profiles in logistics and were largely satisfied with the discussions held there.

### WindEnergy Hamburg

**HAMBURG.** Around 1,400 exhibitors presented their products and services at the trade fair from 25 to 28 September. While bremenports showed its colours together with the Bremerhaven Society for Investment Promotion and Urban Development, the BLG LOGISTICS GROUP and EUROGATE, Seaports of Niedersachsen presented itself via a joint stand, the "Niedersachsen Pavillon", with the Ministry of Economic Affairs of Lower Saxony and the Agency for Economic Development Cuxhaven.



All editions are also available as a PDF file in German and English. Scan the code or go to [www.bremenports.de/logistics-pilot](http://www.bremenports.de/logistics-pilot)

# EDITION DECEMBER 2018

## Main Topic ro-ro

Trends, challenges and potentials with ro-ro transport



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#### February 2019

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