



TIEFGANG#9

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IMPERIAL LOGISTICS PUTS VW PACKAGING CENTRE INTO OPERATION



PHOTO: AXEL BIEWER

Construction began in June 2018 and the Volkswagen Group's new packaging centre in Wilhelmshaven is now complete. With immediate effect, the logistics service provider Imperial Logistics will ensure that around 7,000 different components for Volkswagen, Audi and VW Commercial Vehicles are delivered punctually from Container Terminal Wilhelmshaven to factories located around the world.

Business and customers are not new territory for Imperial Logistics: "For around 20 years now, we have been managing the highly complex procurement, production and factory logistics for the Volkswagen Group in several locations," says Beatrice Liedtke, Site Manager of Imperial Automotive Logistics GmbH in Wilhelmshaven.

The new site, which will be occupied by the region's Imperial Logistics staff and work in close cooperation with the local employment agency, will create around 500 jobs. "Our experience in rapidly recruiting personnel

was definitely one of the arguments that helped us in winning the tender," says Liedtke.

Imperial Logistics will fill approximately 250 containers per week and, via Container Terminal Wilhelmshaven, transport them to the factories spread across 30 locations in 13 countries on four continents. Imperial Logistics employees check the receipt of all construction and vehicle components in advance, and also carry out pre-assemblies if required by the customer.

The packaging centre was built on a 100,000 square metre

site at the deep-water port and comprises four halls with a total area of around 40,000 square metres. The private investor Panattoni Europe, a project developer for industrial and logistics facilities, is responsible for the halls themselves. The total investment is in the double-figure million range. For Andreas Bullwinkel, Managing Director of Container Terminal Wilhelmshaven JadeWeserPort Marketing, the new packaging centre is "a role model and a major signal to other companies as well".

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"We are now very satisfied with the development of the Eurogate Container Terminal Wilhelmshaven. There is also a very good chance that we will also be able to increase transshipment volumes in 2019, due to the increasing importance of deep-water ports for container shipping."

Mikkel Andersen, Managing Director of Eurogate Container Terminal Wilhelmshaven

PHOTO: EUROGATE

THREE QUESTIONS TO ...

Markus Meier, Managing Director of retail chain Tedi, talks about the motivations for routing some of the import containers from Asia via Container Terminal Wilhelmshaven.



PHOTO: TEDI

Mr Meier, since January 2019, Tedi has been transshipping some of its import containers from Asia at Eurogate Container Terminal Wilhelmshaven, CTW for short. Why did you decide to do this?

We decided to cooperate with CTW because our goods can be transported more quickly and the routes of the goods can be planned more efficiently. Preferential customs clearance was also an important factor in our decision. In general, we are expecting the cooperation with our partners in Wilhelmshaven to optimise our processes. CTW is also a logical addition to the other terminals we use in Northern Germany and Western Europe, both for us and for our logistics partners. For example, it is the only port in Germany to guarantee us non-tidal port calls. Arrivals are also very easy to plan with the short estuary approaches and sufficient space for turning manoeuvres.

Which liner services do you use?

We primarily use the 2M alliance liner services with Maersk and MSC. However, the first containers for Tedi arrived in Wilhelmshaven on “OOCL Germany”. All in all, we are currently reckoning with up to 50 TEU per week – for the year as a whole this would be around 2000 containers. However, these figures may still change depending on current requirements. The terminal offers us everything we need for quick and smooth processing, especially for large container vessels.

Tedi has over 2000 branches in Europe, which regions do you supply via Wilhelmshaven?

For us, another factor played an important role in our decision in favour of Wilhelmshaven as a location, namely the rail connection to the hinterland. The containers arriving at CTW currently cover around ten percent of our total imports. When the containers with our stock arrive here, we have them transported to Container Terminal Dortmund exclusively by rail. They then cover the last few kilometres to our central warehouse, also in Dortmund, by truck. We supply all Tedi branches from this central warehouse.



PHOTO: GISBERT GERHARD

CONTAINER TERMINAL DORTMUND: BI- AND TRIMODAL HUB IN THE RUHR REGION

The connection from Container Terminal Wilhelmshaven to Container Terminal Dortmund (CTD) is the vein that runs from the Jade to the largest conurbation in Germany, the Ruhr area. Around 6,000 TEU are transported annually from Dortmund to Wilhelmshaven via the TFG Transfracht AlbatrosExpress network, using a daily train via Maschen and a direct train every week. Due to the increasing demand, the market leader in containerised port hinterland transport is currently considering implementing an additional direct train. CTD offers trimodal container transshipment at the port of Dortmund and operates a bimodal facility for combined cargo transport – the multi-modal “Am Hafenbahnhof” (“Port station”) facility. It was completed in 2016 and links rail and road transport. At the beginning of 2019, a second crane was put into operation at the multi-modal facility. This provides a sustainable increase in transshipment speed and performance, as two cranes can now travel on the approximately 750 metre long runway. In the medium term, the multi-modal facility is to be extended onto the neighbouring 30,000 square metre site, where additional depot space for containers will be created. The multi-modal facility is owned by Dortmunder Stadtwerke AG - DSW21.



FREIGHT FORWARDER GRÜSSING HEADS FOR NEW SHORES

*Or more specifically: the quay of Container Terminal Wilhelmshaven.
The forwarder with headquarters in Westerstede-Moorburg has quite
literally had “one foot in the door” here since August 2018.*



The Ammerland company operates a contact office in the “Pacific One” service centre. “This location is really perfect for us, because all the service providers in the industry who we are in contact with are represented onsite”, say Managing Directors Stefan and Harald Grüssing.

The decision to settle in the port was a real milestone in the forwarder’s almost 100-year history. The company now wants to offer contract logistics provider services such as warehousing and order picking for a wide variety of goods at Germany’s only deep-water container port. “To this end, we are currently examining whether we can also rent the newly planned ‘Atlantic One’ logistics facility,” they say.

Since the turn of the millennium, Grüssing has been active at its newly built headquarters in Westerstede-Moorburg, where it schedules around 50 trucks. All vehicles, including trailers, semi-trailers and tandem trucks with interior heights of up to three metres, are equipped with comprehensive telematics systems for order transmission. 4,000 shelving spaces are available in a 3,500 square metre heatable hall. A total of 14 docking gates with height-adjustable ramps ensure fast loading and unloading. There is also an outdoor storage area of around 12,000 square metres. The forwarder particularly specialises in the logistics for plants for the regional tree nurseries, which are particularly sensitive.

Stefan and Harald Grüssing are certain that the move to CTW will be worthwhile: “We see the activities of the Container Terminal Wilhelmshaven as a real model for the future and are happy to be part of the success of this modern port.”



PHOTO: GRÜSSING

CONTAINER TERMINAL WILHELMSHAVEN DESERVES EVERY SUCCESS

Imperial Logistics is very pleased to be able to participate in this project – for several reasons. First and foremost, of course, we are very grateful to our friends in the Volkswagen Group for further expanding our long-standing relationship with the contract to operate this important new facility. We welcome Volkswagen’s decision to build the packaging centre at Container Terminal Wilhelmshaven. CTW has enormous potential.

The foresight and courage of the federal governments of Bremen and Lower Saxony to invest in Germany’s largest port project and only deep-water port deserve every success. With the possibility of processing the largest container vessels currently available at any water level and its excellent road and rail links to the federal state’s industrial centre, more and more shipping lines will recognise the business opportunities here. The new packaging centre thus has direct access to a constantly growing range of maritime services.

The Container Terminal Wilhelmshaven marketing company also deserves a mention and our thanks. They have actively supported the entire planning and construction process. We know that the new packaging centre is an important step in the development of Container Terminal Wilhelmshaven and freight village, but it is also an extremely important project for the Volkswagen Group and Imperial Logistics. It is good to know that we have partners here who are committed to our success.

Finally, we at Imperial Logistics are all very happy to be able to contribute to the future prosperity of this region by creating more than 500 new jobs. The availability of a well-qualified workforce is the key to our success and we are impressed by the applicants’ enthusiasm and qualifications.



PHOTO: IMPERIAL LOGISTICS

HAKAN BICIL

CEO, Imperial Logistics International

“FROM A LOGISTICS POINT OF VIEW, A DEEP-WATER PORT PRESENTS COMPELLING ARGUMENTS”

The logistics service provider Imperial Logistics is responsible for supplying parts to the worldwide production sites of Volkswagen, Audi and Volkswagen Commercial Vehicles from Container Terminal Wilhelmshaven. Beatrice Liedtke, Site Manager at Imperial Automotive Logistics GmbH in Wilhelmshaven, presents their wide range of activities and explains how the new 500 employees will be recruited.



Ms Liedtke, what were the convincing arguments that helped Imperial Logistics win their tender for the operation of the new packaging centre?

One of our main arguments was certainly our many years of experience in automotive logistics. Imperial Logistics has been managing the highly complex procurement process, production and factory logistics for the Volkswagen Group at several locations for around 20 years. Our experience in the rapid recruitment of warehouse logistics personnel was another advantage. Ultimately, the fact that we could guarantee a high-quality process was also a decisive factor. After all, in this industry we are not starting from zero.

What are the most important services you offer here?

We will be supplying Volkswagen, Audi and Volkswagen Commercial Vehicles with parts for their worldwide production facilities, and ensuring that 30 automotive sites in 13 countries on four continents are supplied with production materials. Our employees will be responsible for managing materials for production and packaging, processing goods receipts, packing vehicle components for transporting by air and sea, and consolidating pre-packed components.

Where exactly do the goods go?

We ship around 7,000 different car parts to Argentina, Mexico, China and the USA, among others.

How many employees will be working for Imperial Logistics?

Around 500 employees will be working for Imperial Logistics here at the Wilhelmshaven site.

And where are you recruiting them from?

From the region. We are working closely with the local employment agency, but we are also making our own efforts to recruit directly, for example by publishing job advertisements.

Are there special training or retraining programs, in cooperation with the local employment agency, for example?

The employment agencies are involved in qualification programs too where necessary, but there are, already a number of people in the region who are trained in warehouse logistics and now have an opportunity to reactivate these skills.

Imperial Logistics is no stranger to VW worldwide. Could you give us a few other examples of where the two companies work together?

This project complements our existing logistics commitment to the Volkswagen Group. We also provide services to them at ten other locations in Germany, Poland, Hungary and South Africa with a total of 3,600 employees. Logistics centres and automatic small parts warehouses close to the production facilities form the basis of our cooperation. We are responsible for complex logistics planning and ensure the flow of information between parts suppliers and automobile manufacturers.

Do you specialise in particular components? And what exactly do your services consist of?

We handle all kinds of components, for example, cable harnesses for vehicle electronics, engine parts, and steel rolls for body panels. We check the receipt of vehicle components

Beatrice Liedtke is Site
Manager at Imperial
Automotive Logistics GmbH in
Wilhelmshaven

delivered, transport them to the interim storage facility and carry out the pre-assembly. We pack components and pre-assembled modules into production-ready standard containers, and channel them to the assembly line just in time, in exactly the sequence required for production. Imperial Logistics also provides just-in-time delivery of steel rolls for body construction from our own consignment warehouses to the Volkswagen AG press plant. This includes complete empties management and the transport of goods between the factory and the supplier. As lead logistics provider, we also manage the entire supply chain for all incoming and outgoing components for a vehicle model on request. The EDP warehouse management system connected with the customers is at the heart of what we do.

Finally, we would like to know how Imperial Logistics rates the location of Container Terminal Wilhelmshaven.

We chose the Wilhelmshaven location based on a strategic decision taken by our customer, Volkswagen AG. Container Terminal Wilhelmshaven is Germany's only deep-water port. The onsite packaging facility also provides a direct connection to a port, which allows us to transport car parts with the largest vessels in the world. Of course, this is also a compelling argument from the point of view of a logistician.



Around 7,000 different car parts are
shipped from Container Terminal
Wilhelmshaven to production facilities
worldwide.

The Imperial Logistics service package for the automotive industry

- Procurement logistics and stock management
- Factory logistics (management of incoming goods, storage, outgoing goods)
- Repacking in original manufacturer's standardised small parts containers (OEM)
- Container management with processing and sorting of empties
- Information flow parallel to goods flow
- Pre-assembly of vehicle modules
- Just-in-time and just-in-sequence supply of assembly lines with small load carriers, also using automatic small parts storage
- Shuttle transport between logistics centres, external warehouses and participating factories
- Traffic control on factory premises
- Automated, sequenced loading of tugger train frames with transfer to automobile manufacturer

PHOTOS: IMPERIAL LOGISTICS, DIETMAR BÖKHAUS

LOGISTICS COMPANY BEEKEN ON COURSE FOR EXPANSION WITH WILHELMSHAVEN



A second hall is following the first, and the truck fleet and range of services are also growing: The Jade has opened up a broad field of activity for the Hamburg logistics service provider.



Via the Container Terminal Wilhelmshaven, Beeken is responsible for the export of wood in containers to the Middle East.

PHOTO: ANDREAS BURMANN

“This is really good fun!” says Bernd Beeken. The Managing Director of Beeken Transport & Logistik is obviously in a good mood as he talks about his new, fully utilised logistics centre on the doorstep of the Container Terminal Wilhelmshaven. At present, several thousand cubic metres of construction timber dominate the facility. On behalf of various customers, Beeken first stores the bundled timber delivered by distributors from all over Europe and then commissions it into containers as required. They then truck the boxes just in time to the nearby Container Terminal Wilhelmshaven, from where they are exported by sea to various construction sites in the Near and Middle East. “The individual spot quantities that we handle here quickly reach a volume of up to 6,000 cubic metres,” explains Beeken, fourth generation manager of the family business, founded in 1913.

On the import side, Beeken have made a name for themselves with logistics services for food additives such as guar gum. This flour arrives at Germany's only deep-water container port in big bags stowed in containers that mostly come from India. Beeken collect the cargo from the port, bring it to their logistics centre and load the big bags from the boxes onto conventional trucks. The main recipients are large food factories in southern Germany.

For Beeken, it was important that they could carry out their logistics activities on the company's own land - renting was not an option. They signed the purchase contract for the industrial site on the A 29 in late summer 2015 and immediately agreed another additional area. Soon afterwards, construction work began on the 2,500 square metre hall. The entrepreneur invested around 3.5 million euros and is now keeping a close eye on the second expansion phase. “We are currently planning a second, identical hall, perhaps even in conjunction with a third, where we could then integrate a workshop for our growing fleet.”

Wilhelmshaven is not new territory for Beeken. “We gave ourselves the Wilhelmshaven site as a present for our 100th company anniversary,” Bernd Beeken grins. “I'd had my eye on Container Terminal Wilhelmshaven for quite some time.” And so, in 2014, they began to offer the first transport services for containers by road “very cautiously at first”. “We didn't necessarily have to do this,” Beeken looks back, “because we were and still are very well positioned with our traditional business.”

But Beeken wanted to grow further and make the family business fit for the future. “However, it was virtually impossible to get the necessary space in Hamburg.” The numerous construction sites, miles of traffic jams and the resulting long detours around the port were also increasingly turning doing business into a daily test of patience and nerves. Then the opportunity arose to start something new in Wilhelmshaven. Here, Beeken found for his company “an exciting area that competitors had not begun to explore at all yet. We were amongst the first.” Incidentally, there is not a single traffic light here separating the new logistics centre from the quayside in the port.

Today, branch manager Maik Tietz's team, based in the office located in the “Pacific One” service centre at the freight village, already has more than 60 of its own and third-party trucks and their drivers at its disposal. With the construction of the second hall, the team in Wilhelmshaven will grow from eleven to around 20 employees. Beeken is also pleased about VW's decision to bring its new packaging centre to the Jade – and takes it as confirmation of his own decision: “The goods are always looking for the best route”.



PHOTO: ZEDAS/MARTIN BOCKHACKER

PORT RAILWAY **EXPANSION** **COMPLETED**



The northern area of the freight village is now directly connected to the rail network too, with full electrification to be completed by 2022.

The Wilhelmshaven port railway has been expanded with 2.5 kilometre platforms with three track switches. The work was completed in March after a construction period of six months, and was carried out by Stefen GmbH & Co. KG from Oldenburg. The extension provides a direct connection to the plots in the northern area of the freight village at Container Terminal Wilhelmshaven. The new route begins in the south-eastern part of the storage tracks and then runs between Nordfrost and the VW packaging centre. From here, the U-shaped track continues into the western area of the freight village.

“With the extension of the rail network now complete,

future occupants of the northern area of the freight village will be able to receive or dispatch their goods directly by rail,” says Andreas Bullwinkel, Managing Director of Container Terminal Wilhelmshaven JadeWeserPort Marketing GmbH & Co. KG. “This development makes the location in this area even more attractive”. The harbour railway consists of a four-kilometre-long supply track and 16 storage tracks. A six-track transshipment terminal for intermodal transport on the container terminal completes the port’s rail infrastructure.

The next milestone in the development of Germany's only deep-water container port will be the full electrification

of the supply track and the 16 storage tracks at Container Terminal Wilhelmshaven. The electrification of the 17.2 kilometre track will make it possible to assemble and manoeuvre full-length trains quickly and easily. The work will be completed by the end of 2022, along with the electrification of the Oldenburg-Wilhelmshaven railway line. This summer, the contract for the preparation of the necessary approval documents is to be awarded to an external service provider, with approval expected next year. Next, the timetable makes provisions for awarding contracts to prepare tenders for the technical equipment for electrification. Work on the infrastructure should be completed by the end of 2022.

"By electrifying our infrastructure and reducing traction, we are hoping to make savings by reducing energy costs in comparison to diesel locomotives. These savings will be passed on from the railway to shippers and other market participants, meaning we make a further contribution to protecting the environment."

Andreas Bullwinkel, Managing Director of JadeWeserPort-Marketing GmbH & Co. KG

Maritime trade shapes the transport networks of the future

A guest article by Professor Frank Straube, Head of the Logistics Department at the TU Berlin.

The digital transformation of global logistics is a key development for maritime trade. What technological potential is already available today? Worldwide transparency of vessels, port capacities and customer order distribution, decentralised, autonomous planning and management decisions in logistics networks, to name just a few of the possibilities. Objects and facilities communicating in real time, converging fields of technology and, last but not least, advances in the productivity of algorithms and artificial intelligence, which in recent years have brought several times higher increases in performance for logistics than technological leaps in semiconductor technology.

Stakeholders in the maritime industry are more than just a link – in future, they should play a key role in shaping integration. For this to become a reality, we have to question maritime processes and recognise the role of data as a value driver. Industry and commerce are making significant digital advances and have developed pragmatic digital roadmaps. In the high-margin services sector, ports, shipping companies and their business models are being replaced by platforms. The Chinese Silk Road Initiative will also have an impact. With data-based innovations, your customer base, your fixed assets and the expert knowledge of your employees can drive global transport networks and, from their position under threat, create new propositions.

One concrete example of where this could be applied is by creating transparency around the status of inward traffic from the hinterland to seaports. Tracking information

is often insufficient to enable you to take action early in the event of disruptions in complex process chains. Instead, you need a reliable prognosis for disruptions and how they will affect port traffic arrival times. These ETA forecasts can be created using data-based artificial intelligence methods which recognise patterns and rules in transport data and explain them with influencing factors in further data. Using algorithms, the Department of Logistics at the TU Berlin is currently developing viable future solutions for intermodal transport as part of the SMECS (Smart Event Forecast for Seaports) project, funded by the BMV's clever "open data" initiative with partners from the maritime transport chain.

Seaports play a special role in the digital implementation of hinterland transport, as they are the central hub for the integration of all necessary stakeholders and the associated data. At the same time, they meet the increasing demands of customers for reliability, efficiency and digital services. With the help of the ETA strategy, it is possible for ports to reduce processing times for landside transports, to use resources in the terminal in a more demand-oriented way and to optimise synchronisation with sea transport. Together with the improved possibilities for transport management by the individual stakeholders in the preliminary stages, this can increase the attractiveness of ports as providers of a future solution. The prerequisites are a change in awareness regarding data and recognition that that it is not a by-product, but a valuable long-term corporate resource, and the development of a logistics-oriented digitisation strategy.

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