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LOGISTICS PILOT

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MARKETING & MARKETS

Main topic: fairs

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**FIVE REASONS
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Trade fairs bring partners from all over the world together

Peter Schneider, managing director, Messe Bremen

Dear readers!

Trade fairs mean communication, networking, information and innovation. A prime example of this is Breakbulk Europe, which in 2020 will come to our city for the third time, benefitting not just us here at Messe Bremen but the whole city of Bremen, and above all its logistics and port industry. The world's largest general cargo trade fair also offers the ports of Lower Saxony the ideal opportunity to showcase their products and services to an international trade audience right on their doorstep.

Breakbulk Europe brings partners from all over the world together and forms part of a series of major breakbulk fairs in Houston, Shanghai and Dubai. At the same time it underlines Germany's role as the world's leading organiser of international trade fairs. The country hosts 160 to 180 trade fairs annually with around 180,000 exhibitors and ten million visitors. We are delighted to be able to contribute to this success story and that breakbulk managers have chosen Bremen for 2020. We look forward to inspiring you and all our guests for a third time.

Best wishes,
Peter Schneider

TITEL: BREMENPORTS

PHOTOS: DEUTSCHE MESSE AG - RAINER JENSEN, BREMENPORTS, LENNART PREISS - MESSE MÜNCHEN GMBH, RHEINUS OFFSHORE LOGISTICS, ALEX SCHELBERT - MESSE MÜNCHEN GMBH, MESSE MÜNCHEN, MESSE BREMEN - FRANK THOMAS KOCH



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A trade fair to remember



bauma, the world's leading trade fair for building materials and construction technology and equipment, has once again proved to be a great success. In April, the triennial event drew 3,700 exhibitors and around 620,000 visitors from more than 200 countries to the Munich Exhibition Centre, an increase of 40,000 on bauma 2016. From mining vehicles weighing several tonnes to hydraulic excavators and crawler cranes, visitors to the world's largest trade fair were treated to the sector's latest technological innovations.



FOTO: MESSE MÜNCHEN

IN BRIEF

BREMEN. The Zeaborn Group is planning to acquire the remaining 25 percent of Zeamarine shares from New Mountain Capital. A purchase agreement was signed in April. The Zeamarine joint venture was founded in August 2018, when New Mountain Capital and Zeaborn agreed to combine Intermarine, Zeaborn Chartering and Rickmers-Line under the Zeamarine umbrella. The transaction is subject to approval by the anti-trust authorities.

BREMEN. On the outskirts of the city centre, on the spot formerly occupied by the Kapff'sche Haus (acquired by August Kühne in 1909), the new Bremen head office of Kühne + Nagel (KN) is currently being built. The topping-out ceremony was held in April in the presence of Bremen Mayor Carsten Sieling and KN majority shareholder Klaus-Michael Kühne. The new building, which will accommodate up to 725 workers, will be occupied by the end of the year. The overall investment amounts to 26 million euros. Kühne has stated that, in addition to the Bremen branch, the German management and the northern regional management will be headquartered there.



bremenports island project takes shape

BREMEN. The harbour development at the Finafjord in the north-east of Iceland is continuing to gather pace. On 11 April, bremenports, the municipalities of Langanesbyggð and Vopnafjarðarhreppur and the Icelandic consultancy EFLA in Reykjavík signed agreements to establish the Finafjord Port Development Company (FFPD). According to the memorandum of understanding, the project comprises the following four aspects: a deep water port on the Finafjord in the municipality of Langanesbyggð, south-east of Þórshöfn; an industrial site for the

supply of the port and for commercial activities; the development of the infrastructure for the port and the activities planned for the site, including electricity, water supply and road connections; and the establishment of a duty and tax free zone in connection with the operation of the port and industrial facilities. bremenports will initially hold 66 percent of the shares in the port development company and EFLA 26 percent. A further eight percent is held by the Icelandic municipalities. For the next step, FFPD hopes to attract an investor..



EUROGATE posts solid results for 2018

BREMEN. In 2018, the EUROGATE Group generated a net profit of 67.3 million euros. This was announced by the Group at its annual press conference in April. The 20.9 percent drop in earnings compared with the previous year (EUR 85.2 million) was mainly attributable to one-off factors that had a significant effect on earnings in 2017, the company said. At 604 million euros, revenues were only 0.6 percent below the previous year's figure of 607.9 million euros. EUROGATE described the results as "acceptable".

Stable turnover for Bremen ports

BREMEN/BREMERHAVEN. The total turnover of Bremen's ports increased slightly in 2018. Last year, a total of 74.4 million tonnes of maritime goods were handled there, an increase of 0.3 percent on 2017. Volume growth was mainly attributable to general cargo handling, which rose by 1.7 percent. Conversely bulk cargo handling declined by 9.8 percent. This decline mainly affected the results of the ports in Bremen city. Whereas 13.3 million tonnes were shipped there in 2017, this decreased to 12.3 million tonnes in 2018. In Bremerhaven, on the other hand, handling increased by 1.9 per cent from 60.9 million tonnes to 62.1 million tonnes.



epas bid accepted for offshore wind farms

EMDEN. Ems Ports Agency & Stevedoring Beteiligungs GmbH (epas) has won the EnBW tender for port services for the offshore wind farms Hohe See and Albatros. The project is expected to start in September 2019 and last five years. The main tasks of the Emden-based company include the loading and unloading of service operation vessels and the transportation of containers, people and materials. According to information from epas, the two wind farms are the largest offshore wind farms in Germany currently under construction.



VW logistics centre commences operations

WILHELMSHAVEN. Panattoni Europe has completed the new packaging centre for the export of Volkswagen Group car parts at Jade-WeserPort on schedule. The logistics centre, with five halls covering an area of around 45,000 square meters, was handed over to main tenant Audi on 27-28 March. From this base Audi will supply around 7,000 different vehicle parts such as headlights, steering wheels and audio systems to overseas production facilities in Argentina, Mexico, the US and China. The new packaging centre will be operated by Duisburg-based service provider Imperial Logistics.



Coffee, containers and conservation

BREMEN/BREMERHAVEN. The Logistics Day initiated in April by the German Logistics Association (Bundesvereinigung Logistik) provided an exciting look behind the scenes of industry, trade and logistics. Supported by BLG Logistics, the naturRaum team of biologists and the Speicher XI harbour museum, bremenports conducted three special guided tours. In Bremerhaven two tours took place through the car and container terminals and on the Luneplate. In Bremen there was a bus tour through the Überseestadt and the timber and factory harbour, with interesting facts and figures provided on the logistics and coffee industry.



Sales and results beat predictions

BREMEN. At the press conference called to announce its results in April, the BLG LOGISTICS GROUP reported sales for 2018 of just over 1 billion euros. This represents an increase of 53.5 million euros (4.9 percent) over 2017. Earnings before tax (EBT) increased by 4 million euros (12 percent) to 37.5 million euros. Both sales and EBT represented an increase over 2017 and were therefore above forecast. „BLG LOGISTICS is now more stable than ever,“ said chief executive Frank Dreeke on presenting the figures.



Alexander Global Logistics expands

BREMERHAVEN. Freight company Alexander Global Logistics (AGL) is expanding its pulp storage and transshipment business in Bremerhaven. In recent months, its storage space there has been expanded by 50 percent to around 9,000 square meters in order to handle additional volumes for US customer Rayonier Advanced Materials. The goods come by container from North America and are delivered from there to industrial customers. AGL is also active in the pulp and paper business in Bremen's Neustädter Hafen.

IN BRIEF

BREMEN. In order to give German companies access to the new Silk Road and the transition countries along its route, the Federal Association of the German Silk Road Initiative (BVDSI) was officially founded in Bremen in April. "China is initiating the largest investment programme the world has ever seen. We are interested in how the German economy can participate in these new value creation processes," explained BVDSI board member Hans von Helldorff. Through lobbying and networking, BVDSI aims to promote economic cooperation in the countries along the Silk Road.

WIESBADEN. In 2018, cargo handling in German seaports grew by 1.7 percent compared to the previous year. According to the Federal Statistics Office (Destatis), a total of 304.7 million tonnes of goods were loaded. In 2017, it was 299.5 million tonnes. However, maritime traffic within Germany fell by 4.7 per cent to 8.2 million tonnes. As in the previous year, container handling in 2018 amounted to 15.1 million TEUs. China (3 million TEU) led the partner countries in container traffic with German seaports, followed by the US (1.4 million TEU) and Russia (0.7 million TEU).



Eighth "World of Logistics" in autumn

BREMEN. On 19 September, the Bremen Port Authority, in cooperation with the Speicher XI port museum, will host the eighth World of Logistics jobs fair at the BLG Forum in Bremen. Patron of the event is Martin Günthner, Bremen Senator for Economics, Labour and Ports. In previous years, several thousand attendees have taken advantage of the opportunity to find out more about logistics careers. The registration deadline for exhibitors and sponsors is 14 June. Further information is available at www.bhv-bremen.de.

Helgolandkai on course for December finish

WILHELMSHAVEN. The breaking ground ceremony for Helgolandkai in Wilhelmshaven was presided over in March by Dr. Bernd Althusmann, Lower Saxony's Minister for Economic Affairs, Labour, Transport and Digitisation. „Lower Saxony's ports depend on a safe and efficient infrastructure. The modernised Helgolandkai will fully meet these requirements“, said Dr. Althusmann. Completion of the project, which will include the installation of a new steel sheet pile wall in front of the existing wall, is scheduled for December this year.



NWO looks to the future with confidence

WILHELMSHAVEN. Having experienced disappointing results in 2018, Nord-West Oelleitung (NWO) in Wilhelmshaven have reason to be optimistic for their utilised core business, having posted improved figures for the first quarter of 2019. After 197 tanker approaches in the entire year 2018, by the end of March 2019 the figure had risen to 60. At present, call-up volumes by the affiliated refineries for 2019 amount to around 19 million tonnes – a significant increase over 2018. A first milestone this year was the commissioning of an inline blending system, with which NWO is now in a position to produce mixtures of different types of oil at the Wilhelmshaven tank depot to the precise specifications of their customers.





MCN strengthens its innovation culture

BUCHHOLZ. The specialist group known as Innovation Management - Methods, Financing and Funding Division of the Maritime Cluster Northern Germany (MCN) organised a workshop on design thinking on 5 March. Around 50 attendees met in Buchholz to learn about methodical approaches to increasing innovation in their companies. The aim of the group is to help companies develop methods to finance, market, manage and legally protect innovation.



Over 23 million euros for Emden

EMDEN. At the end of March, NPorts held press conferences at its Brake, Wilhelmshaven and Emden sites to discuss the developments on site. At Emden, around 13.5 million euros are earmarked for investment in 2019 and 9.8 million euros set aside for maintenance. Over 8 million euros are to be invested in the renewal of the Kai Nord signal box (KnF). Also on the to-do list for 2019 is the maintenance of the Grosse Seeschleuse lock and the deepening of the mooring basin at the Emspier. The Nports work also features the WAsH2 project, in which partners from industry and science are working on the use of hydrogen in the port environment and as a propulsion system for ships and vehicles.



Cruise passengers increase nearly fourfold since 2016

BREMERHAVEN. Record passenger numbers are expected for the current year at the cruise terminal in Bremerhaven. 260,000 passengers are expected to disembark at the Columbuskaje across 115 different dockings. This would almost quadruple the number of passengers there within four years. In 2016, the number of guests was 66,000. So far this year, 127 approaches have been announced for 2020. The 300,000 cruise passengers mark is therefore within reach. In addition to Phoenix Reisen with 50 approaches, Tui Cruises (21 approaches), Transocean (17) and Costa Kreuzfahrten (15) also feature heavily this year.



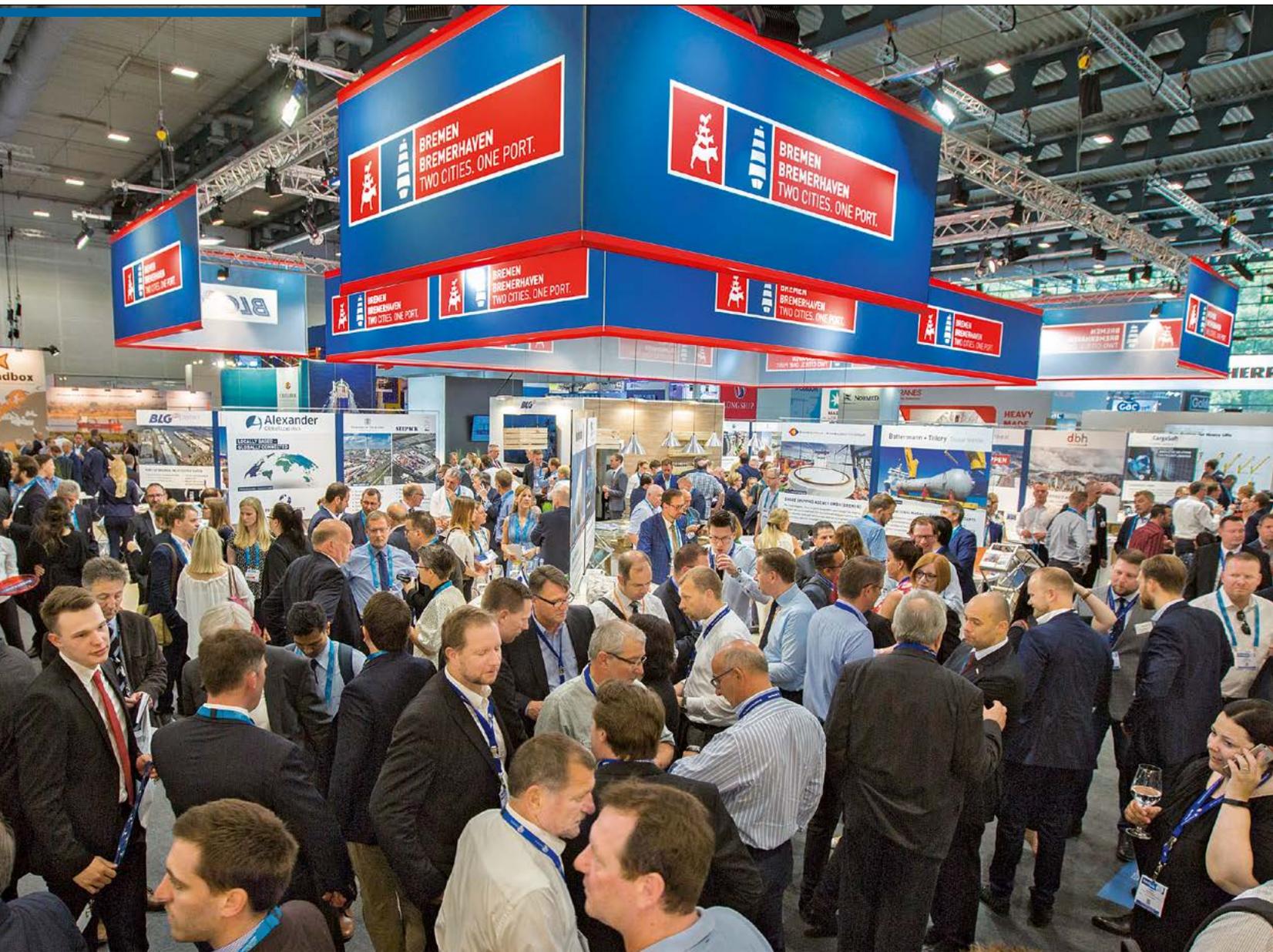
Networking and dancing on the NBC floor

BREMEN. On September 27th, young professionals of the Bremen Port Authority (BHV) will come together for the ninth time under the Network Bremen Calling (NBC) banner. NBC aims to promote networking among established and up-and-coming logistics managers. The venue is the Bel Etage. The event starts at 6pm for invited guests. These include the members of the BHV young professionals, cooperative associations and sponsors. The After NBC party with DJ La-Chris starts at 10 pm. The doors are then open for non-members.



New WSA Weser-Jade-Nordsee set up

BREMEN/BREMERHAVEN/WILHELMSHAVEN. The reorganisation of the waterway and shipping offices is progressing. In April, the offices in Bremen, Bremerhaven and Wilhelmshaven were merged into a new Weser-Jade-Nordsee office housing over 900 employees. The traffic area concerned comprises the federal waterways Jade, Weser (Bremen state border to the North Sea) with the tributary rivers Hunte, Lesum and Wümme as well as parts of the coastal canal and a large part of the North Sea.



Rumour mill – trend barometer – business initiation



Companies attending trade fairs can raise their profile, launch new products, gain new customers and strengthen links with existing ones – preferably all at once. Experts explain their trade fair strategies and talk about the latest trends.

PHOTOS: ALEX SCHELBERT – MESSE MÜNCHEN GMBH, BREMENPORTS

In recent years, trade fairs have been continuously expanding their role in B2B marketing. According to Trade Fair Trends 2019 from the Association of the German Trade Fair Industry (AUMA), budgets for attending trade fairs have risen from 38 percent of companies' communications budgets in 2000 to 47 percent in 2018. And even in 2019 and 2020, more than a quarter (29 percent) of the companies surveyed said they intend to invest more money in attending these events. They invest primarily in the quality of

their presentation, especially in the stand size (43 percent of respondents), although most companies needing to tighten their budget will cancel attendance (63 percent) rather than compromise on stand appearance. So it's no wonder that 83 percent of exhibiting companies define trade fairs as an important or very important marketing tool. This makes this event format the second most important tool after the company's own website – ahead of field sales, direct mail, online sales, social media and advertising in the trade press. ■■■



Clear presentation with digital support: Ingo Meidinger, sales manager for Container Terminal Wilhelmshaven JadeWeserPort-Marketing, presents procedures at the JadeWeserPort to trade visitors.

Digitisation is fine, but ...

Many companies that work with bremenports and Seaports of Lower Saxony at numerous events set great store by the marketing power of trade fairs. True to the saying that “digital is good, but face to face is better”, they see this event format as the best way to achieve their marketing aims and address their target markets. “Trade fairs and conferences enable us to make direct contact with customers, business partners and potential new customers,” says Oliver Fuhljahn, head of automobile logistics at Cuxport. “This is where we can showcase our successes, talk about new business and show the public our work.”

For Jan Remmers, managing director of Anker Schiffahrt, “our company makes special use of the trade fairs arranged in advance by Seaports of Lower Saxony in or-

der to strengthen existing business relationships and to establish new networks and contacts. This year we will be represented at Intermodal in São Paulo, Breakbulk Europe in Bremen, transport logistic in Munich, Husum Wind, the PPI Transport Symposium in Tarragona and WindEurope Offshore in Copenhagen.”

This year, J. MÜLLER Weser will also participate in numerous trade fairs and events at home and abroad. “We are in constant contact with regional and international markets and so remain close to our customers,” says Jörg Kaplan, general cargo division manager at J. MÜLLER Weser. “We will also be at the cooperation stand of Seaports of Lower Saxony at transport logistic in Munich and will make our debut at the China International Expo in Shanghai in November, where we want to make our services available to an even larger, international audience.”

Ready to talk

Dieter Kanning, chairman of the advisory board of the Friedrich Tiemann Group, sees trade fairs as an excellent opportunity to meet a large number of customers at one location within the space of a few days, while at the same time advertising his company and the port locations of Bremen and Bremerhaven. But he warns against over-estimating this type of event: “One should not go to trade fairs with the expectation of actually making sales. Trade fairs are a different type of environment.” For Sven Riekers, managing director of BLG Cargo Logistics, “trade fair costs can always be offset against reduced travel costs. Every trade fair is a combination of town square, trend barometer and business development. It will give you a handle on developments being overseen by your customers and partners that will have an impact on the port in the coming months.” Jan Zobel, forwarding manager at Heuer Logistics, adds that “even though the bottom line is that the marketing effect is difficult to measure, it is definitely there. As a visitor to a trade fair, it is relatively easy to meet potential customers and business partners, because attendees are usually open for discussion and are not distracted by day-to-day business concerns, as they might be if you speak on the phone.”

Feelgood atmosphere

But in order for visitors to the fair to actually come to a stand to talk to the people staffing it, several conditions have to be met, such as standing out from the crowd with a visually appealing design. For bremenports managing director Robert Howe, there are several decisive factors. “The idea for a trade fair stand is always a creative process. The needs of our customers, the use of the latest technology, the technical framework and the reach of the brands concerned all play an important role.”

In view of these requirements, Bremen-based exhibition stand designers Strohbach & Krey and Profiera Messebau (based in Mecklenburg-Western Pomerania) have identified two interesting developments in recent months. “In times of increased electronic communication, the desire for personal conversation at trade fairs



“Together we are stronger”

The German seaports handle around 300 million tonnes of goods annually. To promote these and other services around the world, the North German coastal states of Bremen, Hamburg, Mecklenburg-Western Pomerania, Lower Saxony and Schleswig-Holstein agreed about ten years ago, partly at the request of the federal government, to create a joint communication and marketing platform and to communicate this through the umbrella brand of German Ports. In so doing, they also work together on the planning and execution of selected trade fairs outside Europe under the brand of the same name. „Our joint appearances – be it in South America, China or the USA – have so far been a complete success,” says bremenports marketing manager Michael Skiba. “‘Made in Germany’ is regarded worldwide as a mark of quality, and due to a significantly larger trade fair stand we are gaining considerably more attention. At the same time, we’ve achieved numerous synergies in financial, organisational and HR areas.” Once trade visitors have visited the German Ports stand, the partners have achieved their ultimate goal: to bring potential customers to a German port in a figurative sense, even if such contact does not immediately generate any orders. “Competition between German ports is not compromised. Rather our joint appearance together strengthens the image of Germany as a business location and provides an example of healthy western European competition,” says Skiba. His focus is on Rotterdam and Antwerp in particular. Other examples, including the magazine LOGISTICS PILOT, on which bremenports and Seaports of Lower Saxony have been cooperating side by side since 2013, and the German Ports Guide brochure, in which 25 port locations from the five federal states referred to showcase their services, also show that the German Ports philosophy is working. The latter publication is issued by the port company bremenports, the Gesamtverband Schleswig-Holsteinischer Häfen, Hafen Hamburg Marketing, the Landesverband Hafenwirtschaft Mecklenburg-Vorpommern and the Seaports of Lower Saxony.

Improving competition and the market

Interview with Bernd Pütz, spokesman for NBank in Hanover, the investment and development bank for the state of Lower Saxony.



How many companies applied to you in 2018 for a trade fair grant to enable them to attend trade fairs or exhibitions abroad?

Last year, 94 small and medium-sized enterprises took advantage of trade fair grants totalling 261,000 euros. This represents a strong increase on the previous year, when 66 companies received grants of around 200,000 euros.

What do these SMEs expect from increasing their presence in international markets?

They can improve their competitive and market position, open up new markets and, as a starting point, consolidate their domestic market. Companies can also strengthen their networks, attract new partners and develop new ideas.

What is the maximum grant available? Who can use it, and for what purpose?

Small and medium-sized enterprises as well as freelancers with their registered office or place of business in Lower Saxony are eligible for funding. This is a non-repayable grant. The fixed amount of funding is 2,000 euros for trade fairs within the European Union and 4,000 euros for trade fairs in other countries.



In the age of electronic communication, face-to-face conversations are the principle argument in favour of attending trade fairs.

is now at the top of the agenda. While in the past the focus in the communication areas was on functionality, these areas are increasingly developing into lounge areas with a feel-good atmosphere away from the hustle and bustle of the trade fair,” says Nils Krey, managing partner of Strohbach & Krey.

Dirk Böttcher, managing director of Profiera Mesesebau, has had similar experiences. He also sees a trend among his customers towards digital textile printing, especially for banners, flags and other stand elements. For the Seaports of Lower Saxony stand, for example, a back wall more than ten metres wide was produced with the logo of the public-private partnership. “In this way, large areas can be spanned in one piece without having to assemble several sub-segments. The visual effect is much more sophisticated. At the moment it’s particularly popular to supplement these digital textile prints with backlighting in order to create a feel-good atmosphere and set the mood,” says Böttcher.

Breakbulk Europe 2020

Judging by the positive media response, exhibitors and visitors at Breakbulk Europe, which took place for the second time in Bremen in May, must have felt very comfortable. The fact that, as was already clear before the start of the event, the city would be hosting the world’s largest event for project cargo and bulk cargo again next year



On the occasion of transport logistic, the world's leading trade fair for logistics, transport, IT and supply chain management, the traditional Bremen reception on the eve of the event will take place in the Lenbach Palais in Munich.

also helped boost the atmosphere. Martin Günthner, Bremen's Senator for Economics, Labour and Ports, and Nick Davison, portfolio director for Breakbulk events at the ITE Group, signed an agreement to that effect at Bremen Town Hall at the start of April. "Having Breakbulk Europe in Bremen again in 2020 is great news for Bremen," said Günthner. "We are delighted that we were able to convince ITE to come to Bremen for the third time in a row and thus give us the chance to once again be a great host for this wonderful trade fair with more than 10,000 exhibitors and visitors."

"Bremen offers room for growth"

According to information gained by LOGISTICS PILOT, the cards are to be shuffled again from 2021. At the time of going to press, it was not yet clear exactly what this would look like. "The 2018 move from Antwerp to Bremen was very emotional for some of our customers, but we knew it was the right decision. Bremen offers an excellent location and above all sufficient space for the growth of the event," says Davison.

At the same time, he stressed the city's unparalleled support for the event. Bremen has both historical charm and modern amenities, which the international attendees appreciate. "I was particularly impressed by the city's willingness to solve two operational problems that arose in the first year. This time the fair was better prepared for

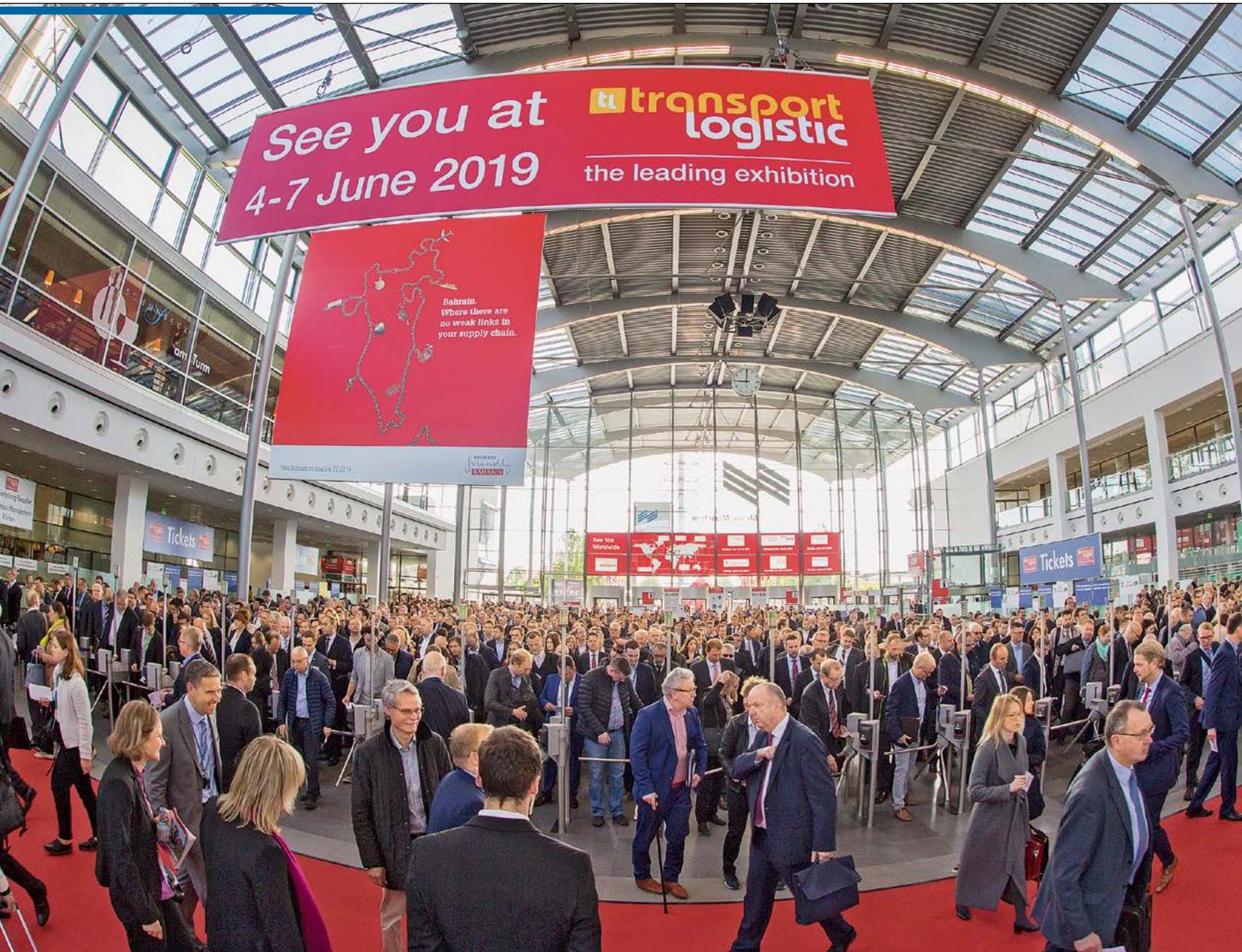
"I'm looking forward to returning to Bremen in 2020."

Nick Davison, portfolio director
Breakbulk events, ITE Group



a possible heat wave and had optimised transport from the venue to the hotels and city attractions by allowing all visitors to use public transport free of charge," says Davison. "I am delighted that we'll be coming back to Bremen in 2020."

"We will take up the challenge and try to keep Breakbulk Europe in Bremen beyond 2020," says Michael Skiba, head of marketing at bremenports. "After all, our many years of intensive efforts for this event have already paid off." He sees the close cooperation enjoyed with bremenports, Messe Bremen, BTZ Bremer Touristikzentrale and ITE Group as a decisive factor. And Robert Howe, managing director of bremenports, recently re-emphasised that "Bremen can be a port, and Bremen can be a trade fair. That's why we are the ideal partner city for ITE to organise this outstanding event well beyond 2020." (bre) ■



The planning behind the logistics

Behind the world's leading trade fair for transport and logistics is a sophisticated planning operation. Messe München and accredited freight agents Kühne + Nagel and DB Schenker ensure smooth assembly and dismantling.



Planning and preparing a large trade fair requires a lot of effort. That's why the five project managers from Messe München who are responsible for the transport logistic fair, which takes place every two years in Munich and Shanghai alternately, are always kept busy throughout in the interim period. "As soon as a trade fair is over, it's evaluated," says Caroline Thiemt, project manager at Messe München. Afterwards strategic and conceptual work for the follow-up event is carried out. This includes the development of marketing concepts, the conception of new topics and ideas and the search for potential partners. "Approximately one year after the previous fair the registration portal for the new fair is ready, and the whole coordination process with the customers starts again," says Thiemt.

Flexibility on stands is key

For the transport logistic fair, this process begins with the allocation of the stand. Companies taking part in the fair register via the transportlogistic.de website and indicate their wishes regarding type and size of stand.

Previous exhibitors are offered the stand they had previously. After the registration deadline, Messe München starts planning allocations. "Previous exhibitors who re-register their previous stands will be placed first," says Thiemt. Then come the repeat exhibitors with revised requests, and then the first-time exhibitors. Each company then receives a proposal for the position of their stand. If the company accepts the proposal, their reservation becomes binding.

"With around 1,200 stands, we can't meet everyone's first request," says Thiemt. If the company does not accept the proposal, Messe München will look for an alternative. But that's not always easy either. "You have to compromise," says Thiemt.

Stands also have to be allocated to the right areas/thematic focal points. With over 115,000 square metres of exhibition space, nine halls and an adjacent outdoor area, this is no easy task: "Every exhibition hall has a focus, for example on rail freight, maritime logistics, air freight, land transport, IT or equipment," explains Thiemt. Depending on the hall or area for which a company registers, it will be placed by Messe München accordingly.

■ ■ ■
Appearances at the transport logistic trade fair require not only sound planning on the part of the logistics experts, but also manpower.





“Of course, we also take into account the wishes of exhibitors who need to work at interfaces with others,” says Thiemt.

Service providers for trade fair logistics

To set up the stands, Messe München works with two accredited forwarding agents. With around 55 employees, Kühne + Nagel’s Expo & Event Logistics Munich team works on the transport logistic fair. DB Schenker’s Munich team for the leading logistics trade fair consists of almost 100 people from the Trade Fairs and Special Transport Germany division.

The work is clearly divided between the organiser and the two service providers: “As the host, Messe München has the final say and the authority to issue directives. The exhibitors are our customers and expect top-level service,” says Thorsten Becker, head of the DB Schenker Trade Fairs/Special Transport Office in Munich. “We provide all the logistics services for Messe München and its exhibitors. We pride ourselves on trying to make sure nothing is impossible.” The range of logistics services offered by the freight forwarders ranges from transport to customs clearance and assembly (see overview on page 19).

Power for high-value exhibition stands

All these logistics services require equipment. DB Schenker uses forklifts with a lifting capacity of three to twelve tonnes, truck-mounted cranes with a capacity of 25 to 200 tonnes and trucks of various sizes from 7.5 tonne trucks to semi-trailers, low-loaders and tank bridges. In other words, “from adhesive tape to a 200 tonne crane, we can meet all your requirements,” says Becker. Kühne + Nagel’s range extends from forklifts with a lifting capacity of three to eight tonnes to truck-mounted cranes with a capacity of 30 to 120 tons and scissor lifts with a working height of eight to ten meters.

One of the biggest logistical challenges of trade fairs is resource planning within the tight timeframe for set-up and dismantling. “At every trade fair there is always something that challenges us logistically,” says Becker. The management of wagon delivery to open-air grounds is always challenging, for example, because “at a certain point we no longer have the option of changing the order,” says Becker. All exhibitors therefore have to be coordinated accordingly, as rearranging would be difficult and costly.

PHOTOS: CHRISTIAN HARTLMAIER – MESSE MÜNCHEN GMBH, LENNART PREISS – MESSE MÜNCHEN GMBH, MESSE MÜNCHEN GMBH

The two logistics service providers accredited by Messe München, Kühne + Nagel and DB Schenker, provide the complex logistics for exhibitors at transport logistic.



“Companies certainly measure success by hard facts and figures. But sometimes it’s just the positive atmosphere at the trade fair that counts.”

Caroline Thiemt,
project manager, Messe München

Traffic guidelines and software are indispensable

In order to ensure that everything runs to plan, all attendees are advised to adhere to the traffic guidelines issued by Messe München. This is supported by new software. “The slot and traffic management system FairlogSTM, which was developed and configured by us, is used at all major trade fairs taking place in Munich, including transport logistic,” says Jörg Schneemann, fairs and events manager at Kühne + Nagel. “FairlogSTM is a software package that plans and regulates traffic to and on the exhibition grounds by means of truck feed control and intelligent time window management.” The exhibitors as well as the exhibition construction and transport companies can book a specific time window via an online platform. The system continuously optimises the workload on the site. “In this way traffic around and on the exhibition grounds is relieved, better resource planning is made possible and long throughput times are avoided,” says Schneemann.

Success is multi-faceted

Getting the logistics right is essential. But how can the success of the event be measured? “I think for transport logistic it’s hard to generalise,” says Thiemt. “An organiser like Messe München, for example, is delighted when the number of exhibitors and visitors rises and the feedback surveys are positive.” But for service providers, which account for around 75 per cent of exhibitors, orders are at stake. Lead generation, i.e. the acquisition of new customers, is also important, as is looking after existing customers. Or perhaps the aim is to enhance the company’s image. “Companies certainly measure success by hard facts and figures. But sometimes it’s just the positive atmosphere at the trade fair that counts,” says Thiemt. (cb) ■

Service portfolios for transport logistic

Trade fairs and special traffic for Germany, DB Schenker

- Transport of clients and suppliers to and from trade fair
- Vehicle loading and unloading
- Handling of exhibits and supplies
- Customs processing
- Storage of packaging material
- Supply of stands with promotional material and drinks
- Planning and shunting (rail transfer) of rolling stock

Trade fair & event logistics for Munich, Kühne + Nagel

- Transport
- Customs processing
- Dispatch and release
- Technical support for packing and unpacking
- Installation and removal of exhibits
- Receipt and interim storage of packaging-material during trade fair

More information:
www.transportlogistic.de
www.kuehne-nagel.de
www.dbschenker.de

Trade fairs for people

The trend towards digitisation is also influencing B2B trade fairs in logistics. But in spite of their added value, avatars at the exhibition stand are still some way off.

Digitisation is a trend affecting every aspect of our lives, and trade fairs are no exception. The importance that exhibitors attach to it was recently highlighted in a survey by the Association of the German Trade Fair Industry (AUMA). “Almost all German exhibitors consider personal contact with customers, and the opportunity to give them comprehensive advice, to be among the most important advantages of trade fairs compared to digital media,” says Harald Kötter, AUMA division manager for PR & trade fairs in Germany. Well over half of the exhibitors also mentioned appealing to customers through all their senses and creating memorable experiences. In the AUMA survey, 23 percent of German exhibitors at capital goods fairs stated that they had already used augmented reality (AR), while the figure for VR was around 25 percent. “The share will certainly increase,” Kötter believes. However, digital media trade fairs are unlikely to prove a suitable substitute. “Exhibitors and

visitors continue to appreciate the confidence-building personal communication, and the testing and evaluation of products, that trade fairs allow.” Kevin Proesel, managing director of the agency Saint Elmo’s Berlin, takes a similar view. “When it comes to discussing specialist topics and doing business, nothing beats looking each other in the eye and shaking hands.” No 3D avatar or holographic scan can currently achieve this, but Proesel’s agency increasingly sees the need for clients to offer special presentations on specific topics in a special form within the framework of their trade fair presence. “At the moment we already have holograms, which can be experienced both at the stand on-site or as web-based AR experiences at home after the trade fair visit via flyers or brochures,” says Proesel. The technology is making great progress, so Proesel assumes that in future he will also be able to offer virtual guides, for example using AR to guide visitors through the exhibition space to a specific stand or exhibitor.

Digital applications have long been part of trade fairs. They can be used for example by logistics companies to visualise their services.



Digitisation aids service providers

For logistics companies especially, digitisation offers another advantage: “As a service provider, we don’t have any physical products to show at trade fairs,” says Birgit Kastner-Simon, director of corporate marketing at Dachser. Digital technology is therefore extremely important for presenting service innovations at trade fairs. Dachser uses technologies such as streaming, videos, social media and VR glasses as well as apps for this purpose, provided it’s appropriate for the service concerned. However, not everything digital is necessarily right for communication purposes at trade fairs. “In the end, it’s the content that counts, not just the display technology,” says Kastner-Simon. “Just because we have the technology doesn’t mean that it has to be used,” says Proesel. What is more important is the meaningful introduction of digital elements: “If I expect 10,000 visitors per day at my stand, but only have four VR glasses, I shouldn’t be surprised if this leads to long waiting times and frustration for my visitors.” Sarah Preuss, press officer for Deutsche Post DHL Group, also sees a problem: “If there are special interactive components on the exhibition stand, waiting times may increase. That’s why it’s important to manage the flow of customers, which needs to be planned in the preparation stage.”

Large exhibition stands thanks to digital technology

According to Kötter, digitisation could also result in exhibition stands requiring more space, and Kastner Simon takes a similar view: “Digital technologies, such as presentations with VR glasses, need more space so that trade fair visitors can safely experience the content. This could be dangerous if the stand is too cramped, as the user of VR glasses can’t see the real environment. So the more technologies are integrated into a stand, the more space is required.” But there are benefits to the technology as well. “One advantage is being able to show a larger overview of the entire value chain of a company without having to rent larger exhibition areas,” says Preuss. Either way, nothing ought to change in terms of pricing: “On balance we don’t see any significant changes,” says Kötter. But the situation is different for the exhibitors: “The latest developments in



Robots are being increasingly used at trade fairs, but they are no substitute for personal contact between exhibitors and visitors.

digitisation are expensive when they are launched,” says Preuss. “If the use of these devices on exhibition stands becomes increasingly necessary, the cost of attending an exhibition will increase.” On the other hand, efficiency gains save time and money. “Whether you’re ordering exhibition stands or managing them, digital channels can be used to make processes of this kind much more efficient and less expensive,” says Preuss, because processes are simplified and the organisational effort is minimised. Where, for example, customer information used to be written down by hand at trade fair stands, data can now be recorded electronically. “Digitisation helps with the post-event processing of contacts. After visiting the trade fair, customers can be contacted via emails and via social networks.”

More efficient meetings thanks to good preparation

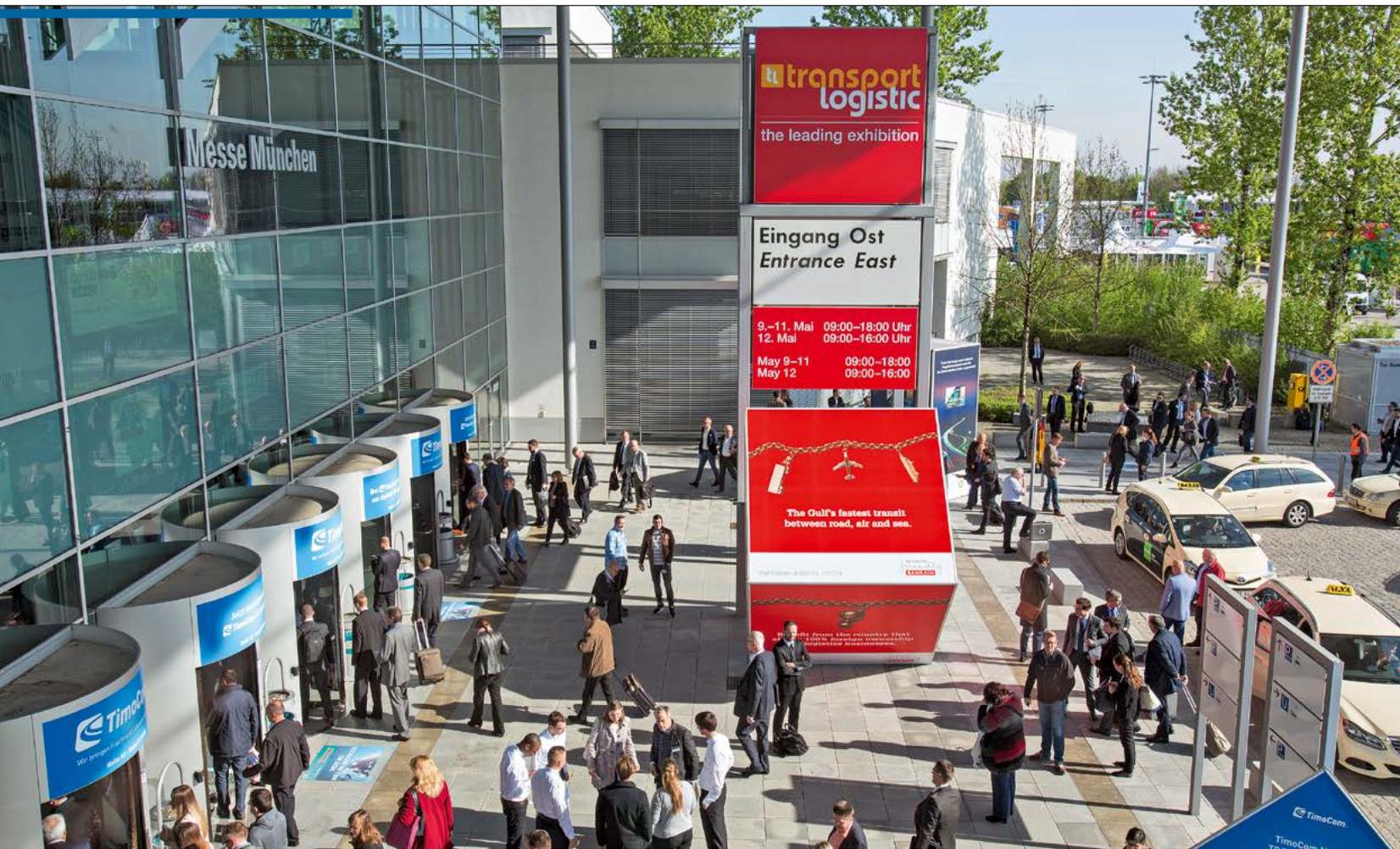
The digital options available also mean that trade fair visitors are better informed. “Because visitors can do their homework before the fair, exhibitors have to be prepared to ask more in-depth and critical questions,” says Kötter. “This may be a challenge, but direct comparison on-site also offers the opportunity to convert enquiries into loyal customers.” This digital matchmaking between exhibitors could help make conversations at the stand more relevant.

Yet ultimately, despite all the advantages offered by digitisation, visitors want to experience products and services in the flesh, in real time. The new technology alters little of the basics, says Kötter. “With or without digital technology, a trade fair works if it promotes long-term business success.” (cb)



Kevin Proesel, managing director, St. Elmo’s, with a HoloLens.

More information:
www.auma.de
www.dachser.de
www.dpdhl.de
www.saint-elmos.com



Taking sustainability seriously

For trade fair organisers, the issue of sustainability is becoming increasingly important. And there have been some visible successes.

* The sponsors of this study are the European Association of Event Centres (EVVC), the German Convention Bureau (GCB) and the German National Tourist Board (GNTB).

According to Meeting & Event Barometer, 2.97 million events took place in 2017/2018 – from conferences and congresses to concerts and open-air events to exhibitions and trade fairs – across 7,405 locations and attracting 405 million attendees. Unfortunately, however, the result was not only plenty of networking, but plenty of CO₂ and rubbish. Verena

Uندن, Green Globe auditor and sustainability manager at the European Association of Event Centres (EVVC), is all too well aware of these undesirable side-effects. She advises, certifies and audits event venues and suppliers in Germany, Austria and Switzerland with regard to their sustainability activities. Numerous trade fairs are also among her clients. “A lot has happened in the past few years.



The sustainability code and the Green Globe programme are two important milestones towards greater sustainability.



“Every individual can make a difference.”

Verena Unden, sustainability manager at European Association of Event Centres (EVVC)

More and more locations and event venues are assuming responsibility. This begins with the definition of mission statements and sustainability guidelines and includes the implementation of specific measures,” says Unden. Such measures have included new transport schemes, with partnerships being forged with rail and regional transport companies and local e-bike providers. The increasing use of digital marketing instead of paper catalogues and flyers is also a step in the right direction. More and more exhibitors are stating their willingness to switch to designing their exhibition stands in such a way that there would be a basic uniform stand design that could be supplemented with add-on modules or topic-specific elements as required. “But even seemingly small measures can have a big impact,” says Unden. “For example, working with a regional caterer, not using individually packaged giveaways and switching off electrical equipment overnight.”

Two showcase projects

During her audits, she discovered that the event venues with which she has worked are usually committed to long-term sustainability: “Once the rethinking process has been initiated, it quickly changes from abstract theory to practice, with real improvements year on year,” says Unden. Two projects in which she is actively involved are particularly suited to enhancing companies’ awareness of more sustainable management: the Fairpflichtet sustainability code and the Green Globe programme. Fairpflichtet was initiated in 2012 by the European Association of Event Centres and the German Convention Bureau. This is a voluntary code for the German-speaking event industry

with ten guidelines ranging from sustainable corporate strategies and the responsible use of resources and energy to the fair treatment of employees. With Green Globe, the industry’s first ever certification and performance improvement program, the organisers go one step further. Originally developed for the travel and tourism industry, the concept has in recent years been developed especially for venues and offers companies a professional framework for evaluating their sustainability performance. To this end, they can be audited by the Association, for example with regard to environmental friendliness, social responsibility or economic profitability.

Trade fairs can help the environment

“Every individual can make a difference with his or her actions. Experience shows that although sustainable measures can often involve upfront costs, they pay off economically in the long term,” says Unden. Good examples are energy savings that can be achieved through the use of LEDs or the reduction of printing costs and paper mountains through digital marketing. She also believes that trade fairs themselves are a good step towards greater sustainability. And in this belief she is not alone. Harald Kötter, head of PR & trade fairs for Germany at the Association of the German Trade Fair Industry (AUMA), recently stated that: “The high concentration of business contacts at trade fairs means you don’t have to travel for lots of different meetings at different locations and on different dates.” According to AUMA, an average of one to two million meetings take place during a trade fair with 100,000 visitors and 1,000 exhibitors. (bre)

FACTS

**Europäischer
Verband der Veran-
staltungs-Centren
e. V. (EVVC)**

Founded 1955

Representation of
around 750 event
centres, congress
centres, arenas
and special event
locations in Europe

345 members and
69 partners (event
planners and
suppliers)

Aims: networking
among the members,
knowledge and
information sharing,
representation of the
interests of the
industry

More information:
www.evvc.org
www.greenglobe.com/de
www.fairpflichtet.de



“Investing in the future”

Björn Wittek, managing director of Rhenus Offshore Logistics, on innovative trade fair attendance, developing networks and measuring success.

Founded in 2014 and headquartered in Bremen, Rhenus Offshore Logistics brings together all the offshore logistics activities of the Rhenus Group. The core business of the company, which has offices in Germany, Great Britain, the Netherlands and Taiwan, involves supply runs for offshore platforms during wind farm installation - for example for food, tools, spare parts and supplies. But agency services, personnel transfers, customs services and container management are also essential components of the company’s service portfolio. In order to reach the widest possible specialist audience, the company is regularly represented at trade fairs throughout Europe. This year alone there are five dates in the diary: in Copenhagen, Norwich, Amsterdam and London, as well as in Belgium, where the Belgian Offshore Days were held in Ostend in March. Last year, the company also had its own stand at WindEnergy in Hamburg and

the Southern North Sea Conference & Exhibition (SNS) in Norwich. “A trade fair appearance is particularly effective because you can reach a large number of people from different regions and countries in one place without a lot of effort and travel costs. It always works for us if we can maintain and expand our existing network,” says Björn Wittek, managing director of Rhenus Offshore Logistics.

“Anyone can do giveaways”

From Wittek’s point of view, however, the large number of attendees at a trade fair means that an innovative profile with a high recognition value is vital. “The more you stand out, the more people remember you.” That is why most trade fair exhibitors provide receptions with food and drink. A site along the main walkways is also important in order to be seen by as many people as possible. Parallel to this, Wittek



For Björn Wittek (left), digital media are becoming increasingly important at trade fair presentations such as this one at transport logistic.



The core activities of Rhenus Offshore Logistics include supply runs for offshore platforms during the installation phase of wind farms – for example for food, tools, spare parts and consumables.

also sees digital media as being increasingly important for presentation purposes. “Everyone does giveaways, but you need an exciting or interactive format, a game or a photo box, for example, to get trade fair visitors to stop at the stand and talk to you.” The Rhenus Group showed what this could look like at transport logistic 2017 in Munich. For the first time, the logistics service provider focused on the visual presentation of information via augmented reality (AR) and virtual reality (VR). With the help of tablets and a 55-inch touch screen, visitors to the stand were given exciting insights into the company’s services. “To awaken visitors’ desire to play and to convey important information in this way was a completely new presentation method for us at the time,” says Wittek. “The reaction was extremely positive.”

The end of one trade fair is just the start of the next one

At the end of the trade fair, the work of the Rhenus team, who are put together specifically for each trade fair, is far from over. Then it’s a matter of collating meeting notes,

business cards and other information and entering them into the company’s IT system. This can all prove useful when a potential client gets in contact again. “If a contact is of interest to us, we will try to contact them as soon as possible and arrange a follow-up appointment,” says Wittek. “Because a meeting at a trade fair is often the first step towards developing a long-term relationship.”

Herein lies the profitability of trade fairs. From Wittek’s point of view, however, the results can be difficult to measure. His experience has shown that business resulting directly from a trade fair rarely covers the costs of attendance. “But that’s not our aim. Trade fair costs are always seen by us as an investment in the future. For us, being visible to customers and partners at these events means being perceived as a presence in the market,” says Wittek. Nevertheless he always goes home with some form of concrete result. In addition to potential new business, this might include the number of new contacts and the number of visitors to the stand. In the end, all of these are important indicators when it comes to planning the Rhenus Group’s future trade fair attendance. (bre)

FACTS

Rhenus Logistics

International logistics provider based in Holzwickede

Turnover 2017: 4.8bn euro

Employees: over 29,000 at 610 sites worldwide

More information: www.rhenus.com

IN BRIEF



BREMEN.

Christian Weber was appointed chief operating

officer at Transport Overseas Shipping on 1 June. In this newly created role, he and Tim Oltmann of the management board are responsible for business development and corporate strategy. Weber also takes over and manages sales in the line agency area together with Patrick Mantai. Weber previously served as head of vertical market automotive at Lexzau-Scharbau and as sales manager for Hoegh Autoliners.



COPENHAGEN.

Claus Hemmingsen, deputy chief executive of

A. P. Møller-Mærsk, will leave the Danish group at the end of June. Maersk announced that he would step down from his position as vice president and chief executive of the energy division. After the company has divested its oil and gas business, the energy division is to be closed at the end of June. Hemmingsen joined Maersk in 1981 and over the years has held various management positions, including chief executive of Maersk Drilling.



Over 200 years' experience

NORTHERN GERMANY. In March, the Maritime Cluster of Northern Germany (MCN) appointed an advisory board consisting of nine experts from the maritime sector to advise the executive board on content issues. „The advisory board members between them have over 200 years of professional experience across the entire maritime economy,“ says Dr. Lüder Hogrefe (managing director, North East Consulting), who was elected spokesman of the advisory board at the inaugural meeting. His deputy is Prof. Dr.-Ing. Axel Hahn (OFFIS board member). Further advisory board members are: Dr. Lars Greitsch (managing director MMG Mecklenburger Metallguss), Wolfgang Hintzsche (marine director Verband Deutscher Reeder), Thomas Bjørn Larsen (senior vice president, head of office for Skuld Germany), Frank Lewandowski (sales manager, Kraeft Systemtechnik), Dr. Ivor Nissen (scientist), Prof. Dr. Eberhard Sauter (head of technology transfer, Alfred Wegener Institute Helmholtz Centre for Polar and Marine Research) and Caspar Spreter von Kreudenstein (managing director, Windea Offshore).

Henning Bentien to lead Europatrans

LÜBECK/LEER. Since March, Henning Bentien has been the new operational managing director of Europatrans, the heavy lift freight company in Lübeck. Europatrans had previously parted company with its managing director Michael Plewa due to differing views on the management of the company, which is part of the EMS Fehn Group in Leer. Bentien most recently worked in a managerial capacity in the heavy lift and project logistics business. Europatrans is one of the market leaders for heavy-lift cargo to and from Scandinavia..



Rohlandt coordinates cyber security

LOWER SAXONY. Jens Rohlandt, IT expert at Container Terminal Wilhelmshaven Jade-WeserPort-Marketing, has since the beginning of 2019 also been the contact person for cyber security issues for the seaports of Lower Saxony. His responsibilities as port cyber security officer (PCSO) include the development of a cyber port security strategy for NPorts, the JadeWeserPort companies and for the seaports of Lower Saxony as well as the development of cyber security concepts and risk analysis.



Klinkner takes over as new DVF president

BERLIN. In April, the executive committee of the German Transport Forum (DVF) elected Raimund Klinkner as the new chairman of the executive committee at its general meeting. The previous chairman Jörg Mosolf, chief executive of the international automobile logistics company Mosolf, had assumed the position of interim chairman for one year. “Transport in Germany is facing special upheavals,“ Klinkner (managing partner at the Institute for Manufacturing Excellence) made clear after his election.

Excellence in training

BREMEN. At the 13th Bremen Shipping Congress in March, the Berufsbildungsstelle Seeschifffahrt (BBS) awarded the prize for Outstanding Training Company and Instructor 2019. Stade's Oltmann shipping company and Martin Jung from Hamburg's Bugsier-, Reederei- und Bergungs-Gesellschaft were honoured for their achievements in training ship mechanics. In this way, BBS draws attention to notable achievement in shipping.



Award for Jörg Conrad

HAMBURG/BREMEN. Jörg Conrad, owner and chief executive of the Leschaco Group, received a special award at the end of March. At a festive gala of the DVZ Deutsche Verkehrs-Zeitung and in the presence of 350 top-class representatives of the transport and logistics industry, the jury presented him with the LEO Award 2019 in the Lifetime Achievement – Logistics category. LEO stands for Logistics. Excellence. Optimisation and honours outstanding performance in logistics.



Egbert succeeds Kneipp

BREMEN. On 1 April, Rudolf Egbert was appointed to the management of seaport service provider Weserport, a joint venture of the Rhenus Group and Arcelor-Mittal Bremen. Egbert succeeds Glenn Kneipp, who resigned his mandate as Weserport managing director on schedule and returned to ArcelorMittal. Together with long-standing managing director Heiner Delicat, Egbert intends to set a new direction at Weserport and develop digital capacity. He has assumed responsibility for operational processes in the port, while Delicat is responsible for sales, finance and marketing.

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Save the Date

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

Trade fairs

Numerous trade fair dates are on the agenda for the coming months. Husum Wind covers the entire wind energy value chain and precedes EXPO REAL, which brings the property industry to Munich. Breakbulk Americas in Houston is devoted to heavy lift and project cargo.



Since 2015, Husum Wind has increasingly focused on its core market of Germany and neighbouring regions.

HUSUM Wind www.husumwind.com	10. – 13.9.2019 Husum, Germany
EXPO REAL www.exporeal.com	7. – 9.10.2019 Munich, Germany
Breakbulk Americas www.breakbulk.com	8. – 10.10.2019 Houston, USA
CIIE China International Import Expo www.ciie.org/zbh/en	5. – 10.11.2019 Shanghai, China

Customer events

Want to get to know us better and discuss the latest developments with industry experts? Two events – Logistics Talk and Hafen trifft Festland – offer the ideal opportunity. These are due to take place in Neuss and Leipzig and in Bremen and Basel respectively. We would also be delighted to welcome you to the 29th Lower Saxony Harbour Day in Wilhelmshaven, the Captain's Day in Bremen and the reception on the eve of the German Logistics Congress in Berlin.



At last year's German Logistics Congress reception on the eve of the event, maritime coordinator Norbert Brackmann stressed the need for cooperation between German seaports.

logistics talk www.bremenports.de/veranstaltungen	27.6.2019 Neuss, Germany
	29.8.2019 Leipzig, Germany
Hafen trifft Festland www.seaports.de, www.jadeweserport.de	18.7.2019 Bremen, Germany
	29.8.2019 Basel, Switzerland
29th Lower Saxony Ports Day www.seaports.de	23.8.2019 Wilhelmshaven, Germany
Captain's Day www.bremenports.de/veranstaltungen	6.9.2019 Bremen, Germany
Reception on eve of DLK www.bremenports.de/veranstaltungen	22.10.2019 Berlin, Germany

Other highlights

On 19 September, the Bremen Port Authority invites you to the eighth World of Logistics job fair in Bremen. Previously the PPI Transport Symposium in Tarragona focused on the transport and distribution of forest products. This year's German Logistics Congress in Berlin has the theme of "making people courageous". At the event in the German capital, Bremen and Hamburg will once again appear jointly in the HANSE LOUNGE.

PPI Transport Symposium https://events.risiinfo.com/transport-symposium/	16. – 18.9.2019 Tarragona, Spanien
Welt der Logistik www.bhv-bremen.de	19.9.2019 Bremen, Germany
Deutscher Logistik-Kongress 2019 www.bvl.de/dlk und www.bhv-bremen.de	23. – 25.10.2019 Berlin, Germany



Review

Bremenports and the ports of Lower Saxony have recently attended Breakbulk Europe in Bremen as well as in Berlin, Kassel, Salzburg and Guangzhou.

Breakbulk Europe

BREMEN. With over 10,000 visitors, around 600 exhibitors from 120 countries and 2,500 square metres of additional exhibition space, the second Breakbulk Europe, in Bremen on 21 to 23 May, was a quantifiable success. But the international general cargo and heavy lift logistics industry rated the trade fair as consistently positive in terms of quality too. In addition to excellent networking opportunities, it also hosted a conference as well as education and training workshops with industry experts. At the same time, bremenports and the Seaports of Lower Saxony took the opportunity to present their services to leading oil and gas companies, plant constructors, ports, logistics companies and special transporters from all over the world, right on their doorstep. And of course the end of one fair is the start of preparations for the next one. ITE Group has already given the go-ahead for the world's largest event for project cargo and bulk cargo to take place in Bremen again in 2020 (see page 13). "I am proud that we can once again host the international port industry next year," said Robert Howe, managing director of bremenports.



Port meets land

BERLIN/SALZBURG/KASSEL. The ports of Lower Saxony recently presented their service portfolios in three economic regions of Germany and Austria – in March in Berlin/Brandenburg, in May in Kassel-Marburg and in April in Salzburger Land. The latter was also the first time for the Alpine republic. At all three events, speakers from EUROGATE Container Terminal Wilhelmshaven, Seaports of Lower Saxony, JadeWeserPort-Marketing, TFG Transfracht and WTB Weets Transport gave a full account of the logistics options and hinterland connections that the northern ports can offer.



IAPH World Ports Conference

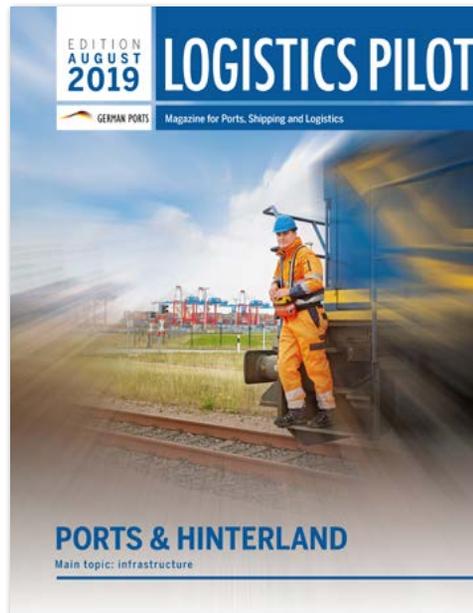
GUANGZHOU. The IAPH World Ports Conference (May 5-11) in the Chinese port city of Guangzhou brought together more than 1,000 port administration representatives and port companies from around the world. bremenports was also there with its own stand, and head of marketing Michael Skiba took the opportunity to network with experts from Asia. The agenda of the 31st IAPH focused in particular on green ports, smart ports and sustainable development in ports. The One Belt, One Road initiative and the new Silk Road were also discussed.

PHOTOS: TIM RIEDIGER, BREMENPORTS, JADEWESERPORT-MARKETING, SEAPORTS OF NIEDERSACHSEN

EDITION AUGUST 2019

Main topic Infrastructure

It is not only the maritime routes of the ports that determines their competitiveness. Good infrastructure and hinterland connections are equally important.



Point of View

Hans-Joachim Schnitger, president of Bremische Hafenvertretung (BHV), on the importance of good infrastructure.

“ A functioning infrastructure with unhindered inflow and outflow of traffic is essential for a flourishing port location. Yet it is precisely this basic prerequisite that has been neglected in recent years in Germany, and thus also in Bremen and Bremerhaven. Too little money has been invested in the expansion and maintenance of transport routes. The consequences of this neglect are highways in need of maintenance or renewal and dilapidated bridges. The constantly overloaded rail network is also in need of modernisation. A bypass for Bremen's main railway station for freight transport is crucial, especially for the Bremen ports in Bremerhaven, but the situation for road freight transport is quite different. For 30 years the Bremen Freight Traffic Centre has been one of the most efficient freight centres in Europe, despite not having a significant motorway connection. The A281, a motorway connection from the A1 to the A27 via the GVZ, has been discussed for at least as long as the GVZ has existed. Now it seems that this ring could be closed in 2025. The consequences, especially for heavy goods traffic and the associated risk of migration of goods flows, would be catastrophic. We therefore call on all those involved to use their resources as quickly as possible to improve the current catastrophic situation.



PHOTO: KARL GREUTER

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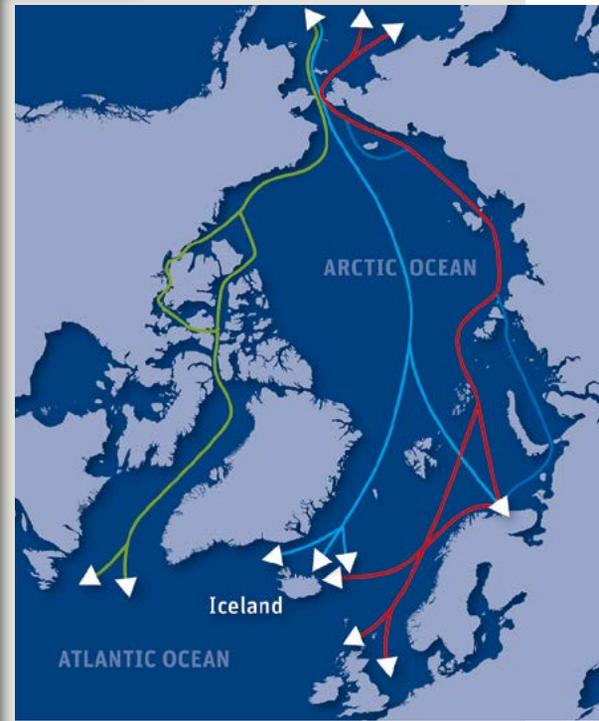
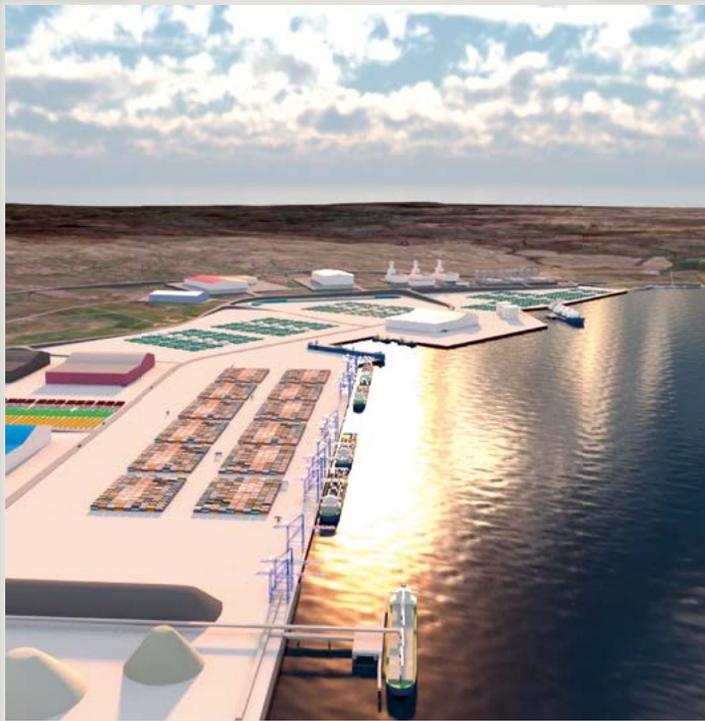
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- Bremische Hafenvertretung e. V.
- JadeWeserPort-Marketing GmbH & Co. KG
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Port construction in Iceland

Since 2012, we have been involved in the first new European port to be built on the Arctic Ocean, supporting the “Finna Fjord” project by contributing our experience of port planning and management, finding investors and marine environmental protection. Finna Fjord harbours immense opportunities as a future base for the installation and equipment of oil and gas rigs or as a port where natural resources can be stored, processed and prepared for onward transport. “Finna Fjord” stands for a responsible and sustainable reaction to the impact of climate change in the Arctic.



FAIRS

  **BREMEN
BREMERHAVEN**
ZWEI STÄDTE. EIN HAFEN.

From South America to Asia, the ports of Bremen showcase their portfolio at trade fairs in Germany and abroad to publicise Bremen/Bremerhaven as a port and logistics location worldwide. The joint stands organised by bremenports are the ideal platform for co-exhibitors to network with existing and potential new customers. This full-service package is the perfect option for small and medium-sized port businesses in particular.

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