



# TIEFGANG#10

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## CHINA LOGISTICS MOVES INTO FREIGHT VILLAGE WILHELMSHAVEN



PHOTO: CHINA LOGISTICS

At transport logistic 2019, representatives of China Logistics and Container Terminal Wilhelmshaven signed a Memorandum of Understanding (MoU). According to the agreement, China Logistics, a subsidiary of the China ChengTong Group and one of the largest Chinese logistics companies, will open the “China Logistics-Wilhelmshaven Hub”.

China Logistics has big plans for Container Terminal Wilhelmshaven, including a 20 hectare logistics centre for handling Chinese goods in the north of the Freight Village, with planned investments of around 100 million euros. Construction is to begin in 2020, with trial operations starting before the end of 2021. China Logistics has set itself the long-term goal of handling around 100,000 TEU per year in Wilhelmshaven.

The new logistics centre will process Chinese goods from the automotive, food and consumer goods sec-

tors that will be imported, temporarily stored and distributed via Wilhelmshaven. China Logistics has a lot to offer, especially for the automotive industry. The company, which operates 58 logistics centres in China, is already represented in the electric drive and battery production segments, and well-known OEMs in Europe could be supplied with parts like these from Wilhelmshaven.

Several years of negotiations with the Chinese partners preceded the MoU. According to Andreas Bull-

winkel, Managing Director of Container Terminal Wilhelmshaven JadeWeserPort-Marketing, China Logistics also looked at and evaluated other port locations in Europe. Ultimately, the decisive factor was the availability of an area of the desired size close to a seaport terminal.

READ A SHORT INTERVIEW WITH FU ZIXUAN, MANAGING DIRECTOR OVERSEA BUSINESS DEPT AT CHINA LOGISTICS, ON PAGE 3



“With almost 20 percent growth in transshipment, Container Terminal Wilhelmshaven is making great progress and will develop into one of the most important points of contact for mega carriers in the North Range. We are therefore looking forward to stepping up our cooperation further, and leading our deep-water ports into a prosperous future.”

Cai Shengkang, General Manager Ningbo Zhoushan Port Co. Ltd.

PHOTO: NINGBO ZHOUSHAN PORT

# CONTAINER TERMINAL WILHELMSHAVEN **DRIVES** **FORWARD** GLOBAL NETWORKING

## 3 QUESTIONS TO...

Fu Zixuan, Managing Director Oversea Business Dept at China Logistics, on the decision to invest in Europe for the first time, and in Wilhelmshaven in particular.



PHOTO: CHINA LOGISTICS

### Mr Fu, what made you decide to set up a new logistics hub in Europe?

As the end point of the “New Silk Road” project, Europe is of major importance to us. We are aware of Germany’s powerful status within the EU and its solid bilateral economic and trade relations with China. Germany also offers a positive investment environment. All of these factors contributed to our decision to invest here.

### What made you decide to build your new logistics hub in Wilhelmshaven?

We chose this location for various reasons. Wilhelmshaven is the only deep-water port in Germany and offers excellent connections by rail, road and water to the German hinterland, as well as to neighbouring countries. We will take full advantage of these connections, and we intend to do so in cooperation with leading German logistics companies. We are planning to look for a local partner to operate the logistics hub too.

### What are your long-term plans for your operations at Container Terminal Wilhelmshaven?

We are hoping that this step will lay the foundations for establishing our long-term presence in Europe. Container Terminal Wilhelmshaven is the perfect partner in this respect too – the way we see it, Wilhelmshaven has the greatest development potential compared to the other major European ports. We are therefore looking forward to making the most of this potential and growing along with the port. This will allow us to expand our customer base in Europe, and further optimise our operations, bringing even better service to our customers.

*Container Terminal Wilhelmshaven has a close partnership with ports and companies in India, China and South Korea, and further agreements have now extended the cooperation network.*

A Memorandum of Understanding was signed on 24 June 2019 in Chennai between representatives of Container Terminal Wilhelmshaven and the Navayuga Container Terminal (NCT) in Krishnapatnam, East India, to establish a comprehensive strategic partnership. It includes the common goal of the two deep-water ports to promote international trade, market services together, and promote digitisation in the port industry.

In June 2019, a joint marketing strategy was also signed with India’s largest private multi-port operator Adani Ports and Special Economic Zone Limited (APSEZ). APSEZ currently operates ten ports in India and has recently acquired a 70 percent share in the port of Krishnapatnam. Together, the two companies will promote the commercial and container shipping business between Adani Ports and Wilhelmshaven and exchange best practices in port operations and port technology.

“India is a rapidly growing economic power. Our aim is to bring the advantages of Germany’s only deep-water container port, both on the water side and on the land side with the freight village, closer to the players in India’s logistics sector. Wilhelmshaven is currently connected to the Indian ports of Jawaharlal Nehru and Mundra via the ME 1 service run by Maersk/Safmarine,” says Andreas Bullwinkel, Managing Director of Container Terminal Wilhelmshaven JadeWeserPort-Marketing.

**Partner ports Ningbo, Qingdao and Busan** Container Terminal Wilhelmshaven has already been working in close partnership with the port of Ningbo-Zhoushan for several years. The port is located not far from the metropolis of Shanghai on the east coast of China. Both sides maintain an intensive exchange on all issues related to port operation. In addition, representatives of Container Terminal Wilhelmshaven are regular guests at international conferences at the Ningbo-Zhoushan port, where they promote the advantages of the Wilhelmshaven terminal. They also cooperate with the ports of Qingdao in China and Busan in South Korea. Container Terminal Wilhelmshaven has a regular connection to Busan with the AE5 (Maersk Line) and Albatross (MSC) scheduled services.

**Digital Partnerships** During their trip to India, the delegation from Container Terminal Wilhelmshaven also entered into a partnership with India’s leading digital platform for freight forwarders, FreightBro. Both sides committed to supporting one another in attracting new customers. Since 2018, there has also been a cooperation agreement with Chinese company Shandong Leadingshine International Co. Ltd. (Lishang International), which is developing an online platform for importing and exporting food and agricultural products.



Container handling at the Navayuga Container Terminal in Krishnapatnam, East India

PHOTO: NTC





On September 21, 2012 Roland Umschlag launched the first block train at the Container Terminal Wilhelmshaven.  
PHOTO: ROLAND UMSCHLAG

# 50 YEARS OF TFG TRANSFRACHT AND ROLAND UMSCHLAG

*TFG Transfracht and Roland-Umschlagsgesellschaft from Bremen – two companies closely associated with Container Terminal Wilhelmshaven – are celebrating their 50th anniversary this year.*



TFG Transfracht is the market leader in containerised hinterland transport in German seaports. As part of Deutsche Bahn AG, it has a transport volume of almost one million TEU. For more than two years, Container Terminal Wilhelmshaven has been integrated into the company's AlbatrosExpress network, which operates four trains a week to Wilhelmshaven. The hub in Maschen near Hamburg connects Wilhelmshaven with over 100 routes to the most important economic centres in Germany, Austria and Switzerland.

When it was founded, Roland Umschlag was the first private transshipment terminal in Germany. Today, around 110,000 loading units change between rail and road at the Freight Village Bremen facility every year. Roland Umschlag is currently the largest rail operator at Container Terminal Wilhelmshaven, and transports around half of all containers handled in Wilhelmshaven with daily services to Bremen and Hamburg. It was also Roland Umschlagsgesellschaft that organised the first block train ever launched at Container Terminal Wilhelmshaven on 21 September 2012. The Bremen-Dortmund train connection was recently added to the service, where Container Terminal Dortmund and the second company celebrating its anniversary, TFG Transfracht, are the marketing partners.

Incidentally, Container Terminal Wilhelmshaven was Roland Umschlag's partner at the anniversary celebration on 18 July 2019 in Bremen, with its "Harbour meets Land" event. Around 150 guests from industry, shipping companies, trade, logistics and the service sector gathered at the Freight Village Bremen to get an impression of the efficiency of the ports in Lower Saxony – and in particular Germany's only deep-water container port, Wilhelmshaven. At the event, Roland Umschlag and TFG also announced their cooperation, which includes the launch of two direct connections from Container Terminal Wilhelmshaven.

## WHAT'S THE PROBLEM?

When the deepening of Hamburg's river Elbe finally got underway, it was indeed a bit of a surprise. But now that the diggers are at long last clearing the way for large container ships, unexpected demands have emerged for a government restriction on their size.

The shipping industry is currently facing many challenges, especially in Germany. We must ensure that we remain competitive: a global switch to low-sulphur fuel is on the horizon, and we also have to consider how we can contribute to climate protection within a reasonable scope. The question currently being raised on the Elbe seems like a marginal issue.

But the really astonishing thing is that private terminal operators are demanding state bans for private shipping companies – their customers. In addition, this is about vessels that so far only exist in studies – but not for real. At present, the largest ships can be unloaded in many ports in the Far East, as well as at Container Terminal Wilhelmshaven and in Hamburg too, at least when partially loaded. I am sceptical as to whether the idea of imposing limitations will receive the necessary support from the EU. What interest does, for example, the Netherlands (Rotterdam!) have in this? Anyone who demands such limits runs the risk of unintentionally kicking themselves out of the competition.

We assume that the increase in the size of container ships will be resolved by competition. It is widely believed that the additional economic benefits for shipping companies of ever larger vessels are diminishing. Ever higher cargo volumes no longer mean big savings in transport costs – they are reaching their limits, just like we saw previously in the tanker business. And even if the studies did still become a reality one day, the private terminal operators would of course make an investment appraisal and the public authorities responsible for the infrastructure would carry out a detailed cost-benefit analysis. If the figures add up, investments will be made. If not, they won't.



PHOTO: VDR

## RALF NAGEL

Chief Executive Officer of the German Shipowners' Association (VDR)

# QUALIFIED SPECIALISTS JUST IN TIME



*Lack of specialists in warehousing and logistics? This is a problem throughout Germany, but not at Container Terminal Wilhelmshaven. The local Job Centre offers targeted programmes to ensure that a pool of well-prepared applicants is available to new companies and those in the process of expanding. Qualification on demand makes this possible just in time.*

Wilhelmshaven's really tough years are now a distant memory. The unemployment rate in the city has fallen considerably within a few years, not least due to economic policy initiatives such as the construction of Container Terminal Wilhelmshaven. "But ten percent is still too high," admits Thomas Hein, Managing Director of the Wilhelmshaven Job Centre, "especially since eight out of ten of those affected have been out of work for quite some time." Based on his many years of experience in local social services, the labour market expert has developed an idea that benefits both companies and the job centre's clients. With a qualification programme that sets an example for the whole country, Hein and his team make staff available to new or expanding companies in the Freight Village – "precisely in line with the companies' requirement profiles and exactly when they are needed."

**Understanding the needs of the economy** The shortage of skilled workers in companies is one of the biggest obstacles to economic growth in Germany. This is another reason that Hein cannot accept the idea that many people who come to the job centre are only lacking the necessary qualifications to find permanent employment locally. The dilemma is that in young and rapidly developing sectors such as logistics, traditional qualifications have so far not been able to meet the actual demand for employees precisely. Labour market policy measures are a reaction to the current demand for labour, but they cannot precisely predict future needs. Thomas Hein did not want to accept this: "There is always some room for manoeuvre that can be used," he decided – and sat down with Wilhelmshaven-based companies. "If you want to make targeted offers, you have to know what the requirements are."



*"The packaging centre, which we officially opened in May, is an important building block for supplying our customer Volkswagen's overseas plants. At Imperial Logistics, we ship around 7,000 different car parts from here to 13 countries on four continents. Of course, we are also delighted that this project has given a positive impetus to the job market in Wilhelmshaven and Oldenburg region. Working together with the local authorities and the employment agency was a very positive experience."*

Beatrice Liedtke, Site Manager at Imperial Automotive Logistics GmbH in Wilhelmshaven.

PHOTO: IMPERIAL LOGISTICS

**Tailor-made qualifications** The standards in logistics are both high and specialised at the same time. In addition to the general professional qualities expected of applicants, the requirements of the logistics service providers' customers also have to be taken into account. "It is not just a question of applicants having a driving licence for industrial trucks or similar", explains Andreas Metzke-Kaiser, coordinator of the training and further education programmes at the Job Centre, "they must also have company-specific knowledge, e.g. about hygiene, documentation obligations or how to operate special machines and facilities." With the knowledge he had gained in his discussions, Hein turned to the further education institutions in the city. "In fact, within in a short period of time, it was possible to put together programmes that met the current needs of the companies precisely," he says, happy with the positive results of his initiative. The Job Centre team went one better: Together with the training providers, they developed processes for obtaining qualifications that correspond to the timing-related aspects of the companies' requirements. "If companies need more staff on a certain date, our qualifications can be completed in good time," Hein explains.

**Comprehensive training content** The new service for companies has already proven its worth at the first attempt, in two major projects that are very important for Wilhelmshaven. Logistics company Nordfrost is continuing to expand, and at the beginning of 2019, Imperial Logistics moved to Freight Village Wilhelmshaven. Imperial Logistics is the Volkswagen Group's service provider and supplies the international VW locations with production material and spare parts. Both companies covered their growing staff requirements with the help of the Job Centre. "And just in time," says Metzke-Kaiser, not without pride. Working closely with the management teams at both companies, the exact staffing requirements and the necessary qualifications had already been determined in the run-up to their decisions to locate in Wilhelmshaven.

**Forward-looking planning** The Job Centre team also provided another important service for the future employers: "We pre-selected the applicants for the positions," explains Metzke-Kaiser. The Job Centre benefits from close contact with its clients: "This allows us to make the selection process much easier for employers, which would be an enormous challenge for them, especially during the relocation phase. The Job Centre team's success has already spurred them on to their next project: The Chamber of Industry and Commerce approved a series of modular training programmes that allow Job Centre clients to gradually obtain qualifications on a module basis in a profession where skills are lacking. Each individual module leads to a qualification suitable for the labour market. And, of course, this qualification also corresponds exactly to the needs of the economy.



Providing manpower at Container Terminal Wilhelmshaven:  
Thomas Hein, Managing Director at Wilhelmshaven Job Centre (left) and training programme coordinator Andreas Metzke-Kaiser

PHOTO: AXEL BIEWER

# PLAIN SAILING TO WILHELMSHAVEN



*When Jan-Helge Janssen raves about a “Captain’s Paradise”, he doesn’t mean the Caribbean or the South Pacific. He’s talking about “his” territory, right on his doorstep: the Jade.*



Jan-Helge Janssen is  
First Elder of the  
Weser II/Jade Pilot  
Association

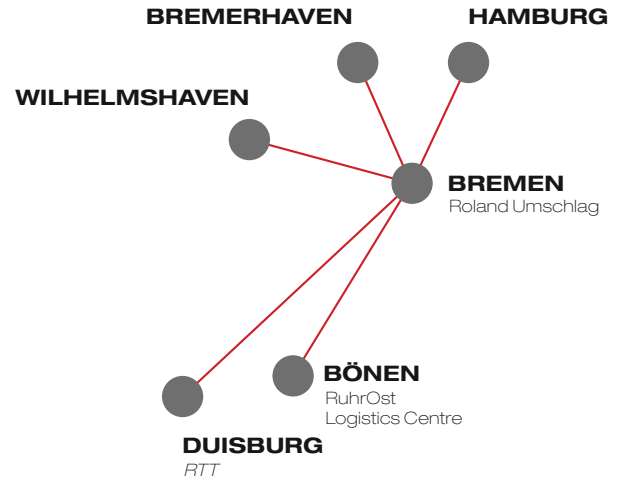
Janssen is the first elder of the Weser II/Jade Pilot Association, which essentially makes him the spokesperson for the experienced captains who accompany all larger vessels approaching and leaving the Weser and the Jade.

Even though the ‘elder’ is only 43 years old, he has already experienced first-hand the enormous increase in the size of container ships in particular, and is clear about the challenges this brings with it. “We are not only responsible for the safety of ship, cargo and crew, we see ourselves as active environmentalists too. After all, our routes lead directly through the Wadden Sea National Park.”

The area west of Helgoland, known as the “Jade Approach”, is where Janssen and his colleagues board the large container ships arriving in Wilhelmshaven, or rather, they are dropped off there by helicopter. From here on, pilots do not take command, take the rudder or take on responsibility for the ship. Instead, they advise the captain on the right course through the waterway, maintains contact with the control centre on shore, and later with the harbour tugboats who help with mooring.

“The ship always remains in the captain’s command,” Janssen stresses. And now the captain can really relax, because the entire approach only takes two or three hours to get to Container Terminal Wilhelmshaven. “There is no speed limit, no bans on ships meeting or overtaking, there are no bridge structures, and no depth restrictions. Up to 16.50 metres, we can always get through, even when the tide is over 18 metres. And so much space everywhere! Especially for the captains of the very large container freighters which can be up to 400 metres long, this really is a paradise,” he explains. At the other large German container ports, on the other hand, there is a lot more going on, just because they have much longer approaches: it takes three to four hours to Bremerhaven, and even a good eight hours to Hamburg.

Another reason the captains of large vessels are relaxed about their approach to Wilhelmshaven is, of course, the pilots’ experience. To qualify, they must have been a captain at sea. After they have successfully applied for a vacant pilot position, there is an eight-month training period in the respective territory, as the pilots call it. First, pilots must pass the examination set by the supervisory authority, the General Directorate for Waterways and Shipping (GDWS), and spend another four years as a pilot on smaller ships at first. Then the path to the bridge of the very large container giants is clear.



*The Rhine-North Sea ports-Xpress now calls at Container Terminal Wilhelmshaven three times a week.*

## MORE FREQUENT CONNECTIONS TO THE HINTERLAND

At the beginning of the year, the “Rhine-North Sea ports-Xpress” (RNX) train system increased its frequency to three departures per week. The RNX has been running between the Rhine-Ruhr Terminal Duisburg (RRT) and the German North Sea ports, including Container Terminal Wilhelmshaven, since June 2018. Roland Umschlagsgesellschaft in Bremen is responsible for distribution to and from the North Sea ports. The RNX runs round Bremen, Bönen (RuhrOst Logistics Centre) and Duisburg, bringing Wilhelmshaven even closer to the hinterland, and to Duisburg and the Ruhr region in particular.

According to Kevin Gründer, Managing Director of Rhein-Ruhr Terminal, the background to the decision was high demand: “Since it was introduced, the acceptance of the service has steadily increased steadily – and the volume along with it.”

**A competitive alternative to Rotterdam** The figures have developed very positively, especially with regard to the volumes transported to and from Wilhelmshaven. “During the low water phase in 2018, the consumer goods industry in particular recognised that Container Terminal Wilhelmshaven is a competitive alternative to Rotterdam. We were able to achieve quick transit times thanks to our timetable, which was organised around the vessels arriving in Wilhelmshaven. We thus compensated for the seagoing vessels’ longer processing times with shorter on-carriage times to the hinterland.” This makes the RNX interesting not only for major customers, but also for clients with smaller volumes who require an integrated system and who have so far relied on trucks to transport goods.

For the future, there are plans for a further expansion of arrivals and departures. “Even after the increase in frequency, we are very satisfied with the level of capacity utilisation and can certainly imagine going up to four departures in the new year,” says Gründer. “As far as our timetables are concerned, this was already taken into account at the time, and we also have the necessary capacity.”



*“During the low water phase in 2018, the consumer goods industry in particular recognized that Container Terminal Wilhelmshaven is a competitive alternative to Rotterdam.”*

Kevin Gründer, Managing Director, Rhein-Ruhr Terminal

PHOTO: RRT

# MORE CONTAINERS FOR GERMANY

With Container Terminal Wilhelmshaven, logistics world leader Germany and its companies are handling more cargo and becoming increasingly competitive, and gaining ever more momentum in the process. In 2018, Container Terminal Wilhelmshaven achieved double-digit growth for the third consecutive year. In concrete terms, Container Terminal Wilhelmshaven handled a good 650,000 containers (TEU) – an increase of 18.3 percent compared to the previous year. With the launch of the VW Group's new packaging centre in May 2019, operated by Imperial Logistics, the expansion of the Nordfrost seaport terminal and the upcoming arrival of China Logistics, Germany's only deep-water port should continue to become increasingly important in the future. The first six months of 2019 have already confirmed this trend: from January to June, transshipment rose to a total of 359,181 TEU – up from 291,778 TEU in the same period of 2018.

You can find out more about the developments at Container Terminal Wilhelmshaven and other news from the world of container shipping at [www.mehrcontainerfuereuropa.de](http://www.mehrcontainerfuereuropa.de).

## JOINT TRADE FAIR APPEARANCE AT THE CIIE IN SHANGHAI

Container Terminal Wilhelmshaven will share a stand with Eurogate at the China International Import Expo (CIIE), which will be held in Shanghai from 5 to 10 November at the National Exhibition and Convention Center. They are hoping to raise the profile of Germany's only deepwater container port in Asia and establish new contacts with companies from the Asian region. The Container Terminal Wilhelmshaven and Eurogate stand is located in Hall 1.1, Stand number 1.1C4-02.

## NEWS FROM CONTAINER TERMINAL WILHELMSHAVEN ON LINKEDIN AND XING

If you want to keep up to date with news from Container Terminal Wilhelmshaven, you can now do so via our new online channels on LinkedIn and Xing. The marketing team regularly posts current event dates, news about what is happening at the deep-water port and interesting background reports on Container Terminal Wilhelmshaven's activities all over the world. While the Xing profile is primarily aimed at German-speaking readers, the LinkedIn channel is all in English.

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