

EDITION
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LOGISTICS PILOT

Magazine for Ports, Shipping and Logistics



CAREER & COMPETENCE

Main topic: Profession

There is no magic formula
How can the maritime economy
become more attractive?

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Doldrums or storm of enthusiasm?
Lack of skilled workers in the container
and cruise shipping industries

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bremenports submerged
Port divers and
their multifaceted role

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bremenports

Bremen  Bremerhaven 



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Career opportunities in logistics defy their reputation

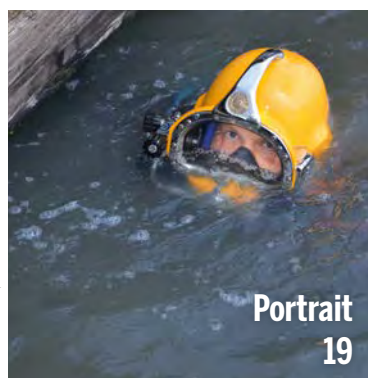
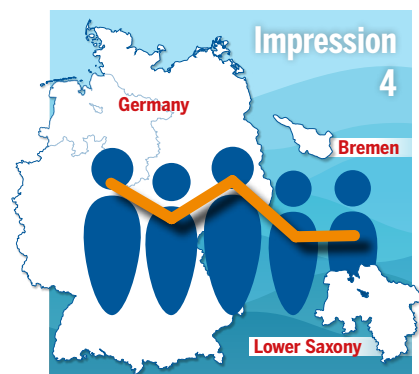
Dieter Schumacher, employment director at BLG LOGISTICS GROUP

Dear Readers,

more than three million people are employed in logistics in Germany, around 300,000 of them in Bremen and Lower Saxony. Behind these figures there is an immense variety of attractive, but in some cases little-known, career and development opportunities. From forklift drivers to managers, logistics offers a wide range of roles and opportunities.

In times of low unemployment, how can we market ourselves as attractive employers and attract and retain the best talent? We need to look at people holistically and consider the worlds they live in. Since 2011, the recruitment team at BLG LOGISTICS has been working with the Sinus milieu studies, and we have found them to a useful basis for our work. We might find a manager via professional networks or by advertising on job boards, but forklift drivers move in a completely different world. It is about addressing our target groups where they are and meeting them eye-to-eye. For anyone working in training and career development in the logistics industry, this is the challenge that we have to meet if we are to continue to attract the people we need.

Best wishes,
Dieter Schumacher



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World champion with training problems

“The ports are a vital part of the German economy and enable our country to be a world leader in exports and logistics.”

This is the finding of a study published in July 2019 by the Federal Ministry of Transport (BMVI) looking at the economic significance of German sea and inland ports as employers.

But the industry struggles to attract young talent. Many companies see a considerable risk in the shortage of skilled workers, while the industry training body, Berufsbildungsstelle Seeschifffahrt (BBS), has highlighted a fall in the number of apprentice ship mechanics.

The following statistics provide an overview of the current situation.

Approx. 176,000

employed in port handling and related services.

Over 520,000 jobs

are provided by German ports.



€27.4bn sales

achieved in the ports industry in 2016 – with value creation of €9.7bn.



328

apprenticeship professions in Germany in 2018.



Vehicle mechanic

was the most popular apprenticeship job among men in 2016.

Admin exec

was the most popular apprenticeship job among women in 2016.



Trade and industry

was the professional group with the most new training contracts in 2016.

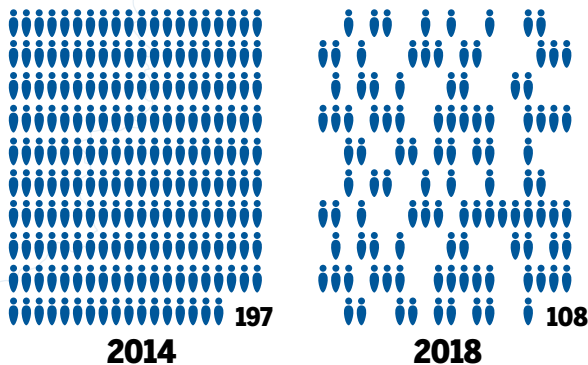


SOURCE: INVESTIGATION OF THE ECONOMIC SIGNIFICANCE OF GERMAN SEA AND INLAND PORTS AS EMPLOYERS, FEDERAL MINISTRY OF TRANSPORT (BMVI)

QUELLE: STATISTA 2019

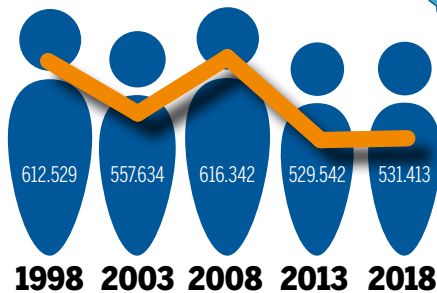
Germany

Young men and women who began an apprenticeship as ship mechanics in Germany



SOURCE: 2018 ANNUAL REPORT FROM THE BERUFSBILDUNGSSTELLE SEESCHIFFFAHRT (BBS)

No. of new training contracts in Germany



SOURCE: STATISTA 2019

* MULTIPLE CHOICE PROVIDED.

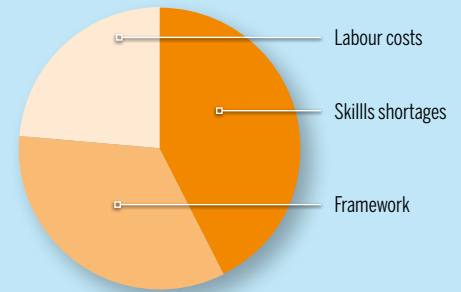
Bremen

Apprentices with new training contracts in the maritime economy as at September 30 2018

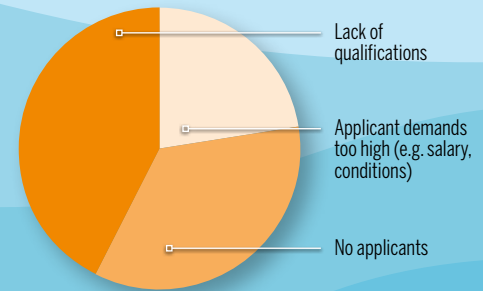
- 295 sales execs for despatch and logistics services
- 185 warehouse logistics specialists
- 84 warehouse operators
- 30 maritime execs, liner shipping specialists
- 13 maritime execs, tramp trade specialists
- 1 port logistics specialist

SOURCE: BREMEM COC

Biggest commercial threats in the next 12 months *



Main barriers to filling vacant positions *



SOURCE: COMPANY SURVEY ON SKILLS IN THE BREMEN ECONOMY IN AUTUMN 2018 (BREMEM COC)

29,992 training contracts

were concluded in Lower Saxony in 2018, of which 1,593 were in the transport sector (COC roles only).

4,700 apprentices

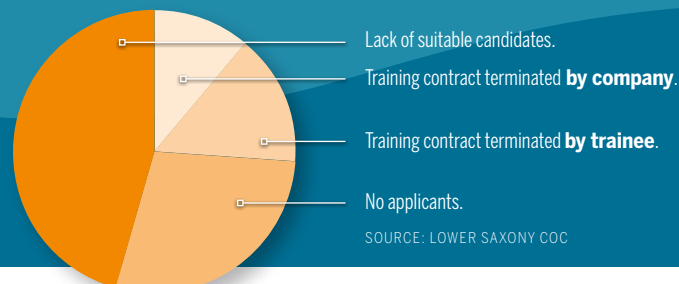
were working in logistics in Lower Saxony at the end of 2018.

41% of companies

in the logistics sector there could not fill all their training places in 2018.

Why did posts remain unfilled?

Main reasons *



SOURCE: LOWER SAXONY COC

IN BRIEF

HAMBURG. Against the background of the planned expansion of mobile comms in Germany, the Association of German Shipowners (VDR) and the Federal Chamber of Pilots (BLK) are jointly calling for an improvement in coverage in German coastal waters. Maritime broadband communication on the North Sea and Baltic Sea is central to the digital transformation of shipping, but is still significantly underdeveloped. Mobile phone reception in the 200-mile range of the Exclusive Economic Zone is mostly incomplete or non-existent, so that comms are dependent on VHF radio and satellite telephone.

WILHELMSHAVEN. Nordfrost has already invested 104 million euros in the freight traffic centre of the container port of Wilhelmshaven and is set to add another 66 million euros. Since it moved to Wilhelmshaven in 2012, the 23,000 square metre logistics centre has grown threefold. After Nordfrost obtained planning permission for a fully automated 40m high-bay warehouse and an 8,000 square metre, three-aisle heavy-duty hall with overhead cranes for project cargo weighing up to 125 tonnes, construction work has recently begun.



World's biggest container ship approaches Bremerhaven

BREMERHAVEN. The world's largest container ship, the MSC Gülsün, moored in Bremerhaven on 19 August. It is 399.9 metres long and 61.55 metres wide and operates for the 2M alliance of the container lines MSC (Mediterranean Shipping Company) and Maersk. Its maximum capacity is just under 225,000 tonnes or 23,756 standard containers (TEU). The giant started its long-distance voyage on 8 July in the northern Chinese port of Tianjin. It sailed via the Mediterranean port of Algeiras to Bremerhaven and from there via Gdansk to its

destination of Rotterdam. MSC Gülsün is part of MSC's Megamax 24 series, which comprises eleven ships and was commissioned in 2017. The order was divided between two South Korean shipyards: Samsung Heavy Industries (SHI) will deliver six of the ships at the reduced unit price of \$138m, while Daewoo Shipbuilding & Marine Engineering will contribute five units. MSC Gülsün is the first ship of the series built by SHI. The next will be the MSC Mina, which is expected to arrive in Bremerhaven on 9 September.

Eleven kilometres of contact wires for harbour railway



BREMEN/BREMERHAVEN.

In order to ensure the future availability of the Bremen port railway, the old overhead line has been dismantled and replaced by cross fields. These were suspended from 51 new catenary masts and attached at right angles to the tracks. Approximately eleven kilometres of contact wires have been suspended and tensioned from them. In addition, 67 new lighting poles with the latest LED technology have been erected. The points are now being optimised for additional operational reliability, especially in winter. The overall cost for the work in Kaiserhafen is €5.2m.

Meyer Werft build new logistics centre

PAPENBURG. Meyer Werft has announced the construction of a new logistics centre. It will help to manage goods flows and will be built on Rheiderlandstrasse (K 158) in Bokeler Bogen. It is designed as a fully automated high-bay warehouse with space for 25,000 storage units. The investment amounts to around €40m. The existing central warehouse is to be relocated from the company premises to the computer-controlled logistics center. Construction work on the new logistics center began in August and is due for completion early in 2021.





Nordfrost to enter ferry market

WILHELMSHAVEN.

Freezer logistics company Nordfrost wants to repurpose its seven-hectare company-owned port site in the inner port of Wilhelmshaven. It has a quay length of 470m, a RoRo facility and a water depth of eight to ten metres. By the start of 2020 there will be a new ferry connection with three weekly connections to Scandinavia. The first step is to charter a ship with a length of 153m and a capacity of 130 vehicle units.



Third place for NPorts energy scouts

OLDENBURG. Energy scouts Leah Beckedorf (second from left) and Adrian Schmeyer (second from right) have been awarded third place by the jury of the Oldenburg Chamber of Industry and Commerce. As part of the joint project initiated in 2013, trainees in their second year of training can obtain an additional qualification that enables them to identify energy-saving potential in their company. Beckedorf and Schmeyer convinced the jury with their idea to redesign the energy usage of NPorts' social building in Brake.



bremenports rewilded die Billerbeck

BREMEN/BREMERHAVEN. The canalised, wildlife-poor Lune distributary is to become a meandering stream with optimal conditions for flora and fauna. This is the aim of a compensation measure carried out by bremenports on the middle and upper reaches of the Billerbeck, a tributary of the Lune with a total length of around 11km. The protected catchment area covers 41.33 square kilometres and is located in the districts of Osterholz and Cuxhaven in the municipalities of Axstedt, Holste and Beverstedt-Bokel.

Enjoy Swiss hospitality.
On your flight to Asia.



From Bremen via
Zurich to nine
Asian destinations.

IN BRIEF

BREMERHAVEN/HAMBURG.

The aim of the LAVIS project on intelligent data analysis on the forecast of cargo availability, which is funded by the mFund research initiative of the Federal Ministry of Transport and Digital Infrastructure (BMVI), is to plan the loading availability of containers in terminals more precisely. The aim is to increase the efficiency and speed of loading. The research initiative is to be completed within one year by the Bremen Institute for Shipping Economics and Logistics (ISL) and the IT company Akquinet Port Consulting.

BREMEN/BREMERHAVEN.

Port marketing company bremenports recently published its annual report for 2018. In his foreword, Robert Howe, managing director of bremenports, takes a positive view of the past year. Intensive work has already been done on major investment projects, such as the renovation of the Oslebshaus lock in Bremen. The construction of the west quay in Kaiserhafen is also making progress. In addition, groundbreaking political decisions have been taken, with the Senate approving over €120m to adapt the port to the challenges ahead.



Second Samskip container liner service über Cuxhaven

CUXHAVEN. In August, a ship of the new liner service of the Samskip shipping company reached Cuxhaven for the first time. From there, weekly container traffic now also serves the Baltic Sea ports of Gdansk and Klaipeda for the first time before calling at Oslo and other ports in western Norway. From the Baltic States, two container ships, Samskip Commander and Samskip Challenger, alternately bring consumer goods to Norway. On the return voyage, Norwegian fishery goods are transported to Cuxhaven.



Roland celebrates 50th birthday

BREMEN. On the occasion of its 50th birthday, Roland Umschlag, together with Hafen trifft Festland, JadeWeser-Port, EUROGATE, Seaports of Lower Saxony and TFG Transfracht, welcomed around 150 guests to the Bremen freight transport centre. The oldest German transshipment company for combined transport, which involves sixteen medium-sized freight forwarders, railway operators and logistics companies, organises 42 block trains per week. From October, marketed by Roland Umschlag, Frankfurt am Main will also be connected once a week.

Photo (l-r): **Andreas Bullwinkel, Oliver Bergk and Christoph Holtkemper.**



J. Müller honoured as leading trainer

BRAKE. In mid-July, the Oldenburg Chamber of Industry and Commerce awarded the TOP Training award to three companies, including J. Müller. In an extensive audit, the company demonstrated the high quality of its training. The auditing process was based on the quality criteria defined by the Federal Institute for Vocational Education and Training, such as apprenticeship marketing, recruitment, onboarding and administration. This also includes the examination of the training and future career prospects. The company achieved full marks in four of these five categories. At the beginning of the new training year, 62 young people are completing their training in nine different roles at J. Müller.



To the East, Swiss style

BREMEN/ZÜRICH. If you are greeted onto your flight with a smile and a warm “Grüezi” when boarding, you can be sure you’re flying with Swiss International Airlines. Since October 2018, the carrier has been connecting its home airport of Zurich to Bremen. From the Swiss capital, passengers can fly directly to over 100 destinations worldwide. From a shipping point of view, the Indian and Far Eastern destinations of Bangkok, Delhi, Hong Kong and Bombay, as well as Shanghai, Singapore, Tokyo and Beijing, are particularly attractive. From March 2020, the long-haul network will be extended by two further destinations: Washington DC and Osaka.



US remains strongest partner country

BREMEN/BREMERHAVEN. With Hafenspiegel 2018, the senator for the economy, labour and ports in Bremen recently presented extensive statistical material on port transshipment via Bremen’s ports. In addition to the detailed transshipment figures, data on the infrastructure of the ports are also provided. In 2018, a total of 5,448,000 containers were handled via the quays in Bremen’s ports. As in the previous year, the statistics clearly show that the US continues to be by far the strongest partner country for container transshipment via Bremen’s ports. For 1,218,000 containers, i.e. more than one in five, the USA was indicated as the destination or country of origin. This is also the highest handling volume in the history of Bremen’s ports.



Paderewski makes first approach to Emden

EMDEN. After several years, the Paderewski, owned by Chinese-Polish shipping company Chipolbrok, has recently started to touch at Emden again for the first time. Previously the multi-purpose ship, with its 152-metre-long weather decks and an area of around 2,200 square meters, had loaded project cargo and general cargo in Hamburg, including a gas turbine with an individual weight of 330 tonnes. In Emden, 38 packages with unit weights of up to 22 tonnes with components for wind turbines from a local manufacturer were loaded within 36 hours.



ISO 9001:2015 certification for NPorts

OLDENBURG. Berths, access roads and locks as well as rail networks and roads in ports have to be operational around the clock. In the seaports of Lower Saxony, NPorts is responsible for these port facilities and properties. An audit by TÜV Süd recently confirmed that the system used by the infrastructure company to ensure the quality of its services complies with the leading international standard for quality management systems, DIN ISO 9001:2015.



Lürssen covers Dock 10 at Blohm+Voss

BREMEN/HAMBURG. The Lürssen Group is investing again in Blohm+Voss. For around 15 million euros, the 287-metre-long and 44-metre-wide Dock 10 opposite the Landungsbrücken is to be roofed over for at least 200 metres. The work is expected to take around six months in 2020. It is expected to be towed to Bremen for the conversion. The reason for this major investment is a new order for a yacht, the construction of which has begun in Hamburg and will be completed in Bremen at the customer’s request.

“There is no magic formula”

More and more companies in the maritime and logistics industries are having to deal with recruitment problems. LOGISTICS PILOT interviewed industry specialists about image problems in the sector, changing values and how companies can market themselves more attractively.

When the Bremen Chamber of Commerce asked “Where do you see the greatest business risks in the coming twelve months?” as part of its economic survey for autumn 2018, the most frequently cited answer was a shortage of skilled workers. A remarkable 71 percent of the companies surveyed in Bremen and Bremerhaven saw this as an even greater danger than the current economic environment (56 percent) and labour costs (39 percent). “In large parts of the shipping industry, there is still not a sufficient number of applicants,” confirms Sabine Zeller, the new managing director of the maritime training industry Berufsbildungsstelle Seeschifffahrt (BBS) in Bremen. At the same time, however, she points out that there are also exceptions, i.e. shipowners with a large number of good applications. “In the first seven months of this year, 108 young people opted for an apprenticeship as ship mechanics. That’s as many as last year.”

Shipping has a good future

In Zeller’s opinion, dual training as a ship mechanic is “still the best entry into shipping” and “a job with a future”. Anyone who wants to develop professionally could then train as either a nautical officer or an engineer. Specialists, navigators and engineers are urgently needed not just in

shipping companies but in all areas of coastal, maritime and inland navigation as well as in port operations and in bow and salvage shipping companies. These professions are also in demand on the maritime secondary market– i.e. suppliers, maintenance and service companies, administrations and insurance companies, pilot associations and the public sector. “The versatility of ship mechanics allows them

“The best route to becoming a maritime engineer is to earn while you learn”

Sabine Zeller,
managing director,
Berufsbildungsstelle Seeschifffahrt (BBS)





Safety first: engine inspection is just one of the ship engineer's responsibilities.



The experts agree: there's more to being a good employer than trendy designer furniture.

■■■ to choose between a large number of different jobs on the water and on land -- and with appropriate remuneration levels," says Zeller. She thinks there are many reasons why shipping is not as important in the minds of junior employees as the industry would like it to be. "The image of shipping in Germany is not good or is non-existent." Negative assumptions include fear of automation and the ongoing effects of the 2008 global financial crisis. When choosing a career, young people in particular increasingly attach importance to soft factors such as work-life balance.

"When I was a nautical officer, I found my work-life balance okay," says Zeller. "I'd be at sea for two months and then have two months off."

Targetted messages and a new website

Zeller is currently working with her colleagues at BBS to make shipping as attractive as possible for the specialists of tomorrow. This can be done in different ways, but always with a target group-oriented approach. This includes regular attendance at job and training fairs to provide information about vocational training in shipping. "But we are also increasingly focusing on social media and want to go to schools even more than we do now," says Zeller. In addition, the film competition Training in Ocean Shipping was launched this year and the awards ceremony took place in mid-July. Young people completing training as ship mechanics, shipping merchants or nautical or technical officer assistants submitted self-made, three-minute films about the most exciting aspects of their work. The best of these were awarded with a small subsidy for the personal onboard cash register and a certificate. "The contributions sent in were all of high quality and will soon also be on display on the new website which the federal government, the north German regions and the German Shipowners' Association (VDR) and Verdi have created. The new website is intended to show the various career paths in nautical science, ship operation technology and commercial management and to replace the previous BBS website and the previous VDR training website. What could be more credible than for young people to address like-minded people with authentic films?" Zeller is already looking forward to the starting signal in the first quarter of 2020.



"The current market situation is the result of years of clinging to tried and tested ways."

Christopher Schwarz,
director of administration and IT at PTS Group

Designer furniture, chai latte machiattos and yoga are not enough

Also giving intense consideration to the shortage of skilled workers and the difficulties companies have in addressing it is the Maritime Cluster of Northern Germany (MCN). A platform has been created in the form of the Personnel and Qualification Section, which meets regularly to develop strategies and practical approaches. “The current market situation is the result of years of clinging to tried and tested ways of thinking,” says Christopher Schwarz, director of administration and IT at PTS Group. His company is a member of the MCN and, with a new internal start-up called Adoptr, has taken up the cause

of helping companies to position themselves attractively as employers by using modern methods. According to Schwarz, many companies are still using the “tried-and-tested way of thinking of industrialisation,” in which people work on machines or work like machines. “They fail to recognise that we have long since moved towards a world of employee-oriented value creation,” says Schwarz. He understands employee-oriented value creation to mean that corporate goals and services are increasingly geared to the capabilities of employees and not the other way round, which enables innovative solutions to be developed that can lead to the creation of new products and services. Against this background, he sees the current situation as a generational conflict fuelled by the digital ■■■



“It’s about more diversity”

Interview with Claudia Ohlmeier, chairwoman of WISTA Germany (Womens International Shipping & Trading Association)

Ms. Ohlmeier, how has the importance of women in shipping changed in recent years?

We see more women in shipping. The industry has realised that it is missing out on a lot of talent by abandoning around 50 percent of potential employees. In addition, the German economy is becoming increasingly aware that diversity makes a company stronger, as decisions and solutions are made on the basis of different experience and perspectives. Gender diversity plays a key role in this.

Are there any figures showing how things have changed?

The proportion of women among the new training years for shipping clerks has been around 50 percent in recent years. In 2017 it was even 52 percent. The decline to 42 per cent in 2018 is hopefully only an outlier. In forwarding and logistics services, 38 per cent of the new trainees are female. It is noticeable that the number of German seafarers has fallen by over a thousand over the past five years, but in the same period there were 60 more women on board, including fourteen female captains. Overall, however, the proportion of women at sea could still be increased by nine per cent.

What qualities should women who want to make their way in the maritime economy be able to contribute?

Above all, a good understanding of, and passion for, the industry, and the necessary qualifications. In other words, exactly the same qualities as men.

But women should also have the courage to remain true to themselves. Because acting like a man doesn’t work. It is not about being the same, but rather about equality, in the sense that diversity of people also expands the diversity of opportunity.

In which areas are women now more strongly represented? And where do you see the need for catching up?

In general, women are still more likely to be found in office jobs. Their increasing number on board ships is due in particular to the boom in the cruise industry. From WISTA’s point of view, however, there is still a lot of catching up to do throughout the industry.

What can be done to attract more women to the maritime industry?

I believe that it is not about the maritime economy as such, but about a rethink in society. If we want to have a diverse labour market, then girls who are good at maths, for example, have to want to become engineers just as much as boys. I think that a great deal will change in this respect with the new generations, when men and women say that they want and are able to look after their children and pursue their careers on an equal footing.

age. “But the lack of understanding cannot be cured by designer furniture, chai lat macchiato and yoga lessons in the office,” he cautions. “More than ever, it requires a corporate culture that is capable of meeting different generations at eye level, of valuing individual contributions and conveying the significance of our work.”

Magical solutions?

But how can companies get there? “There is no such thing as a magic formula,” explains Schwarz. However, he believes

that companies should be open to concepts such as reverse mentoring and peer feedback. For the former, older employees not only pass on their specialist knowledge, but in return also receive training from young colleagues, for example in digitalisation. The second concept is based on the fact that opinions and suggestions are developed in a process with a feedback loop. “Especially in the logistics industry,” says Schwarz, “I rarely see a trainer or supervisor allow a young colleague to show him how to use social media, for example. Together we can certainly think better about how to use the new technologies to add value for the company.” For Schwarz it is clear that the companies that best manage this generational conflict and whose employees are most prepared for the constant changes in the world of work will be ideally placed to master digital transformation.

Concerned about the zeitgeist

Christoph Bruns, managing partner of surveyors Mund + Bruns and member of the board of the Bremische Hafen- und Logistikvertretung (BHV), has had similar experiences. At work, he and his colleagues meet daily with a wide range of professions from the maritime and logistics industry. “In these two market segments there are more than 120 different job titles, as a survey by the BHV a few



“There’s no basic right to success or a sports car.”

Christoph Bruns, managing partner of consultants Mund + Bruns

Combining theory and practice

With the “Loop” (logistics cooperation) project launched at the beginning of 2018, the Emden/Leer University of Applied Sciences, the Logistics University Institute (HILOG) and the Volkswagen plant in Emden are aiming to boost local logistics and teaching via partnership working.

The work of the two members of the Ems logistics axis is currently concentrating on two sub-projects, Autopick and Outdoor FTS. Autopick is an automatic repacking cell for large and heavy components that is designed to lessen the workload in the production process with the aid of robots and automated image recognition.

“Outdoor FTS”, meanwhile, involves the implementation of a driverless transport vehicle on a non-public pilot route operated by freight forwarder Jakob Weets in the Frisia industrial park in Emden.

“Each semester, two to three students from business administration, industrial engineering and mechanical engineering courses are involved in both projects,” explains Ude Wunder, research assistant at HILOG and coordinator of the institute’s industrial projects. He supports the bachelor and master students in their Loop activities and works on behalf of VW to promote

the interlocking of theory and practice and to ensure that knowledge gained from these projects is preserved.

“Particularly in view of the challenges of automation and digitalisation, Loop is not only a test bed, but a win-win situation for everyone involved,” says Dirk Schleuter, a professor of production and logistics in the economics department at the Emden/Leer University of Applied Sciences. “Initially the cooperation agreement will run until the end of 2022. But I am sure that Loop has the potential to continue beyond that date.”



Cleaning and checking of the separator used to convert heavy oil into usable fuel.



For the eighth time, Welt der Logistik in Bremen showcased the diversity of the profession.

months ago revealed,” says Bruns. “To make matters worse, this wide range is often reduced to truck jams, parcel delivery vehicles and poor working conditions, but this negative image is by no means a reflection of reality.” Bruns admits that the industry has failed. The existing structures in the companies are outdated, especially with regard to working hours, and addressing junior staff via new media is still the exception rather than the rule. This can also be seen from the fact that the majority of job ads are still placed in the classic media such as newspapers and employment agencies. “We have to rethink these structures and traditions and make manual and commercial professions more attractive again. We have to get in touch with schools, universities and other educational institutions much earlier than before.”

Like Schwarz, Bruns has noticed ideas about working life among junior employees that differ considerably from those of earlier generations, although this is of course a normal generational process. The current zeitgeist, however, is a cause for concern. “It is fooling people into thinking that it shouldn’t be a problem to successfully reconcile career, family, friends and one’s own interests. But this is almost impossible, because every area requires attention and you can’t keep all the plates spinning.” In this context he views the concept of work-life balance with mixed feelings. “When people manage to lead a happier life with less work - and therefore a lower income - they enjoy my highest respect. But we should not worry about bringing virtues such as patience, diligence and perseverance back into focus. Because, in my view, there is no basic right to success or a sports car and a top-end mobile phone.”

A proven concept - and a professional footballer

The eighth Welt der Logistik fair showed what a successful speech to the workforce of tomorrow can look like. It took place on 19 September at the BLG Forum in Bremen’s Überseestadt under the heading ‘More than just a job and a career’. “This year, we have once again relied on the proven concept of exhibitor stands, job market pinboard, interviews, lectures, interactive activities, stage events and close cooperation with the Speicher XI harbour museum to educate young people and jobseekers about logistics professions,” says Petra Lüdeke, branch manager of the Bremen Port Authority (BHV). “With this event format, we have succeeded over the past eight years in getting more than 20,000 visitors interested in the world of logistics.” Klaus Platz, managing director of the BHV, adds: “The industry can showcase itself at one central location and gives potential new recruits a comprehensive insight. It’s a concept that works.” An additional boost was provided by the former Werder Bremen professional footballer (and member of the national squad) Marco Bode, who has actively supported the event as an ambassador since its start in 2012 and who was once again ready to answer young visitors’ questions. (bre)



Between doldrums and a storm of enthusiasm

FACTS & FIGURES

Mediterranean Shipping Company (MSC):

Fleet:
520 ships

Annual transportation:
21m TEU

Trade routes:
200 involving around 500 ports

Offices:
493 in 155 countries

Employees:
around 70.000

Companies from almost all areas of shipping are complaining of a decline in interest among young people in their recruitment offer. Except in the cruise sector, thanks to booming customer numbers.

For Hubert Hoffmann, IT director at MSC Germany, where he is also responsible for training, the current situation for junior staff is characterised by a clear trend: “Not only are the numbers of shipping, forwarding and office clerks declining, but so is the level of applicants”. Hoffmann’s view coincides with a joint survey by the Central Association of German Shipbrokers (ZVDS) and the Association of German Shipowners (VDR). According to the survey, the number of training contracts concluded by shipping brokers in Germany has been in constant decline for five years, from 323 in 2014, to 275 in 2017 and 262 in 2018.

By way of comparison, in 2007 and 2008 the number was at least 400. Against this background, Hoffmann has identified several points to build on. “Container shipping and logistics have an image and visibility problem when it comes to addressing junior staff,” he says, and believes clichés often play a significant role. The idea of being outside in all weathers or of stacking containers on a ship would also evoke negative associations in some young people. In addition, Generation Y and Generation Z have little or no maritime professions on their screens. “When I compare the figures of the ZVDS and the VDR for shipping execs in Hamburg with those at

other locations, I have the feeling that ports and shipping are much more visible in Hamburg than elsewhere,” he says. That is why it is all the more important to actively approach young people throughout Germany with appealing offers.

Connecting through social media

MSC has therefore recently made changes to its recruiting strategy and training system. “Whereas in the past we mainly used the traditional application channels, we are now increasingly focusing on social media, public appearances and strategic partnerships with the maritime industry and politics,” says Hoffmann. Today, MSC is just as present on portals such as Azubiyo, LinkedIn, Facebook and Instagram as it is at job and training trade fairs, where it has its own stand aimed at jobseekers and trainees. At the same time, the shipping company regularly visits schools and universities to get young people interested in internships and the maritime world. MSC also gets its trainees to staff the stands. “They speak almost the same language as the pupils and students and are therefore much closer to them than we are,” says Hoffmann.

Bringing the maritime experience to life

Having addressed the target group, the company’s service package must also be right. MSC has therefore optimised its training system in recent years. “We had to move away from silo thinking and outdated processes. Instead, we are now focusing more on digital competence, networking and process thinking,” says Hoffmann. This also means that the trainees should not focus too early on their main areas of interest, but should master the company’s entire service portfolio from A to Z. Depending on their interests and personal strengths, trainees can also deepen their knowledge in special areas such as booking, transport, IT, e-business, sales, documentation and dangerous goods and take internal exams.

MSC’s new corporate philosophy also includes “bringing the maritime experience to life” and strengthening team spirit. “Experience has shown that this works best through boot

and future camps as well as joint ship trips,” says Hoffmann. The boot camps take place at the beginning of the training in order to give an introduction to the industry and to identify the motivations and needs of the newcomers. The future camps follow a year later.

Participants are asked to what extent the expectations on both sides have been met. In addition, trainees at MSC can look forward to a voyage of several days, during which they can get a taste of the sea air and familiarise themselves with the processes in the port and on board. “Above all, attention, appreciation and a high level of feedback are required from our trainers,” says Hoffmann, “because these are essential qualities that today’s applicants demand from their employer. For them, a good work-life balance and flexible working hours have been non-negotiable as they realise they are working to live and not the other way round.”

Different industry, same problems

In contrast to container shipping, which is still struggling with the consequences of the financial crisis of 2008, the cruise market is thriving. After an estimated 28.2 million passengers last year, the industry association CLIA expects around 30 million passengers worldwide in 2019, and in Germany their number is expected to triple by 2030 to six million annually.

Accordingly, more staff will be needed for expanding fleets. Rostock-based AIDA Cruises reported an increase to 11,400 employees in 2018, up from after 9,582 in 2017 and 8,342 in 2016. The company is currently at 14,000 employees, of whom 12,500 are on board and 1,500 ashore.

“With the growing popularity of cruises, career opportunities at sea and ashore are also growing,” explains Gabriele Schray, senior HR manager for fleet and hotel at AIDA ■■■

FACTS & FIGURES

AIDA Cruises:

Fleet:

13 ships.

Three more cruise ships planned by 2023.

Onboard beds:

30,460

Employees:

14,000 from 50 countries, 12,500 onboard and 1,500 on land



In the boot and future camps MSC’s junior staff learn about the industry while networking and having fun.



The AIDA Cruises international team works hand in hand to provide cruise guests with a unique journey. Customer service skills are vital for the role.

■ ■ ■ Cruises. But despite increasing numbers of applicants, it is still hard to find qualified staff, especially in technical roles. In other areas, too, significant effort in HR marketing is required in order to recruit into specialist roles and retain key talent.

“We are particularly looking for executive personnel in the hotel sector such as general managers, finance directors, HR managers, chefs de cuisine, sous chefs and bar managers,” says Schray. Entry-level recruits, such as barkeepers, chefs de rang and receptionists are also sought, while suitably qualified career changers are welcome in certain roles.

YouTube and reality docuseries

In order to cover these staffing requirements, AIDA Cruises regularly attends job fairs and has established special applicant days in various German cities. In addition, an employer branding strategy has been developed both offline and online. “We use job and display ads, specialist online job portals and, of course, Facebook, Twitter, Xing and LinkedIn,” says Schray. In addition, all these communication tools link to the AIDA Cruises career portal, where applicants can find current vacancies and apply online. To attract more junior applicants, a mobile version of the portal is also available. “Our experience shows that today’s employees are very flexible, which is why we are using this tool,” says Schray. AIDA Cruises also produces the reality documentary series *The Crew*, which can be seen on Instagram and YouTube. Employees from all areas – from technical officer to chief of staff – give first-hand accounts of their lives on board. “In 2018 we were the first on the market with this format,” says Schray. At the same time, she points out that a high degree of customer service skills is indispensable for work onboard. “We

all have one overriding goal: to create the best possible holiday experience for our guests. In addition to the wonderful destinations we travel to, this is what makes a job on a cruise ship so attractive, and this is certainly a decisive advantage we have over container shipping when looking for staff,” says Schray. In light of these advantages and the booming cruise market, Schray would like the number of skilled applicants to increase even further.

In summary, while the skilled labour market in container shipping is currently suffering a slump, cruise shipping cannot complain about a lack of applicants. But even here there is still room for improvement. (bre)



Cruise ships offer a wide range of career opportunities, such as barkeeping.

PHOTOS: AIDA CRUISES (2)

More information:
www.msc.com/deu
www.aida.de

Underwater for bremenports

Keeping the sluices functional, welding and painting underwater... This and much more has to be mastered by the harbour divers. We visit them on-site.

On board the Taucher bremenports, teamwork is the order of the day, starting with putting on the equipment, which weighs around 23 kilograms. Martin Meier, who began his two-year further training as a professional diver at bremenports in October 2018, may be able to pull on the seven millimetre thick dry suit over his long woollen underwear without assistance, but his colleague Sven Gosjan has to help him put on the collar, which ensures that no water can penetrate between the helmet and the suit. His colleague Morton Fischer helps him close the vest, attach the weights and emergency oxygen bottle, and put on the bright yellow helmet weighing several kilos.

Before going into the water, the blue hose for the supply of air and the orange cable for the radio connection are also connected to the helmet. Then Meier climbs down the ladder and checks the functioning of the breathing tube and radio before he dives. On board, Gosjan had previously hoisted the blue-white Alpha flag, the shipping signal for work in and on the water, and ball-rhombus-ball, which signals to other vessels to avoid suction and wave impacts. The dives are always done individually, unless in exceptional cases the work requires two people. "The visibility here in the harbour is zero, so we would get in each other's way," explains Markus

Krainert, who is the boss on board today in the absence of master diver and operations manager Michael Lammert. "We call it black water, and there are different densities." The water contains a lot of silt, which makes conditions more difficult. As far as current and tide are concerned, the harbours in Bremerhaven and Bremen are home to some extremely demanding waters. The divers have to carry up to 70 kilograms of equipment to make them heavy enough for this water.

Fingertip sensitivity required

Due to the lack of visibility under water, divers must rely above all on their sense of touch. Through their gloves they need to be able to feel the strength of sheet pile walls and feel cracks and holes.

Their diverse workload ranges from welding and drilling to concreting and flexing. All tools are operated with air or hydraulic oil. "The highest priority for us is the functionality of the locks," says Krainert. "This accounts for around 70 percent of our work." Just how important this is was demonstrated recently. During a routine dive in the basin of the Kaiserschleuse lock in Bremerhaven, the port divers used their fingers alone to detect damage to the 57m gate rails, which were then replaced. "For orientation purposes, ■■■



Martin Meier is helped by his colleagues to put on the diving equipment. Before he dives, a reserve check is carried out.

■ ■ ■ we use magnets under water so that we know where we have already been,” explains Krainert. To measure damage and thickness, the port divers have made various tools such as templates, folding rules and a caliper on which they can feel fixed distances with their fingers.

But even though they are left to their own devices underwater, the divers are not alone. They are always in contact with their onboard colleagues via radio. “In order to ensure that there are no misunderstandings, we always repeat the questions and statements,” says Gosjan. Although the diver has memorised the technical drawings of the structure before going into the water, further details of the building sketches can be sent from onboard if required. In addition, the leash man, who is responsible for the hose and the leash, checks

whether anything is out of the ordinary and whether, for example, the diver’s breathing rate changes. The fact that every diver must be able to rely one hundred percent on his colleagues is just as important for survival as the annual medical check. Only those who meet the fitness requirements are allowed to dive.

A genuine calling

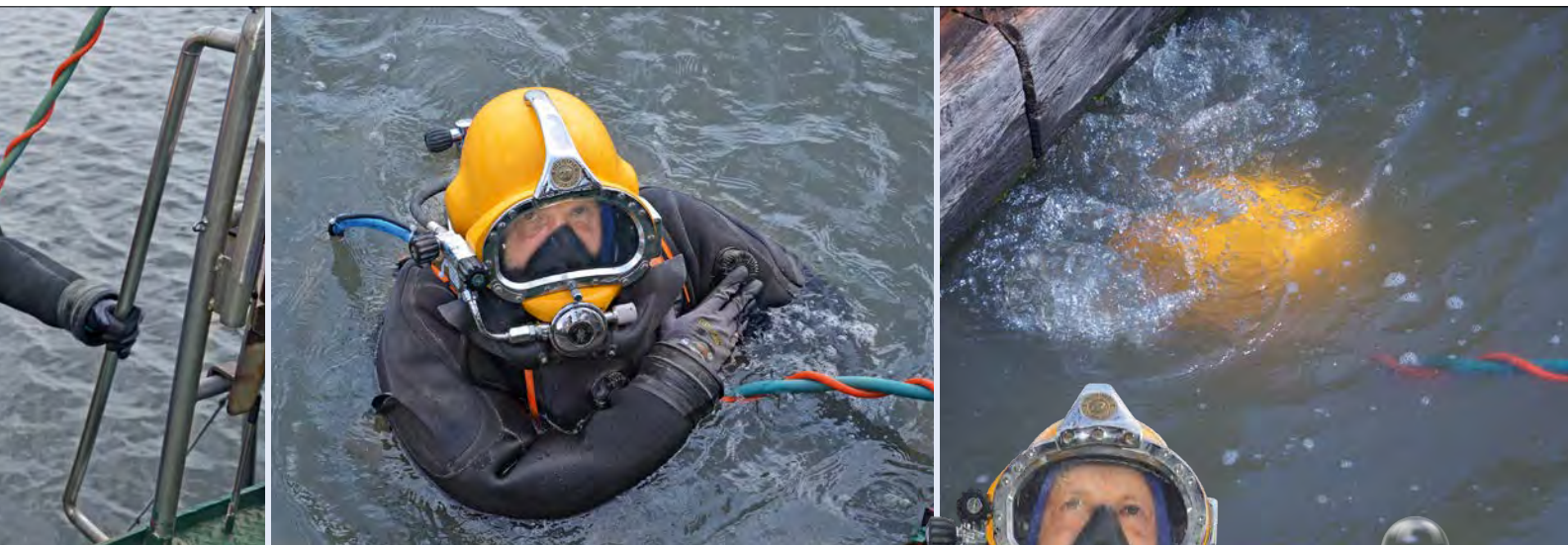
The divers are completely satisfied with their choice of career. “Two years ago I was working for bremenports as an industrial mechanic in the maintenance team when a vacancy for professional divers was advertised,” reports Meier. “I did some research and then applied.” It was similar for Krain-

Morton Fischer, Markus Krainert, Sven Gosdschan and Martin Meier (l-r) are regularly underwater at Bremen’s ports.



PHOTOS: CLAUDIA BEHREND, MACROVECTOR/FREPIK.COM





ert, who had previously completed training as an industrial mechanic at the ports management company. When he was considering whether to do a masters, a vacancy for a diver came up. "Since I had already dived as a hobby, I found it very interesting," says Krainert, who was the first to receive this training at bremenports in 2014 and 2015. "What I like most is the variety," says Fischer. "We are a great team. During storms or heavy rain we sometimes argue about which of us is allowed to dive," says Gosdschan, who was trained as a diver by the army. The divers are not afraid that at some point they could be replaced by robots, such as those used to inspect the foundations of offshore facilities. "Here in Bremerhaven and Bremen," says Krainert, "well-trained and experienced divers will always be in demand". (cb)

Training to be a diver

After initial training, bremenports divers complete a two-year further training course. For the theoretical courses, the port management company works with the skills centre of the water and shipping administration centre. Various training courses, such as underwater welding, are also held here.



As part of his diver training, Martin Meier has already completed 100 hours in equipment weighing up to 70 kilograms. He still has another 100 hours of training to complete.

More information:
www.bremenports.de



Perfectly simulated

In the crane simulator at the Maritime Training Centre in Elsfleth, the only one of its kind in the world, ship crews can safely practice the loading of heavy goods under supervision.

Instructor Martin Schimmelpfennig is still surprised that you need a crane driving licence on land but not onboard a ship. The Maritime Skills Centre (Marikom) has scheduled at least two days for the previously non-compulsory training to become a ship's crane operator. For Schimmelpfennig, the most important tool is a crane simulator, the only one of its kind in the world. "It's a multi-million-euro prototype from Rheinmetall, which was initiated in 2012 by Niels Stollberg, founder of the project and heavy-lift cargo shipping company Beluga, and then brought to fruition with the Wesermarsch regional authority," he says. "There is a similar system for drilling platforms in Mexico." Trainees travel to Elsfleth from all over the world to use the simulator. "We've had trainees from

Manila who came for three days." Most of them are crews and in particular sailors from heavy-lift carriers, some of whom are also first officers. The Navy has booked training here as well. "The simulator is ideal for trainee ship mechanics before they first go aboard a ship," says Schimmelpfennig.

Good communication is key

The duration of the training varies depending on whether only crane work or more complex loading problems need to be practised. But whatever the focus, trainees are always shown by Schimmelpfennig how to use the onboard crane to load and unload heavy and large-volume goods safely.

More information:
www.marikom-elsfleth.de

In the real world there are some challenges. “The biggest difference to operating a crane on land is that here there is no solid foundation,” says the instructor. “The crane is installed on a floating object.” This means that the stability of the ship, whether as a result of loading or because of weather influences such as wind and waves, is always a key consideration. “Many loading and unloading accidents occur due to inadequate communication and planning,” says Schimmelpfennig. Training in the simulator therefore always includes the ‘toolbox talk’. This is the briefing that covers who communicates with whom, when and how. “In the offshore industry, this has already been completely implemented,” says Schimmelpfennig, “but there is still a lot of catching up to do when it comes to loading heavy cargo.”

Two virtual ships

Before the training begins, a little preparation is needed. It takes a good 20 minutes to start up the simulator with its elaborate 3D worlds, 55 computers, 20 high-performance projectors and 30 screens. While a maximum of 30 people can take part in the theoretical training, the simulator itself can accommodate only eight trainees. Computer workstations are available for the cargo officer, the bridge, the ballast water system and the anti-heeling system.

“We have one crane workstation at each of our two simulators and one each for the ballast water operator, the cargo officer and the captain,” says Schimmelpfennig. Two ships are currently stored in the system. The first is the Innovation, the Hochtief installation ship for the construction of offshore wind farms. Its electro-hydraulically operated heavy-duty crane on the starboard side of the ship can lift 1,500 tonnes with a boom of up to 31.5 meters. The second is the multi-purpose Weser (type Beluga P2) with a length of 168m and two cranes with a maximum capacity of 700 tonnes and 1,400 tonnes in tandem. “Putting additional ships into the model is not a problem, but costs around €100,000,”

says Schimmelpfennig, although the existing ships already permit a large number of exercises, and more can be generated if required.

A realistic replica

To present the simulation, Schimmelpfennig has loaded a 240-tonne turbine on the MV Weser. In the instructor’s room, Schimmelpfennig first shows the different avatars, which can be selected according to trainees’ needs. He then demonstrates how the cargo officer, wearing an orange hazard vest, can be moved freely around the entire virtual ship, including in the hold and on the pier, just by using the keyboard. “The trainee can search for the optimum position for his avatar in order to manage and monitor the loading and unloading process by means of hand signals and voice radio,” says Schimmelpfennig. The entire setting has been realistically designed down to the very last detail. Not only can trainees see how the hook of the ship’s crane moves, port background noise is also recorded and the state of the sea is simulated. Schimmelpfennig can follow the entire exercise, change the conditions and intervene if necessary. In addition, the complete exercise can be recorded over a period of more than six hours for later discussion.

The crane cabin is located at a height of three meters in an adjoining room. It stands in front of a hemisphere with a diameter of 9.3m to give the crane operator an optimum view of the simulation. “However, it is not the crane operator himself who sees the exact position but the loading officer, who has to give precise instructions,” says Schimmelpfennig. The operation of the crane and the behaviour of different loads under different wind and sea conditions can be experienced by the trainee in safe conditions. “The advantage of the simulator is that, on the one hand, it is realistic enough to feel like it is a live situation while, on the other hand, it also allows the system’s limits to be reached safely and the reactions of the crane to be experienced.” (cb)

FACTS & FIGURES

Crane simulator at the Wesermarsch Maritime Training Centre (MTZW)

Simulator first commissioned: 2012

Location: Elsfleth

Graphic model with 3-D matrix

Hemisphere with 9.3m diameter

as projection surface

55 computers

20 high-performance projectors

30 screens

Keyboard and mouse can be used to move virtually on the ship and on the pier.



Using all channels

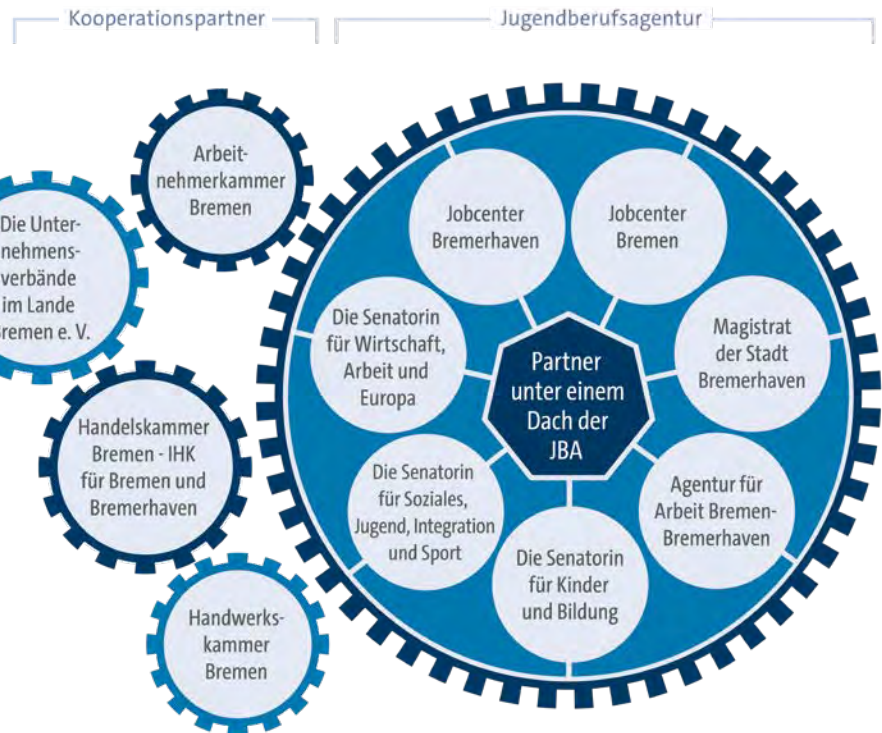
The Bremen and Bremerhaven youth employment agency (JBA) helps to ensure that more young people acquire a vocational qualification or complete a course of study. And it uses age-appropriate channels to ensure its services reach their target audience.

Anyone who visits the youth employment agency (JBA) website for the first time and is not between 15 and 24 years old will probably rub their eyes in amazement. Because there you'll find talks with youthspeak titles such as #Durchstarten, #LäuftBeiDir and #ArschHoch. They are part of a sophisticated marketing strategy developed by JBA's partners (see box) under the motto Keiner soll verloren gehen, or No One Left Behind. "We want to reach young people and not scare them off with formal language," says Dr. Jessica Blings, who works with the Senator for Economics, Work and Europe in Bremen and is responsible for the JBA. "This target group-oriented language is aimed at getting young people interested in our services." For four years, 165 coworkers from different partnerships at three locations in Bremen and Bremerhaven have been working together under the umbrella organisation of the JBA.

#Durchstarten is an important tool in the marketing strategy of the JBA.



JBA partners



Since their work began, more and more young people have been reached not just on JBA premises but also in schools and through internships and placements. “Our goal is to lead young people to a professional or university degree. The JBA forms the roof under which partners can work together to provide training,” says Dr. Christina Hasenbusch, head of the JBA at the job centre in Bremen. Joachim Ossmann, chairman of the Bremen-Bremerhaven Employment Agency, explains: “The JBA’s broad range of services varies from vocational orientation and training information to study and career counselling and support measures such as assisted training.” The youth welfare service advises young people on personal or family problems. Outreach counselling is also provided, where staff approach young people who have not yet taken advantage of JBA services and, if necessary, refer them to partner counselling centres. Last but not least, video clips on YouTube and posts on Instagram are now also part of the JBA’s communication channels.

Support for logistics and maritime careers

The JBA also advises jobseekers considering training in logistics or shipping. “We have had good experiences so far, especially with entry-level qualifications,” says Ossmann. “Young people can gain experience through a long-term internship in the company even before their actual training. This is of particular benefit to refugees or less able young people.” They can also get support to accompany their training, a kind of extra tuition that includes social support. Experience has shown that these and other measures can significantly increase success rates.

Parallel to these services, and as part of the government’s Training Guarantee programme, the Bremen Senator for Economics, Labour and Europe is supporting two further logistics projects. Fit als FaLog gives young adults who have not managed to find a training place in warehouse logistics new career opportunities. To this end, they complete their first year of training with an educational service provider and get technical and social support. During the first year, they get to know companies through internships and then continue their training in a company from the second year onwards. The second project is an entry-level qualification

for young refugees designed to serve as an apprenticeship as a professional driver with a Bremen-based freight company. This is supported by the Federal Employment Agency.

Shift in recruitment attitudes

In the course of their numerous discussions on career and vocation, JBA specialists have identified a change in the recruitment of junior staff. As Joachim Ossmann explains, “The prestige of a profession plays a greater role today than it did just a few years ago. At the same time, the value of leisure time is also higher among today’s generation”. And Janet Burchhardt, SGB II team leader at the Bremerhaven job centre, sees a dual development among young people: “Some are highly motivated and go into training or studies after finishing school. But others who do not manage the transition from school to vocational training directly need more support.” Both Ossmann and Burchhardt have identified an interesting trend in the market, namely that companies that invest in developing their trainees not only have better prospects with young people, they can also retain top performers for the long term. (bre)

More information:
www.jugendberufsagentur-bremen.de/

IN BRIEF

**BREMEN.**

Constantin Conrad, son of owner and chief executive of the

Leschaco Group Jörg Conrad, has joined the board as chief digital officer (CDO) with a brief to drive the digitalisation process forward. Already in charge of corporate communications, global business transformation and corporate ventures, he is now also in charge of the corporate IT division. Constantin Conrad completed a dual study program and joined the Leschaco group during his MBA.

**BREMEN.**

Michael Göbel, the long-standing managing director of WFB

Wirtschaftsförderung Bremen and previously responsible for other management positions, including at HVG Hanseatische Veranstaltungsgesellschaft, has recently retired. Andreas Heyer, chairman of the board, has taken over the commercial services division in addition to the Economic Development department. The other WFB business unit, Marketing and Tourism, is headed by Peter Siemering.

Claudia Schilling, Bremen's new Senator for Ports

BREMEN. With the elections to the Bremen Senate in mid-August, the newly founded Department for Science and Ports has commenced operations, focusing on linking the port and the ports industry to innovative research. Doctor of law Claudia Schilling was elected senator. She sees her main task for the Bremen ports as being the continuation of port investment projects and their financial security. "Bremen's great economic power has been fed by Bremen's ports for hundreds of years and is closely linked to the port economy," says Schilling, who previously worked in Bremerhaven as a city councillor specialising in social affairs, youth, family and women's affairs and municipal employment policy.



Salomon succeeds Klingen

BERLIN. Federal Transport Minister Andreas Scheuer has filled a number of new management positions. Reinhard Klingen, who for many years has been head of the Waterways and Shipping department, is moving to the Central department, following Astrid Freudenstein's return to the Bundestag. Klingen is succeeded by Norbert Salomon, who had previously been head of the Core Issues department. These appointments are subject to confirmation by the Federal Cabinet.



John Raisch succeeds Christian Marnetté

BREMEN. Christian Marnetté, operative managing director of the freight forwarding subsidiary BLG International Forwarding, left the company at the end of August to pursue other opportunities. He will be succeeded by John Raisch, who will assume this role in addition to the management of the Air Freight business unit based in Stuttgart at BLG. In 2015, Marnetté moved from Kühne+Nagel to BLG to develop the company's freight services. Frank Metschies remains commercial managing director.

In memoriam – Simon Reimer

BREMEN. The managing partner of the Bremen-based Reimer Logistics died on August 11, 2019 aged 59 following a serious illness. Simon Reimer was the third generation to lead the company, which was founded in 1925 as BWG Bremer Warenverteilungs-Gesellschaft. He also worked for many years on a voluntary basis. He had been a board member of trade body Bremer Spediteure (VBSp) since April 2001 and was its chairman from 2010 to 2015.



Neue Azubis bei NPorts

OLDENBURG. In August, Niedersachsen Ports (NPorts) welcomed its new apprentices to its headquarters in Oldenburg. Thirteen young men and women will be learning and working at NPorts' Brake, Cuxhaven and Emden sites in the coming years. The range of training courses extends from commercial roles such as office management to technical roles such as engineering and electronics.




Kahn führt MSC Germany

GERMANY. Shipping company MSC Germany has undergone a management restructuring. On 1 September 2019, current deputy managing director Nils Kahn took over responsibility for the German market from Dittmar Vösterling, who will remain with the company as senior director for Germany, Austria, the Czech Republic and Slovakia. Boris Wehmann will continue in his position as regional director of finance and deputy managing director.



Passing the baton at BHV

BREMEN. After 13 years as president of the Bremen Port Authority (BHV), Hans-Joachim Schnitger is leaving office. He made the announcement on the occasion of the 55th Captain's Day in Bremen. In recognition of his commitment to Bremen's port and logistics companies, Detthold Aden, former chief executive of the BLG Logistics Group, delivered the honorary speech, while Mayor Bovenschulte praised Schnitger as an influential personality in the port industry and thanked him for his commitment. Schnitger will remain honorary president of the BHV.



Niedersachsen
Ports

Our Ports. Your Future.

www.nports.de



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

It's trade fair season again. Europe's largest real estate fair, the EXPO REAL in Munich, is first up, followed by Breakbulk Americas in Houston where, as at Breakbulk Europe in Bremen, everything revolves around heavy lift and project cargo. February sees the FRUIT LOGISTICA in Berlin.



Last year, a record 2,095 companies, cities and regions exhibited at EXPO REAL. Key themes were digital disruption and affordable housing.

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

WindEurope Offshore

www.windeurope.org/offshore2019/

26 – 28.11.2019
Copenhagen, Denmark

FRUIT LOGISTICA

www.fruitlogistica.de

5 – 7.2.2020
Berlin, Germany

Customer events

The Hafen trifft Festland and logistics talk series of events offer excellent opportunities for networking and catching up with industry developments. These will soon take place in Kornwestheim and Dortmund as well as in Stuttgart and Munich. On the eve of the German Logistics Congress, bremenports will also be hosting a traditional port reception at the Bremen regional representation in Berlin.



For five years now, JadeWeser-Port-Marketing, EUROGATE and Seaports of Lower Saxony have been hosting the Hafen trifft Festland series of events (seen here in Kassel).

DLK eve of conference reception

www.bremenports.de/veranstaltungen

22.10.2019
Berlin, Germany

Hafen trifft Festland

www.seaports.de, www.jadeweserport.de

28.10.2019
Dortmund, Germany

14.11.2019
Konwestheim, Germany

logistics talk

www.bremenports.de/veranstaltungen

7.11.2019
Stuttgart, Germany

21.11.2019
Munich, Germany

Other highlights

This year's German Logistics Congress in Berlin will be held under the motto 'Making people bold'. Bremen and Hamburg will be attending for the third time with Hanse Lounge. And for the sixth time in January, the Fachforum Projektlogistik will be presenting its XXL logistics credentials in Bremen.

Deutscher Logistik-Kongress 2019

www.bvl.de/dlk und www.bhv-bremen.de

23 – 25.10.2019
Berlin, Germany

Fachforum Projektlogistik 2020

www.bhv-bremen.de

13.1.2020
Bremen, Germany

Review

29th Lower Saxony Ports Day

WILHELMSHAVEN. The Lower Saxony Ports Day has been a highlight of the maritime calendar since 1990. This year the event, held at the naval base in Wilhelmshaven on 23 August, was attended by around 350 guests from politics, administration and business. They were welcomed to a varied programme of events by the Lord Mayor of Wilhelmshaven, Andreas Wagner, by Admiral Ralf Kuchler, commander of operations Flotilla 2, and by Timo Schön, managing director of Seaports of Lower Saxony. The keynote lecture was given by Dr. Bernd Althusmann, Lower Saxony's Minister for Economic Affairs, Labour, Transport and Digitalisation, on 'Opportunities and Challenges for the Universal Port of Lower Saxony', before Franz-Josef Schneiders, head of the NATO staff unit in the BMVI, spoke on the challenges facing military transport. Networking and a finger food buffet followed at the task force supplier Berlin.



Timo A. Schön, Dr. Bernd Althusmann, Admiral Ralf Kuchler, Andreas Wagner und Franz-Josef Schneiders, (v. l.) referierten beim Niedersächsischen Hafentag.



55th Captains' Day

BREMEN. This year's Captains' Day, which took place on September 6th in the Obere Rathshaus in Bremen, was notable for three events. Hamburg's First Mayor, Dr. Peter Tschentscher, was the latest in a series of honorary guests who, as part of this traditional event, are committed to helping the North German ports to work together. Previous guests have included Lower Saxony's prime minister Stephan Weil and HHLA executive chairman Angela Titzrath. Sea Watch Captain Carola Rackete made a passionate appeal for the deployment of rescue ships in the Mediterranean. And last but not least, Hans-Joachim Schnitger, long-standing president of the Bremen Port Authority, announced his resignation after many years' service (see page 27).

Husum Wind

HUSUM. From September 10 to 13 in Husum at the leading German trade fair for wind energy, over 650 exhibitors from 25 countries showcased products and technologies for onshore, offshore, power-to-x, service and financing. Seaports of Lower Saxony and port operator NPorts were also present, and representatives from seaport locations Brake, Cuxhaven and Emden were on hand to answer the questions of trade fair visitors.

logistics talk

LEIPZIG/BIELEFELD/GRAZ/VIENNA. The Bremen ports recently showcased their services to three of Germany's and Austria's economic regions – at the end of August in Leipzig, at the beginning of September in Bielefeld, and on 26 September in Graz and Vienna. As previously in June in Neuss, bremen-ports gave a special advance presentation. "The bank's response to this specialist added value was positive," said Michael Skiba, head of marketing at bremenports.

Port meets land

BASEL. Under the modified title of Hafen trifft Bergland (Port Meets Mountain), the Hafen trifft Festland series of events was presented on 29 August in the Pantheon Basel. Following a visit to the classic car museum, presentations were given on the opportunities that the seaports of Lower Saxony can offer to companies and logistics service providers in the Basel region. The talks were given by representatives of EUROGATE, TFG Transfracht and JadeWeser-Port-Marketing.

EDITION DECEMBER 2019

Main topic Digitalisation

Some see digitalisation as a great opportunity, while others fear for their jobs. Either way, it's a massive disrupter.



Point of View

Dr. Bernd Althusmann, Lower Saxony Minister for Economic Affairs, Labour, Transport and Digitalisation

“The maritime economy, and German ports as multimodal platforms for transport and logistics, have long been pioneers in the field of digitalisation, and the ports of Lower Saxony are no exception. Digital transformation presents us with opportunities as well as challenges. Using these opportunities to maintain and expand the competitiveness of our ports, and of Germany as a business location, will be crucial, as will finding solutions for the challenges facing shipping and seaports both today and in the future. As the basis for digital-era transformation, efficient infrastructure is crucial. In August 2018, we unveiled our master plan for digitalisation in Lower Saxony, which will be used as a framework and roadmap for the future.”

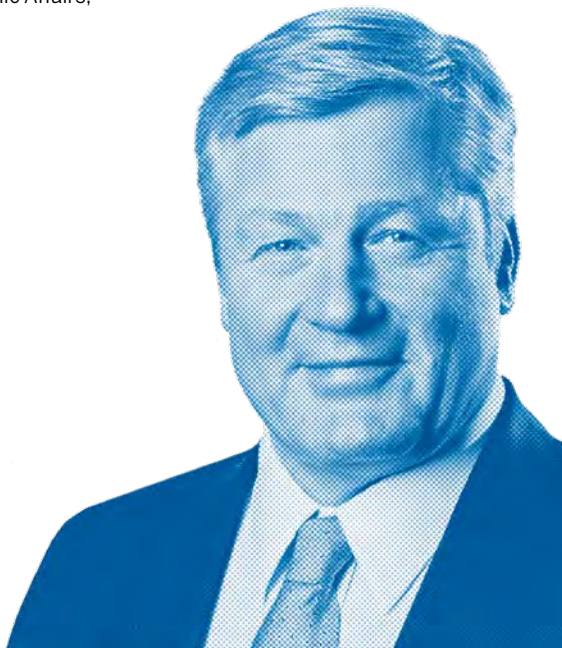


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