



# TIEFGANG#18

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## LOCATION

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## NEW CAPTAIN AT THE HELM



PHOTOS: JADEWESERPORT/BJÖRN LÜBBE

Since 1<sup>st</sup> September, Marc-Oliver Hauswald has been in post as Managing Director of Container Terminal Wilhelmshaven JadeWeserPort-Marketing GmbH & Co. KG, taking over from Andreas Bullwinkel, who, after around five years at the helm, has now retired. In this issue of TIEFGANG, the new 'captain' at Wilhelmshaven talks to us about the course he is plotting for Germany's only deep-water port.

Having spent some time on Germany's Jade coast earlier in his career, Marc-Oliver Hauswald needs no introduction to the area round Wilhelmshaven. Originally from nearby Bremen, Hauswald came to know the region, which he calls "a lovely part of the world", and, returning to Wilhelmshaven, professes to being "delighted about being able to marshal my combined experience to the benefit of this port".

And he's had to hit the ground running: "My predecessor pursued an extremely successful strategy for bringing companies to Wilhelmshaven – and didn't stop over recent months, either, initiating several new projects before leaving," explains Hauswald. "Demand for space has never been higher, both in terms of hectares and square metres as well as with regards to quality. What does that mean for my diary? A lot of negotiations!"

Logistics expert Hauswald has the experience to make the most of his strong position, underlining the importance of the direct links between the container terminal and the neighbouring Freight Village. "Where will we be in 20 years?" he asks, rhetorically: "Both the port and the Freight Village will be running at full capacity."

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*"The ease of communicating with people here, the range of transport links, and, above all, the availability of a suitable site meant that we didn't need long to reach a final decision."*

Erik Bendler, Head of Division, Naturlink GmbH

PHOTO: NATURLINK

# THREE QUESTIONS FOR ...

*Francisco J. Bähr,  
Founder and Partner of  
Four Parx Gruppe*



Francisco J. Bähr is founder and partner of Four Parx Group, a developer of innovative business spaces and commercial facilities based in Dreieich (Hesse, Germany). A qualified management expert, Bähr has been working in real estate for over twenty years now and has an acknowledged track record as an enthusiastic and innovative logistics professional – one for which he received a LEO Award in recognition of his creativity, persistence, and dedication in 2022.

**In your estimation, how attractive is Wilhelmshaven from a logistics point of view?**

CTW is something of a Sleeping Beauty – one who is now, slowly but surely, waking up. This will set off a wave of logistics real estate development, and as Hamburg's port becomes increasingly difficult for megacarriers to call at, as Germany's only deep-water port, Wilhelmshaven is sure to profit from shifts in freight patterns. Currently, Hamburg is Germany's largest port, but the negative effects of shipping on the River Elbe and dwindling public acceptance of ever-bigger ships place limits on future growth, whereas Wilhelmshaven and its hinterland have plenty of potential moving forward.

In the region inland from Wilhelmshaven – specifically, the area between Oldenburg, the A1 and A29 motorway interchange, and Bremen – the container port's growth will have an indelible effect and will, in turn, be affected. There will be a positive symbiosis as potential for expansion at Wilhelmshaven make the surrounding region more attractive for property investors and project developers – and vice-versa.

**Which categories of business stand to benefit most from setting up in the Freight Village Wilhelmshaven ?**

The most obvious beneficiaries are forwarders who can use the facilities to prepare and receive freight movements. Beyond this category, however, the Freight Village can be an attractive base for manufacturers' import operations: potentially, they can then despatch products straight back out of Wilhelmshaven to their customers. I can also see a range of service providers in the shipping and logistics sector wanting to set up in the Freight Village – packaging companies, for instance.

**Are you seeing an increase in enquiries about availability at the Freight Village Wilhelmshaven?**

We currently dealing with a range of enquiries from logistics companies, especially from third-party logistics providers and freight forwarders; in addition, we have also seen interest for smaller spaces from various service providers. As a result, we have already applied to develop two sites in the CTW Freight Village and are currently talking to potential users. What would further increase overall interest in the facilities at Wilhelmshaven would be a clear growth vision for expansion beyond the current footprint, presented with a defined time-scale. Overall, though, as far as we are concerned, CTW is already doing a great job!



PHOTO: FOUR PARX

# THE EFFECT OF ELECTRIFICATION

Late 2022 saw electrification work on rail infrastructure at Wilhelmshaven finish – and finish on schedule.



On commissioning, Holger Banik, Managing Director of the project company JadeWeserPort Realisierungs GmbH & Co. KG expressed clear expectations for the future: “Electrification of this seaport connection will have a positive effect on the amount of freight shipped by rail.”

Now, almost a year on, we can say: he was right.

## Between January and August 2023 ...

transshipment of standard containers increased by

# 32.57%

as against the same period one year previous

the number of trains despatched rose by

# 25.55%

compared to the same period in 2022



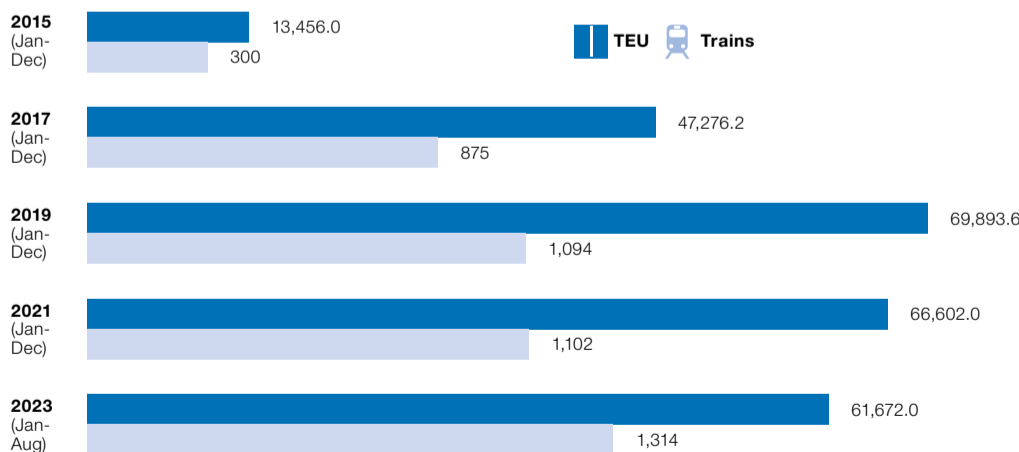
# 358.32%

more standard containers were processed than in the whole of 2015

there was a

# 19.93%

increase in trains despatched compared to the whole of the pre-pandemic year, 2019



## THERE FROM DAY ONE

On 21<sup>st</sup> September 2012, the day of Container Terminal Wilhelmshaven's (CTW) official opening, the first container freight train to leave the port set off southwards to the Roland Umschlag freight yard here in Bremen. The rail operator was EVB Elbe-Weser-Verkehrsbetriebe.

Now, over a decade on, we at Roland Umschlag have run around 2,000 full-length freight trains totalling 370,000 TEU in capacity from and to CTW – and are, as a result, the port's longest and highest-volume inland logistics partner.

So this is as good a place as any to offer a public vote of thanks to everyone involved in what has been a smooth-running, positive, and flexible working relationship over the last eleven years. As a general rule, a lot of the containers landed at CTW are on their way to recipients in and around Bremen, but many are also forwarded on further – to other German coastal ports, for instance, and Duisburg, or domestic destinations like Berlin, Bönen, Dortmund, Hof, Mannheim, Neumarkt, and Stuttgart; some are headed to ports in neighbouring countries – Antwerp, Rotterdam – or even further afield, such as to Verona in Italy. The same is true of containers sent up to CTW, most of which are from Bremen and Germany.

Electrification of the line to CTW has cut transit times to and from Bremen by around 30 minutes each way. Currently, we are seeing an overall drop in loads compared with previous years, but are confident that volumes will soon start to increase again. Here at Roland, we are ready!



PHOTO: ROLAND UMSCHLAG

## CHRISTOPH HOLTKEMPER

Managing Partner, Roland Umschlag

# “OUR **GREATEST ASSET** LIES IN OUR DIRECT LINKS”



*Marc-Oliver Hauswald, the new managing director of the Container Terminal Wilhelmshaven marketing company, has set himself a clear objective: to establish the terminal as one of northern Europe's standard ports of call. There is still some way to go – and Hauswald has already started work.*



**With two decades of experience managing international logistics companies, you are an acknowledged industry expert: where, in your view, will Wilhelmshaven?**

Before we look forward, let's take a moment to examine the recent past. Over ten years ago now, I watched while the first land reclamation works at Wilhelmshaven were begun – and I remember thinking: it's going to take time. Not so much to build the actual physical infrastructure, but for the port and the Freight Village to develop. Why? Because, at that time, there was no local network of industrial and shipping companies in place to generate volume. Ten years on, a lot has changed in this regard. And so now to your question: where will we be in 20 years? Both the port and the Freight Village will be running at full capacity.

**One thing Freight Village offers that many other ports don't: free space for new logistics facilities. At least, that's what the publicity materials say! Is it still the case?**

We are now at an occupancy rate of almost 80 percent, so when granting new leases, we take a very careful look at what the companies with whom we in negotiations are contributing – i.e. what volume of cargo will they bring with them? The reason is that we want the character of the Freight Village to be that of a genuine cargo hub more than of a services centre. After all, our greatest asset lies in the direct links between the Freight Village and the adjacent Container Terminal.

**Can you illustrate what that means with a specific example?**

We've just managed to sign the Dortmund-based food supplier Naturlink as a new Freight Village company. Once it has set up, Naturlink will be importing fruit and vegetables from Turkey, Asia, and South America, landing them at the Container Terminal before using its Freight Village facility to sort and repackage foodstuffs ready for onward shipping to its customers, food processors based all over Europe. This is a business model which brings cargo into the port – and cargo is exactly what we need. *(Editor's note: For more on the Naturlink contract, see page 7 of this issue.)*



PHOTOS: JADEWESERPORT/BJÖRN LÜBBE



**What is your proposition to logistics service providers who are considering setting up at Freight Village?**

What we can offer in the Freight Village is space developed to a high standard, and from the point of view of shipping companies, this translates into a costs issue. For these partners, we also have attractive alternative sites available further inland – after all, not all shipping companies necessarily have to be based in the Freight Village. Meanwhile, for those that really do need a quayside location, we have to think about what will happen when the Freight Village is full, and have a reserve of 300 hectares just to the north at neighbouring Voslapper Groden. This is land we own, but will have to make ready before granting leases. Yet, as you can see, we really are well equipped for the future.

**At the beginning, you were stood here watching the dredgers and diggers from the outside – now, you are at the centre of the action. What was it that you found attractive about your new role?**

Yes, I spent several years of my career here on the Jade coastline – and now I'm back, laying down roots again. And I'm pleased about that: this really is a lovely part of the world. What is more, from a professional point of view, I am delighted about being able to marshal my combined experience to the benefit of this port: I can see things from the point of view of all our various partners, understand what their requirements are, and react quickly when required.

**In recent months, there has been a lot of talk about strengthening ties between northern Germany's ports. What would more cooperation mean for CTW?**

From our perspective, we can contribute all of our strengths – starting tomorrow. We are the only deep-water container port in Germany, we have sufficient available capacity, and terminal operator Eurogate is currently raising our gantry cranes to accommodate the size of vessel we can expect to see in years to come. What is more, Eurogate has two further gantries on order, meaning that, from early 2024 onwards, Wilhelmshaven will have ten high-performance cranes in operation, allowing us to really go up a gear – and acting as a message to potential customers that we are ready for them! Having said all of that, we still have some way to go in terms of awareness: although we already have an established place among the northern European seaports, we need to keep raising our profile.

**Hapag-Lloyd certainly seemed aware of Wilhelmshaven – and convinced of its strengths.**

We are extremely pleased with the deal – all the more so since Hapag-Lloyd not only took a 30% stake in Container Terminal Wilhelmshaven (CTW) but also a 50% share in Rail Terminal Wilhelmshaven (RTW). We have become first and last port of call on the carrier's FE2 Far-East route, which previously used to reach its easternmost point in Europe down the Elbe: now, it docks here before heading back to Asia. What is more, in future, the new generation of megacarriers Hapag-Lloyd currently has under construction will be regular callers at Wilhelmshaven. One thing I would like to stress here is that the service we offer our customers doesn't end when they sign the contract; quite to the contrary, we want to keep developing Wilhelmshaven and its facilities in cooperation with the port's users. This means entering into long-term partnerships.

**Let's finish, if we may, by taking a look at your diary: what is on your agenda for the coming weeks and months?**

My predecessor Andreas Bullwinkel pursued an extremely successful strategy for bringing companies to Wilhelmshaven – and didn't stop over recent months, either, initiating several new projects before leaving. Demand for space has never been higher, both in terms of hectares and square metres as well as with regards to quality. What does that mean for my diary? A lot of negotiations! We will now be evaluating prospective users according to our criteria and making sure they suit our requirements and the surrounding region: one very important consideration is how much value the propositions will create.

Hauswald, who holds a degree in economics with specialisations in corporate accounting and project management, brings around 20 years of operational and strategic management experience in international maritime logistics to the directorship. Born in Bremen, Hauswald's career has seen him work both on the financial side and on strategic development strategies in ocean transport, and he has landed repeated successes setting up port entities, both in Germany and abroad, and establishing them on the market.







# ON THE WAY!

*In the Freight Village it's all systems go for property developer P3 Logistic Parks' new freight hub: the first of three phases is currently under construction and will be ready for the first commercial tenants in the course of 2024.*

## **11<sup>th</sup> JULY 2023:** FIRST STEEL COLUMNS ERECTED

Summer 2023 sees the official begin of construction as the first of the building's steel columns are put up. With 40 feet clear height, this hall – the first of three – will comprise 17 ground-level access entrances and 111 dock levellers, offering space for up to 17 companies. On completion, the three-hall facility will cover a total of 140,000m<sup>2</sup>.



## **16<sup>th</sup> AUGUST 2023:** THE HALL TAKES SHAPE

Everything is running according to plan and, by August, the outline of the hall is already clearly visible.

Along with the other two halls, this first phase is planned to service the requirements of a diverse range of potential commercial tenants, with amenities such as extra-large doors for outsized freight and one of the halls designed to accommodate goods subject to special customs restrictions.



## **18<sup>th</sup> OCTOBER 2023:** THE FINISH LINE HOVES INTO VIEW

In the middle of October, the building's outer shell is almost complete – and as with all P3 new builds, the

Wilhelmshaven freight hub is aiming to achieve an "Excellent" BREEAM sustainability certification. This places a range of requirements on the facility, such as using heat pumps, installing water-saving taps, and providing charge stations for staff's electric vehicles; it will also have to incorporate sensors to monitor and reduce energy consumption and photovoltaic solar power systems on all rooves.



PHOTOS: JADEWESERPORT/BJÖRN LÜBBE





# “THINGS HAPPEN **THAT BIT FASTER** AROUND HERE“

*For its latest facility in Germany, food supplier Naturlink has chosen to set up in the Freight Village at Container Terminal Wilhelmshaven (CTW). That means an investment of twelve million Euros through to opening in 2025.*

“We were looking for new premises in a German port,” explains Erik Bendler, “and we worked out that, compared to other potential sites, things happen that bit faster around here.” Bendler, who heads a division of the Dortmund-based specialist supplying raw materials from fruits and vegetables in the form of fruit juices, concentrates and purees to customers in the food industry, was delighted with the Wilhelmshaven welcome: “CTW really put a lot of effort into getting us on board.”

“In our business, good import and export connections are absolutely essential,” explains Bendler, who is convinced that, “in a few years’ time, CTW will be heaving!” Naturlink imports a wide range of produce into Germany from countries such as Turkey and, further afield, in Asia and South America, primarily by sea; once landed, fruit and vegetable supplies are re-combined on orders for export to where clients need them. Soon, Naturlink will be doing this from the Jade Bight, too – at CTW, where it has just signed a long-term lease on a two-hectare plot of land in the Freight Village.

“In total, it only took two years from first contact when we visited through to signing on the lease,” says Bendler looking back, “and during this time, we put a lot of time and effort into looking at comparing a range of potential sites. Yet in the end, the ease of communicating with people here, the range of transport links, and, above all, the availability of a suitable site meant that we didn’t need long to reach a final decision. Another plus from Bendler’s point of view is that “with ship sizes set to keep increasing and even the current generation of ships already causing problems for other ports, CTW is a deep-water facility. That means we can be sure that ships will be able to service us here in future, too.”

Speaking of the future, Bendler’s plans at the Freight Village are nothing if not ambitious. In 2024, Naturlink intends to break ground on a 14,000m<sup>2</sup> building housing offices, storage, and order processing. “This facility will enable us to receive and combine a full range of products into consignments for our customers across Europe, ready to despatch at the shortest possible notice,” says Bendler. The warehouse will be able to stock up to 35,000 tonnes of produce and Bendler aims to have it functional in the course of 2025, by which point around twelve million Euros will have been invested into the facility. In addition, Naturlink will be bringing jobs to Wilhelmshaven, starting at around 15 roles and expanding as the new site goes operational.

## **NATURLINK GMBH**

The company is a wholly-owned subsidiary of Göknur, a food processing company set up 30 years ago in Ankara (Turkey), where it also cultivates a wide range of fruits and vegetables on 5,000 hectares of its own arable land. Working to organic standards, Göknur also runs facilities in Mersin (Turkey), New Jersey and Virginia, the Netherlands, and China.

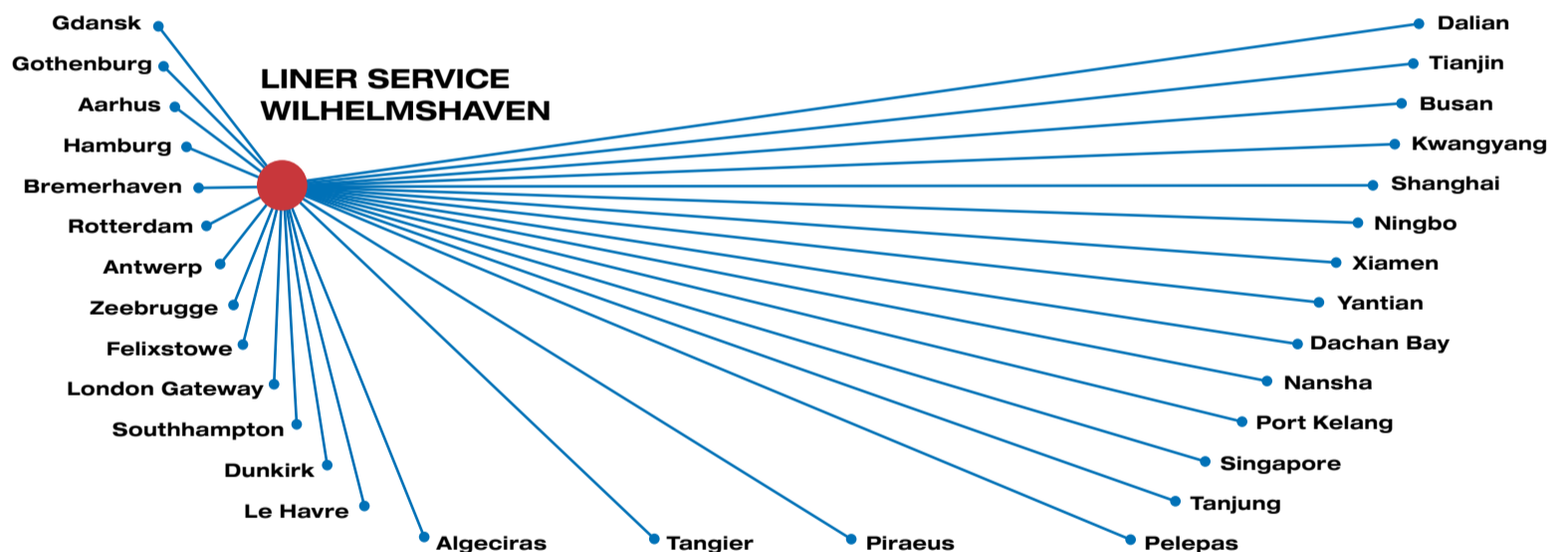
PHOTOS: NATURLINK/GÖKNUR



# MORE CONTAINER FROM/TO ASIA



Welcome to Wilhelmshaven! Since April 2023, Container Terminal Wilhelmshaven (CTW) has been part of the regular rotation in the schedule of THE Alliance as part of the FE2 service. On 13 June, Hapag-Lloyd's own containership, the Al Zubara, with a capacity of almost 20,000 TEU, called at CTW for the first time in the FE2 service. The FE2 service runs via Rotterdam and Tangier to Singapore and Shanghai, among other destinations.



At present, six liner services call at Container Terminal Wilhelmshaven, meaning that almost all major global shipping companies have now included Germany's only deep-water port in their schedules. The most recent addition, starting in April 2023, is FE2. Operated by THE Alliance members, this Far East service connects Europe with South Korea and China and also offers connections to the important markets of Oceania and Southeast Asia via the Singapore hub, and to Africa through Tangier in Morocco.

PHOTO: JADEWESERPORT/BJÖRN LÜBBE

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