

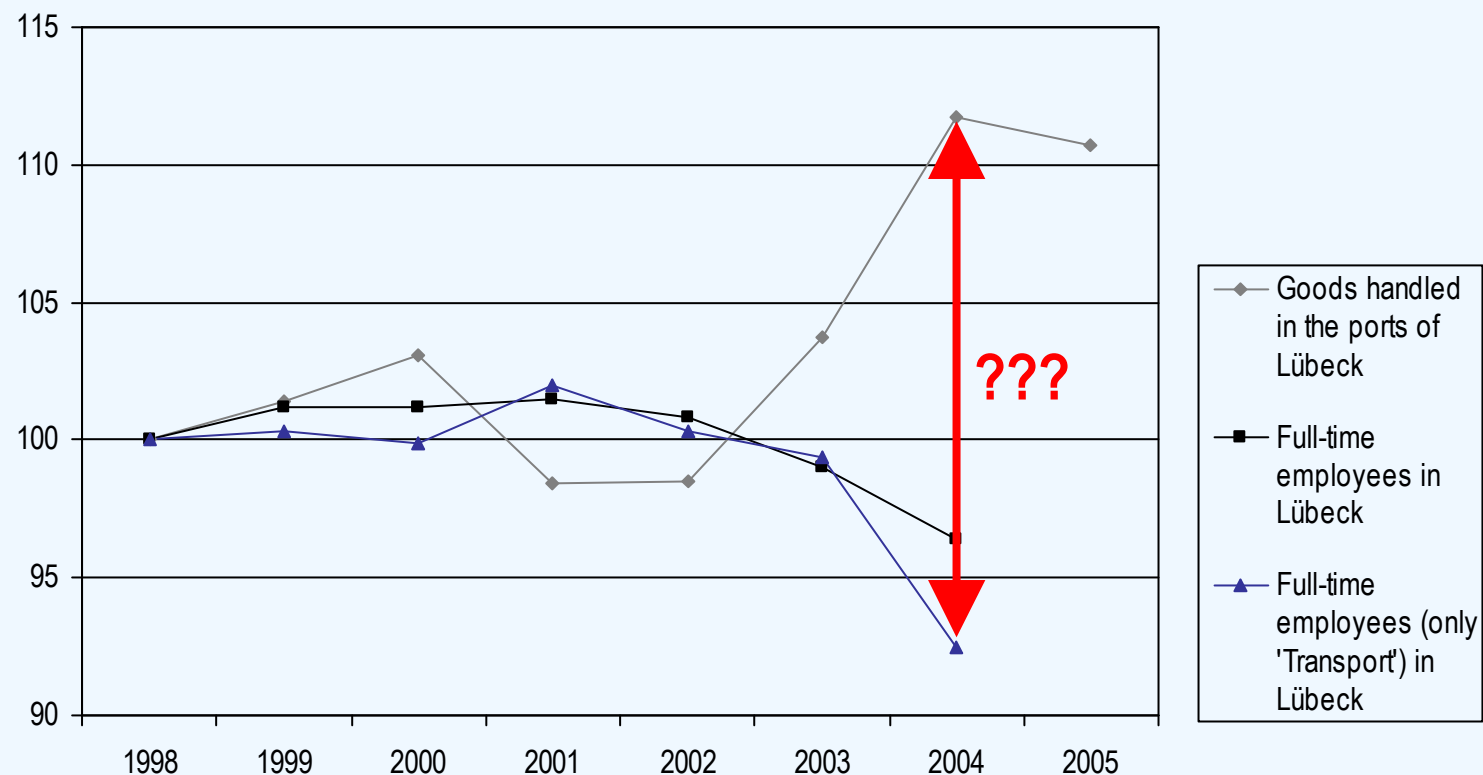
background, target and goals

▶ value added services in port areas

to increase the number of logistic-related investment and employment



Point of Departure-1: Does port activity retains or creates jobs?

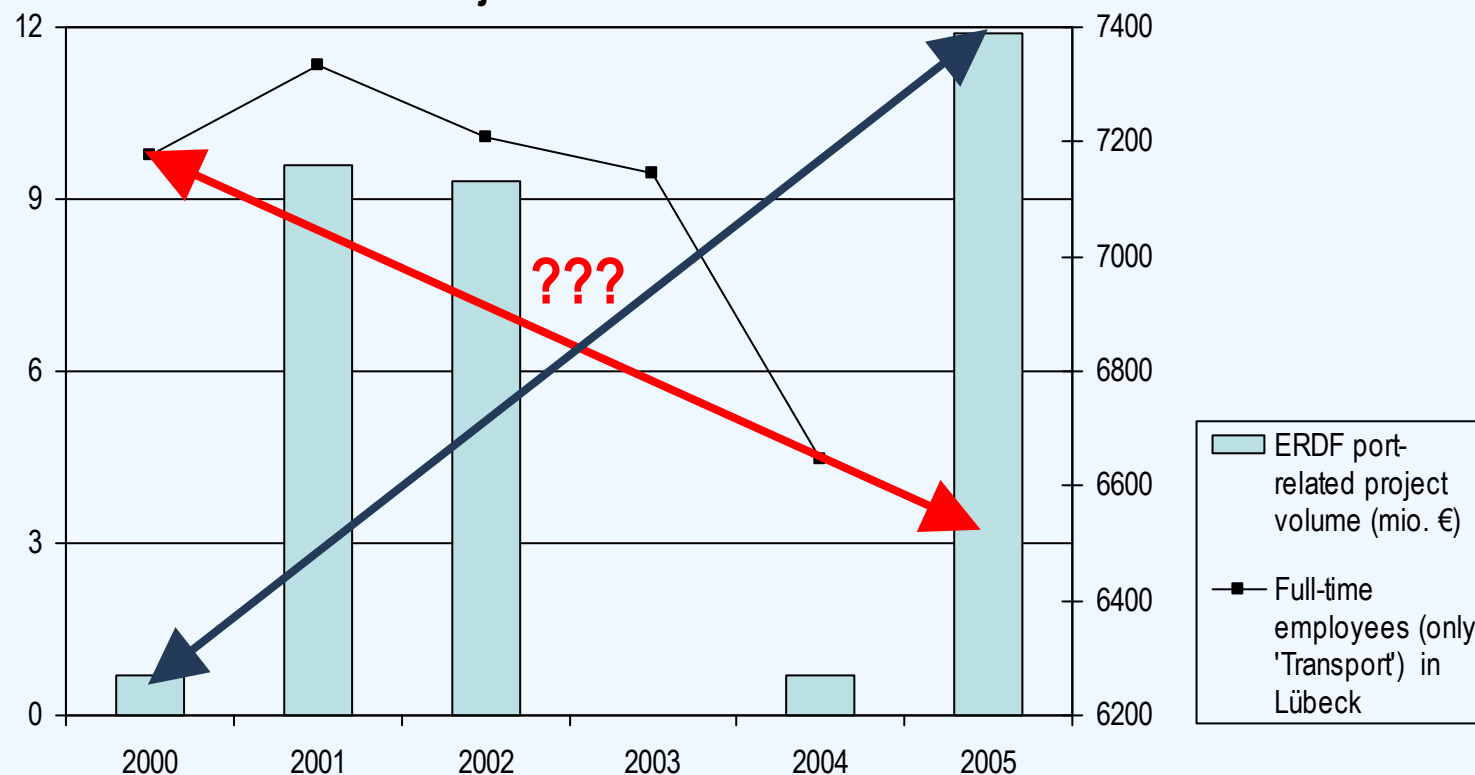


Source: National Labour Office; Lübeck Statistical Office, Own Calculation

- While the dock turnover has *increased* by more than 11%, the number of employees in the transport business has *decreased* by 8% in the same period.



Point of Departure-2: Does public investments in port infrastructure retain or create jobs?



Source: National Labour Office; Own Calculation

- ▶ While the public investments in the port infrastructure amounts to more than € 32 mio. in the 2000 to 2005 period, the number of jobs in the transportation sector has decreased.
- ▶ What is the ROI in terms of job retention/creation and tax generation?
- ▶ How competitive are port-related projects against knowledge projects, tourism projects, ...



Solution and approach

Increase the positive impact of port activity on the local / regional economy

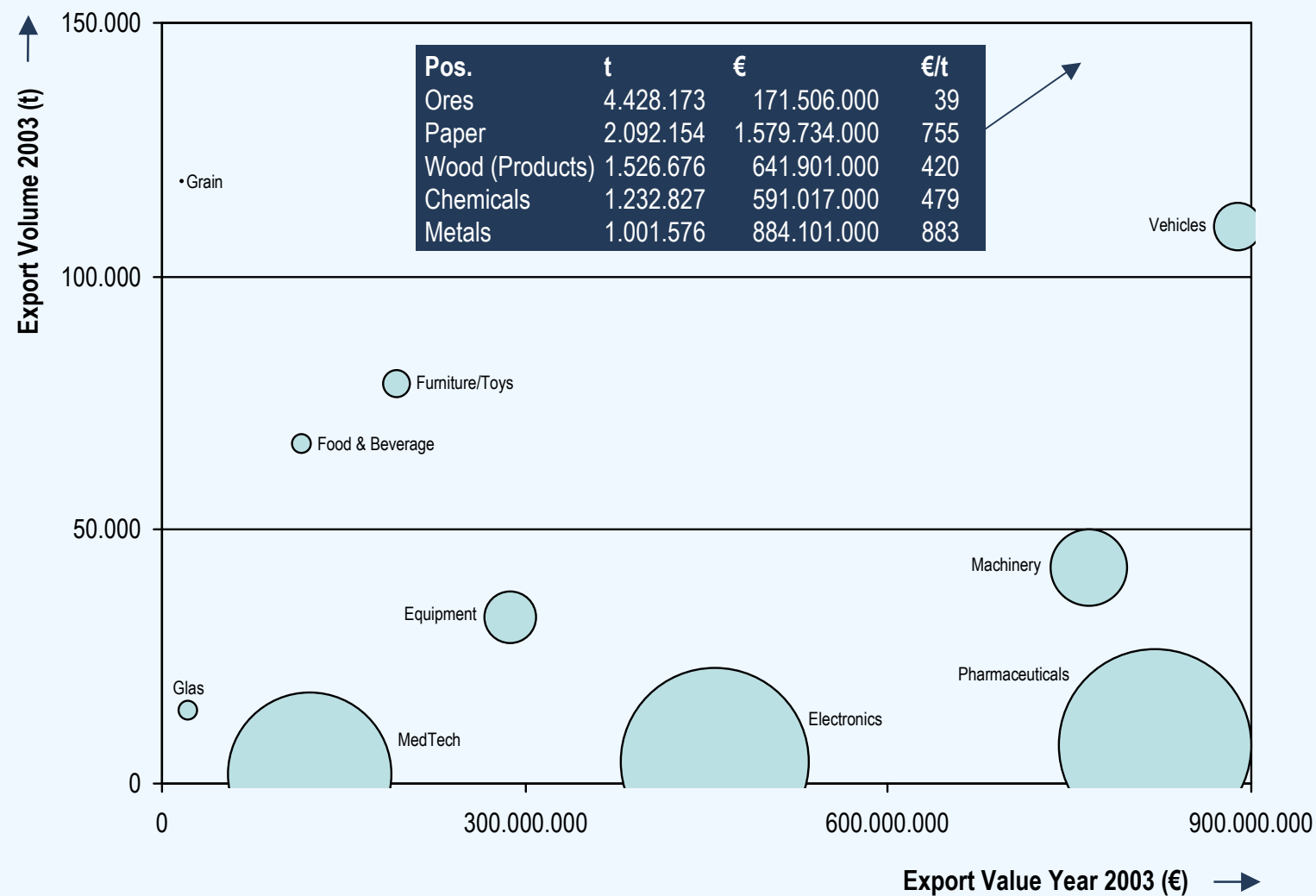
- ▶ Develop from „port operations“ to „logistic operations“
- ▶ Development of so called „value-added services“

Not a new solution, but ... „how to“?

- ① Identification of *indications* for value-added services; to do so, *basic* goods flows need to be known and monitorable.
 - ▶ Identification of most promising industry segments, like ...
 - ▶ Identification of a relevant value-added services portfolio by industry segment
- ② Identification of potentials for value-added services; to do so, enterprise-level goods flows need to be known and monitorable.
 - ▶ Identification of goods flows for key players in most promising industry segments
- ③ “Test of fitness”: Does the current infrastructure meets the requirements of value-added services?
- ④ Identification of challenges



① Sample: Identification of most promising industry segments Swedish-German Export Volume & Value 2003





① **Sample: Identification of relevant value-added services portfolio**

Possible value-added activities in the finished vehicle segment:

- ▶ PDI (Pre Delivery Inspection)
- ▶ quality inspection
- ▶ paint shop facilities
- ▶ modifications
- ▶ repairs and customising vehicles to dealer's requirements
- ▶ de-waxing
- ▶ washing



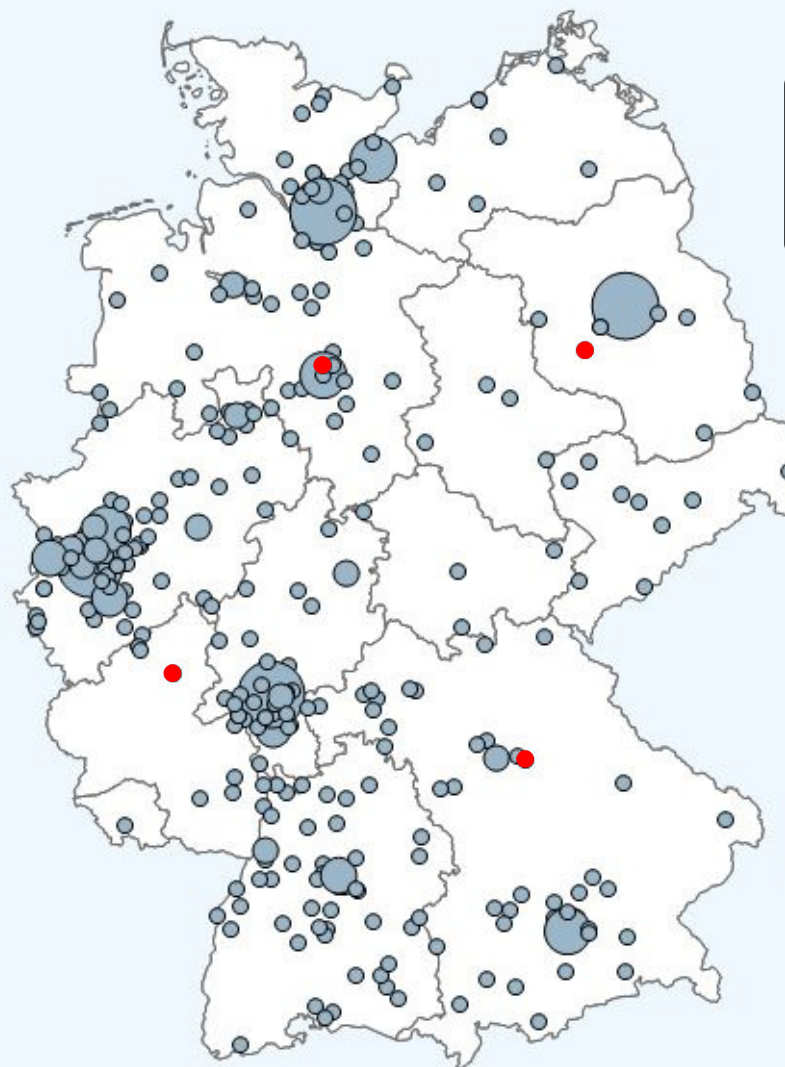


① Sample: Identification of relevant value-added services portfolio

Industry Segment / Value-Added Services	PDI	Quality Inspection	Paint Shop	Modifications	Repairs & Customising	De-waxing	Washing
Automotive	X	X	X	X	X	X	X	
Electronics / Electrical Applic.		X		X	X			
FMCG								
Food								
Furniture								
Health Care / Pharma								
Retail								
.....								



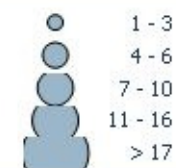
② Sample: Identification of enterprise-level goods flows German Affiliates of Swedish (automotive) MNEs



Further analysis might include:

- Swedish Affiliates of Italian MNEs
- Italian Affiliates of Finnish MNEs
- Russian Affiliates of German MNEs
- ...

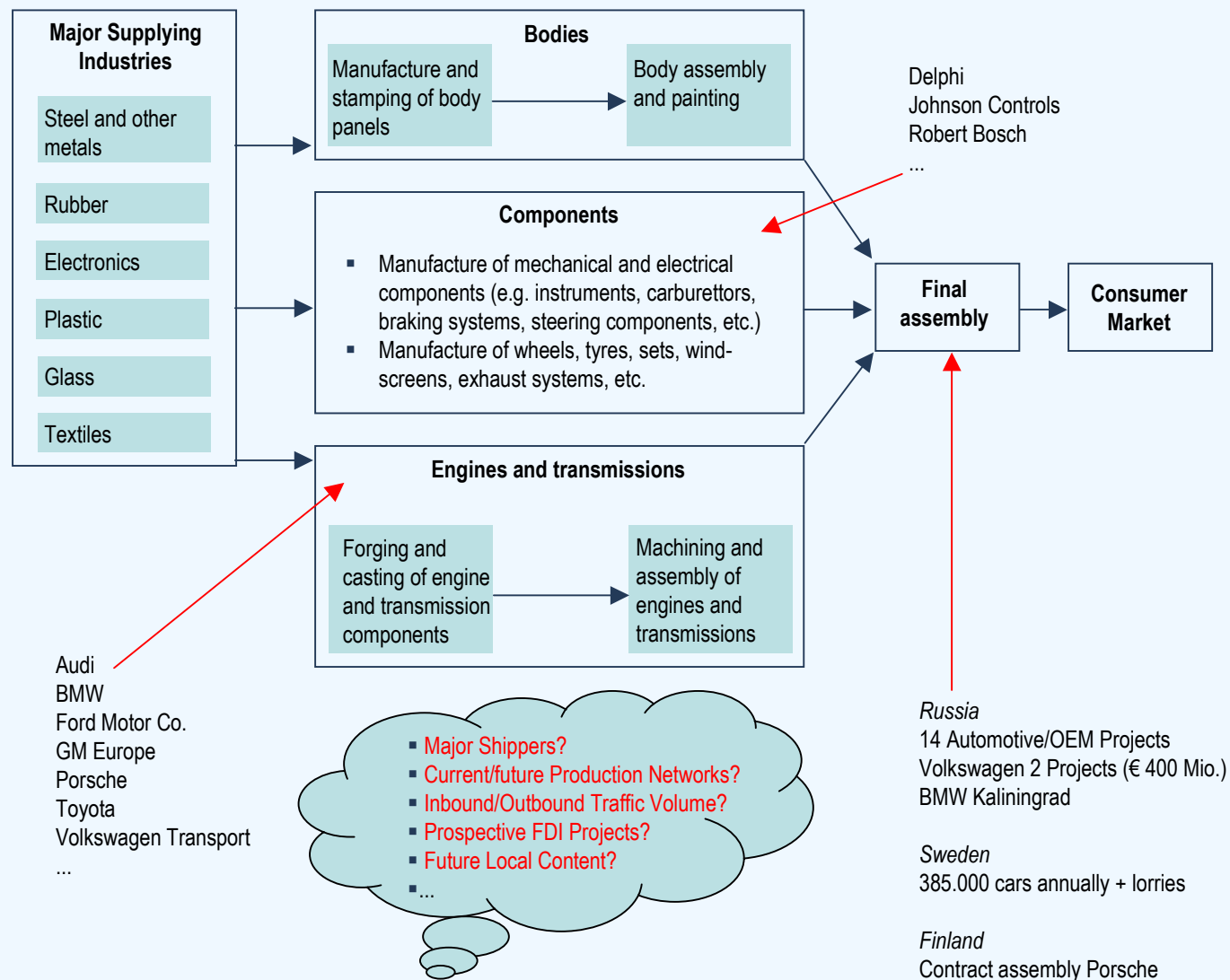
Number of Affiliates / City



n = 813
Source: SveDat database

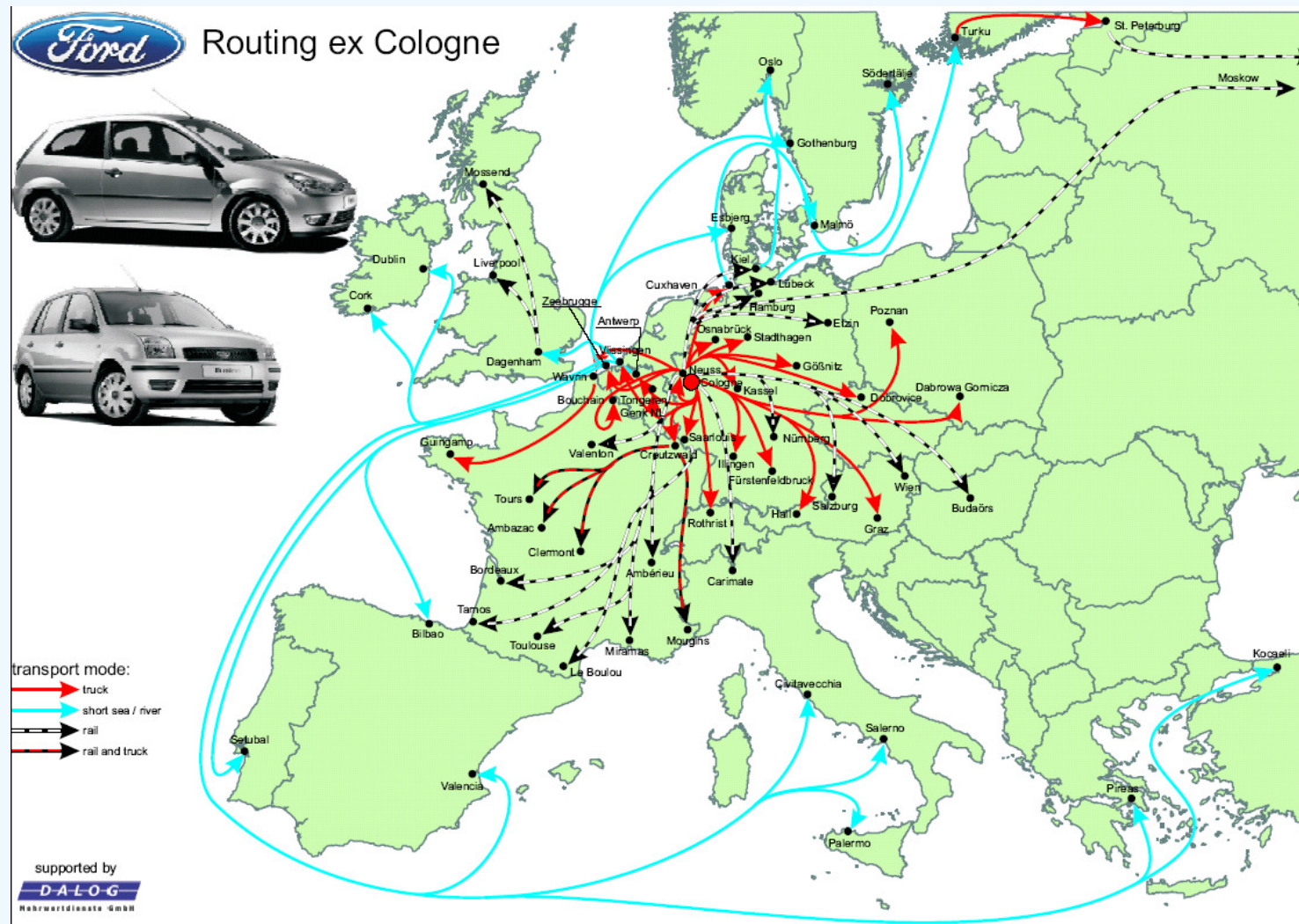


② Sample: Identification of enterprise-level goods flows





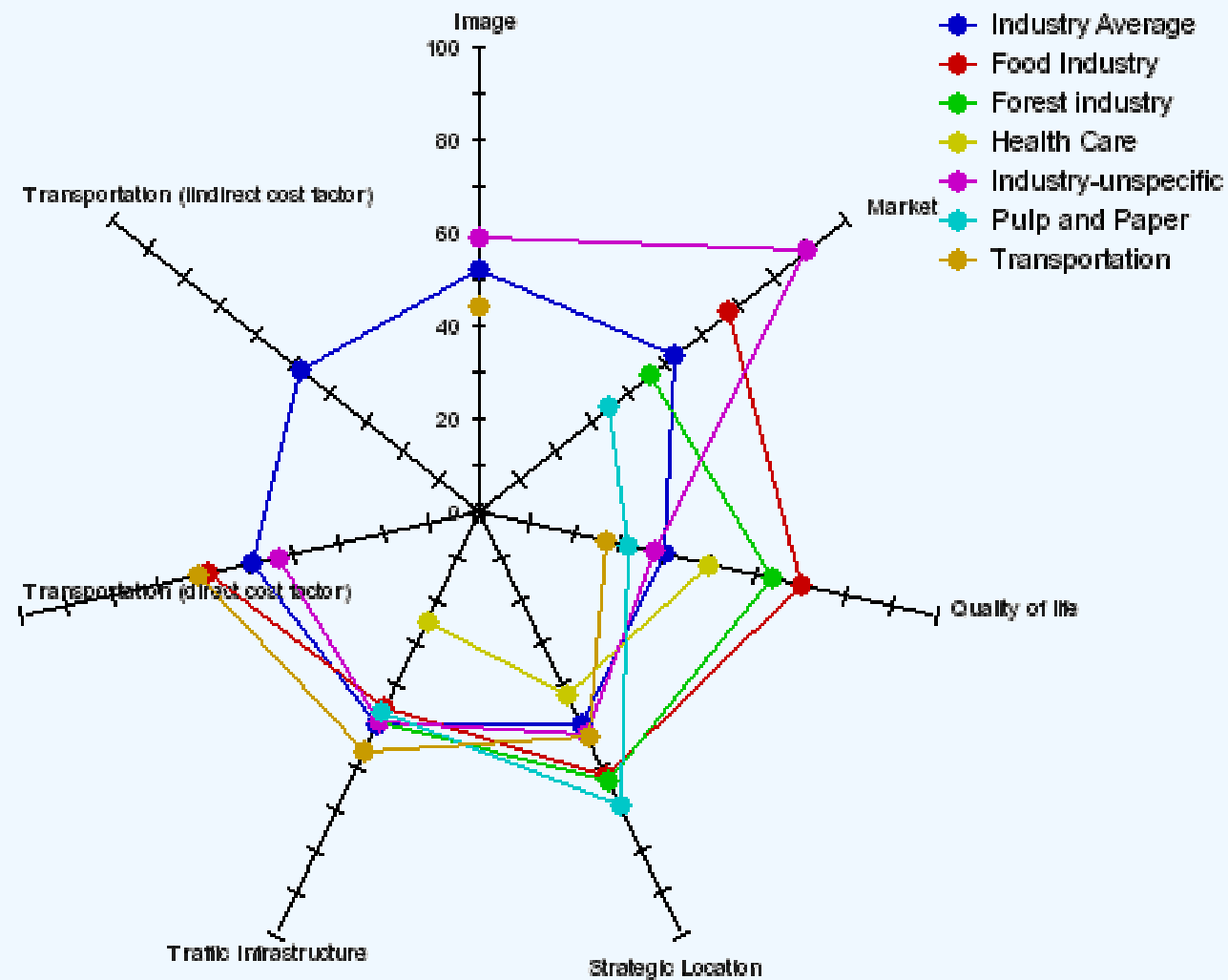
② Sample: Identification of enterprise-level goods flows





③ „Test of fitness“

Relevance of selected site selection factors to certain industries



Source: 139 studies from 1986 to 2003



④ Current challenges

- ▶ Extensive market knowledge and/or market research („analysis of data“) is required
- ▶ EU market integration (t.ex. of Med shipments to the BSR) makes the process more complicate
- ▶ Shippers / logistic operators are not keen on deconsolidation / consolidation
- ▶ Markets need to be monitored continuously

- ▶ Specific challenges arise for ro/ro ports
- ▶ Specific challenges arise if the port is not close to a major market



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input

▶ open discussion

instruments to increase the number of logistic-related investment and employment



Open discussion & Lessons to be learned

Which challenges do we face in terms of market research?

- ▶ Limited data availability? / „Wrong“ data availability“?
- ▶ Limited resources to systematically collect relevant data?
- ▶ Limited analytical capability?
- ▶ ...

How to overcome these challenges?

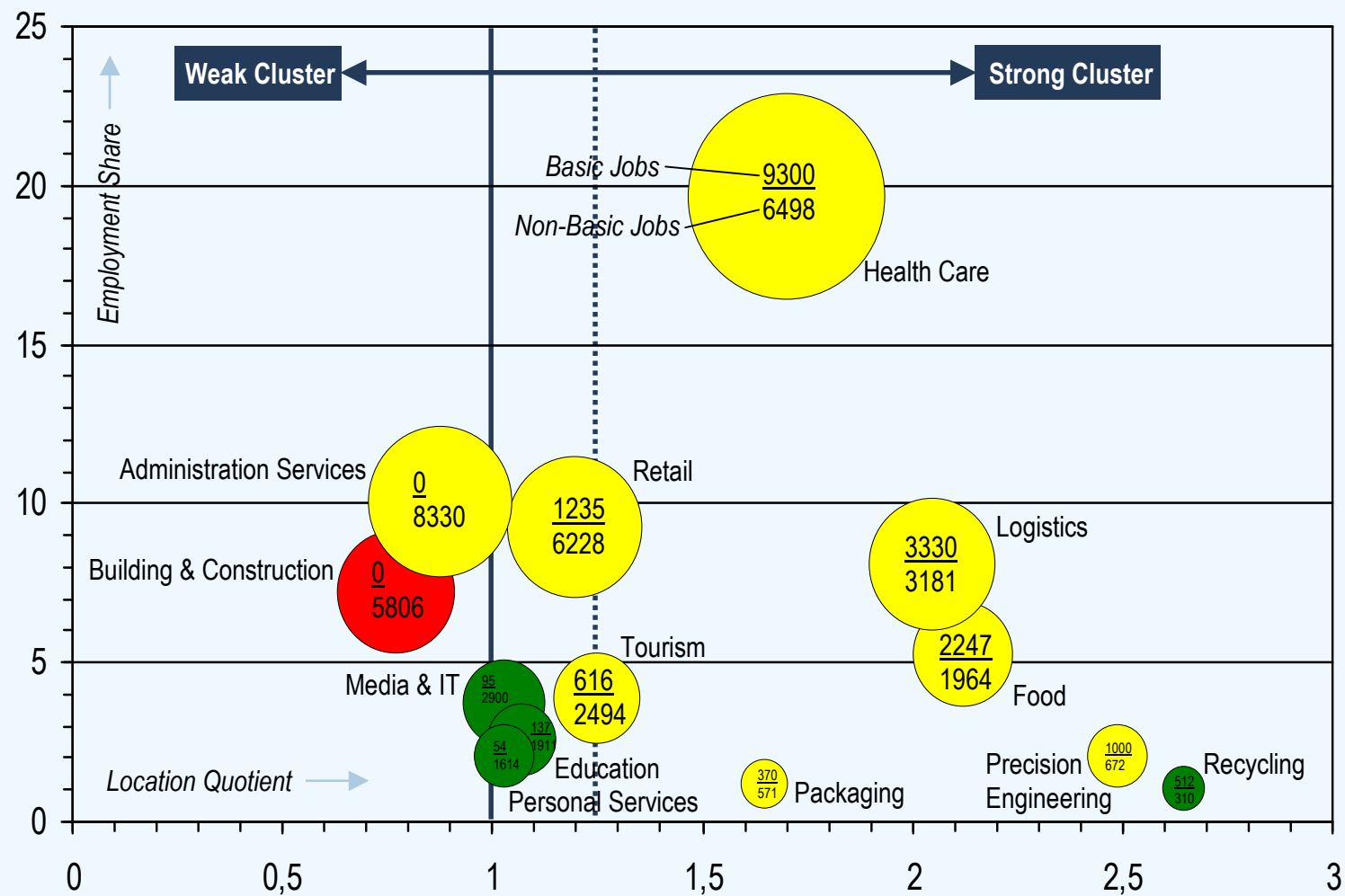
- ▶ „Manual“ approach?
- ▶ ...

Which mid- to long-term target can be developed from these findings?

- ▶ Port-Net market research portal?



Point of Departure: Jobless Growth in Logistics?



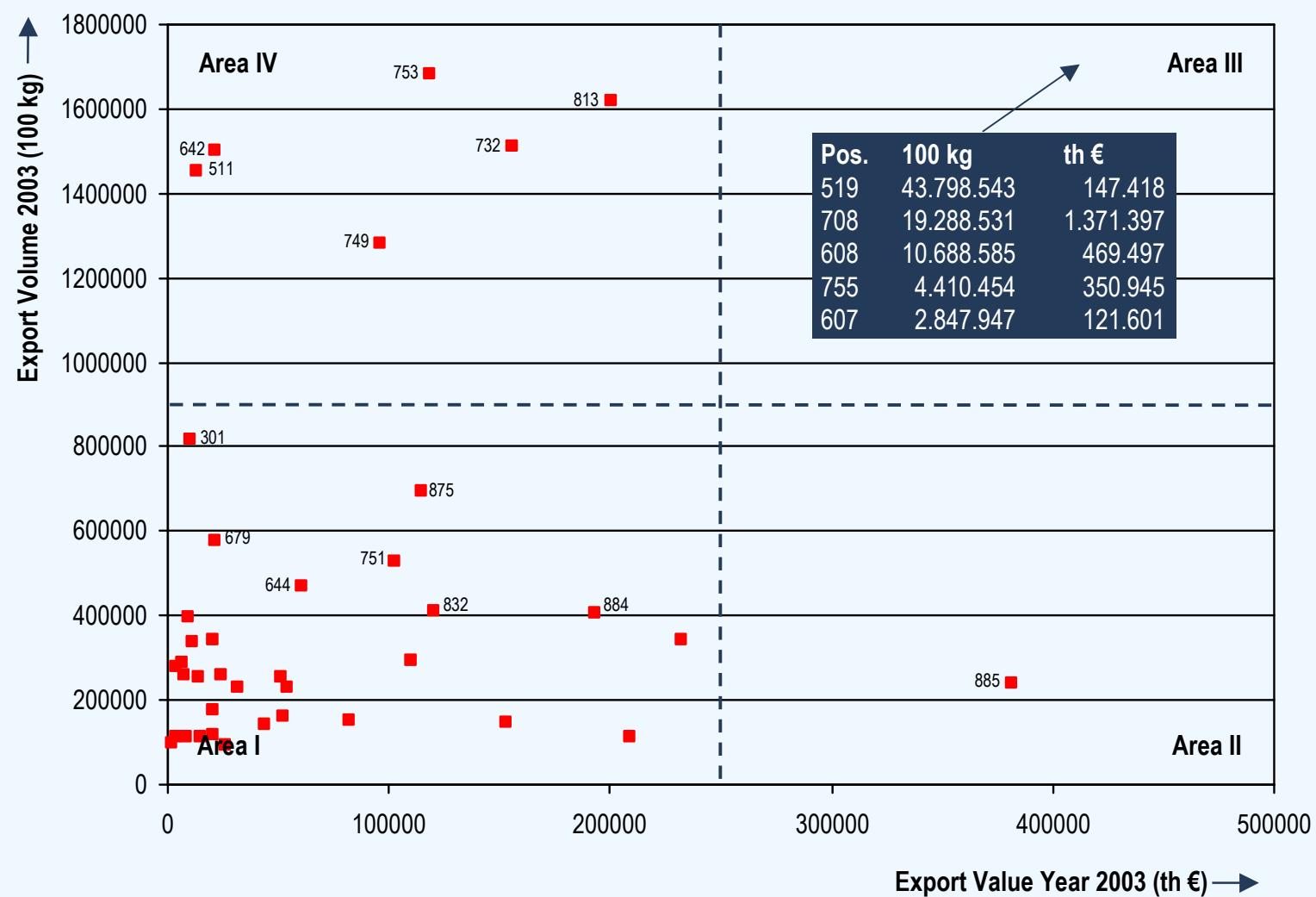


Approach

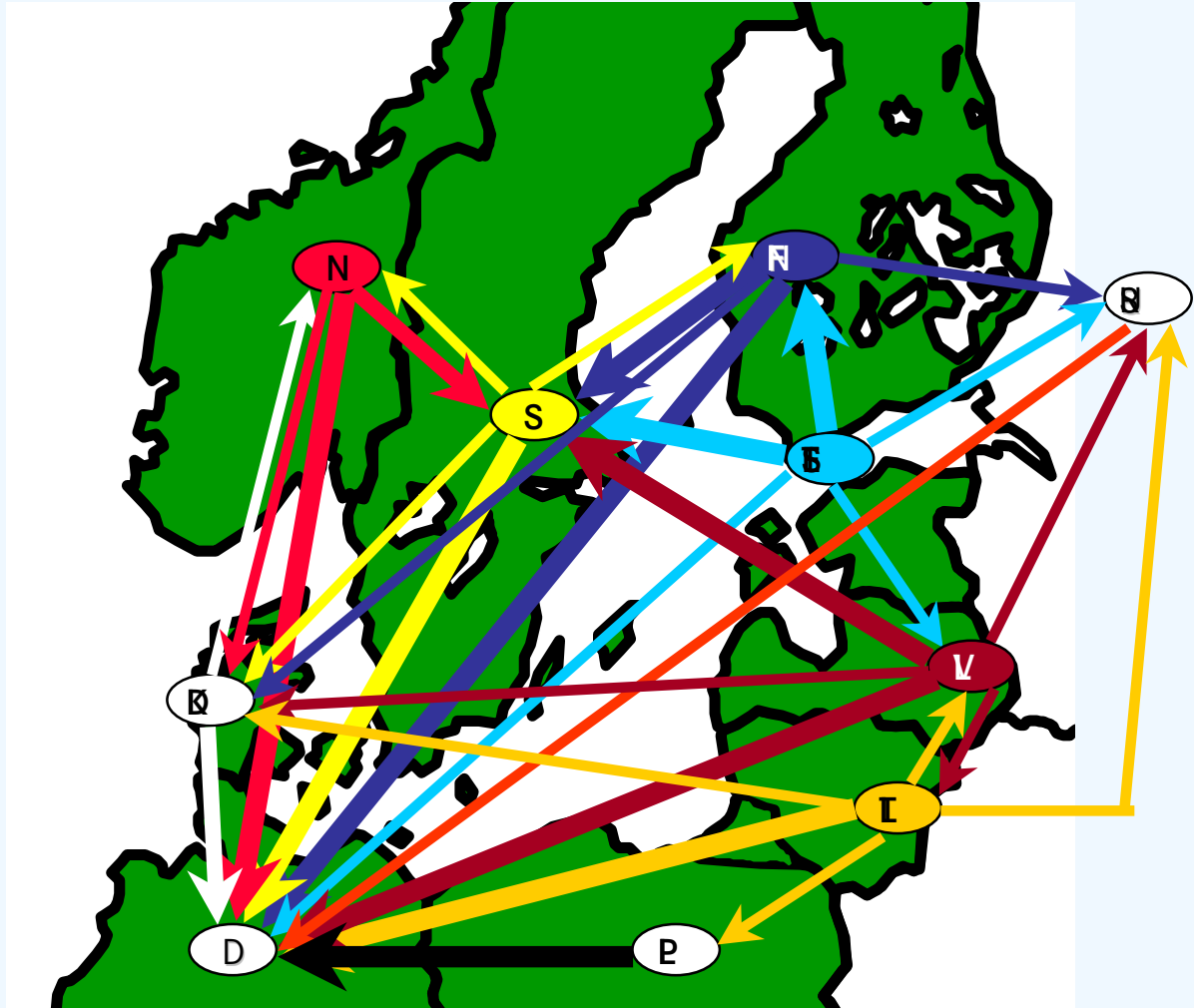
- ① Identification and analysis of goods flows on three levels
 - ▶ ▶ Goods flows on country level (NUTS-1; NACE-5); basis: (BSR) countries
 - ▶ ▶ Goods flows on regional level (NUTS-3; NACE-5) basis: (BSR) cities/regions
 - ▶ ▶ ▶ Goods flows between BSR ports
 - ▶ ▶ Goods flows on enterprise level
 - ▶ ▶ ▶ Goods flows in selected industry segments
 - ▶ ▶ ▶ Goods flows for selected enterprises within the industry segments
- ② Visualization of goods flows on different levels via GIS
- ③ Identification and analysis of relevant value added services within the identified industry segments resp. for the enterprises analysed
- ④ Identification and analysis of relevant hard and soft factors required for offering the value added services



① **Sample: Goods flows on country level (NUTS-1; NACE-3)**
Swedish-German Export Volume & Value 2003



1 Sample: Goods flows on country level (NUTS-1; clustered)





① Sample: Goods flows between BSR ports

Recording of data

Region: Göteborg Go to: List of ports - Göteborg

Region info Region activities (572 total) Activity details

Activity type: Discharged

Cargo class path: Dry cargo\Non Bulk\Unitized\Containers & Flats\20 ft

Vessel type:

Activity value: 69941 20 ft

Comment: yes

Destination/origin:

Date type: Date Period duration:

Date comment:

Associated dates:

Period start	2000-01-01	1 Year
Period end	2000-12-31	1 Year

Period start 2000-01-01 Set

Period end 2000-12-31 Set

Alarm 2001-10-30 Set

Alarm 2001-10-30 Set

Period end 2001-10-30 Set

Cargo class hierarchy (choose by clicking on class)

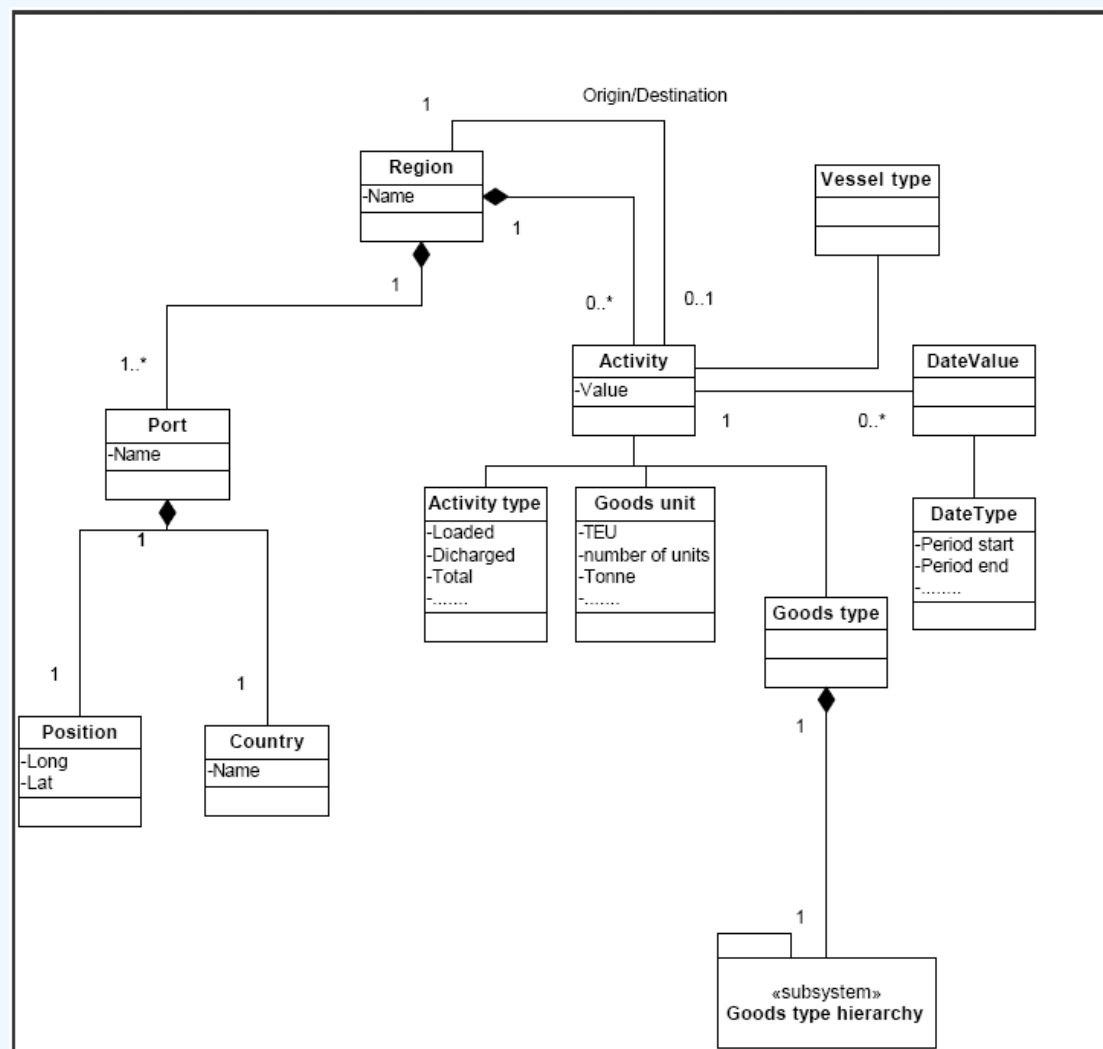
- Dry cargo
 - Bulk
 - Non Bulk
 - Unitized
 - Mobile
 - Containers & Flats
 - 20 ft
 - 40 ft
 - <20ft
 - >40 ft
 - >20 and <40 ft
 - TEU
 - Other
 - Non Unitized
 - Liquid cargo
 - Pax

Navigation: Göteborg

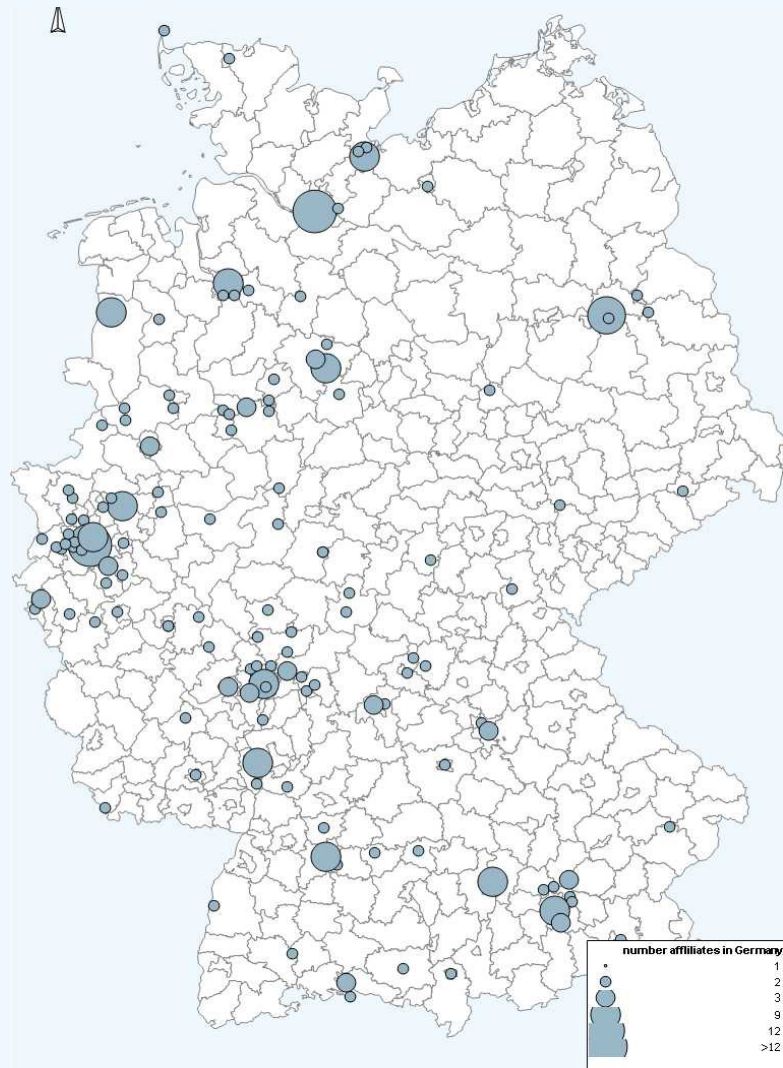


① Sample: Goods flows between BSR ports

Recording of data



① **Sample: Goods flows between BSR ports
German Affiliates of Finnish MNEs**



n = 220
Source: FinDat database