

Lübeck

Proceedings

WORKSHOP 03-12:

“EDI and Cargo Transport Flows

– Applied Market Research for Value-Added Services”

June 13 – 16, 2006



**PROJECT PART-FINANCED
BY THE EUROPEAN UNION**

Workshop (WS) 03-12:

“Promotion of Cargo distribution function and FDI”

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1. Introduction

The workshop 3.12 is part of the Port-Net activity that focuses on port operations. In this context the area of applied market research for value added services was looked at in closer detail.

As the development of supply chains and intralogistics has evolved over the past years, there has been an increasing tendency to develop additional services along the supply chains to facilitate the production process even during or between logistical parts of the process. These value added services might become an integral part of the future use of ports and their infrastructure as they add value to the shipped products as they come and go. This raises the question on how to find usable insight into the development of such value added services.

First value added services was looked at in what they are and what they can be. Afterwards a practical view of the situation in Lübeck was achieved.

As a third part market research was investigated as a tool for developing value added services. Following that value added service providers in Lübeck were visited to arrive at a conclusion on how to develop such services in certain situations.

General Information on Lübeck

Lübeck (population (2005): 213,983) is the second largest city in Schleswig-Holstein, in northern Germany. It was for several centuries the "capital" of the Hanseatic League ("Queen of the Hanse") and because of its Brick Gothic architectural heritage is on UNESCO's list of World Heritage Sites.

Lübeck is situated at the Trave river with the largest German port at the Baltic Sea. It connects Lübeck to the scandinavian and baltic countries. Many ferry lines start off at the ports of Lübeck, especially from the Skandinavien Kai. In general the ports have the capacity for bulk cargo, containers with the possibility of intermodal change, for Ro/Ro and for passenger ferries.

The turnover of all the ports was roughly 27,5 Mio. tonnes in 2005 with growth rate of 6,8 since 2000. To achieve this turnover over 6.000 vessels arrived at the ports in 2005.



2. Presentations:

Session 1: Value Added Services – So what? - 14.06.2006	
Mr. Björn P. Jacobsen, Managing Principal, Lübeck Business Development Corp.	<i>An overview: Lübeck – Logistics – The ports – Value Added Services</i>
Prof. Dr. Uwe Koch, Dept. of Mechanical/Industrial Engineering, Lübeck University of Applied Sciences	<i>What do we mean when talking “Value Added Services”?</i> <i>- The range of possibilities -</i>
Mr. Tom Österreich, IT Director, Lübecker Hafengesellschaft	<i>Value Added Services in Lübeck: The example of paper products handling</i>
Session 3: Marketing, Market Research & What we can learn - 15.06.2006	
Mr. Björn P. Jacobsen, Managing Principal, Lübeck Business Development Corp.	<i>What all want, what few get ... Logistic-related investments</i> <i>An introduction to the subject</i>
Prof. Dr. Joachim Hasebrook, Scientific Director, ISNM International School of New Media	<i>Applied market research: Acquiring data for targeting logistic investors</i>
Mr. Jan Herzberg, Geographer (Dipl.), Lübeck Business Development Corp.	<i>Which investors to target?</i> <i>An analysis of marketing data & First results from the Port-Net study</i>



3. Results and Recommendations:

Session 1: Value Added Services – So what?

In the first session the question was asked if the growth of logistic activities retains or creates jobs. The argument was made that a differentiated picture of general economic development, industry specific development and regional development can be drawn. Many factors need to be looked at to qualify for an appropriate answer.

The following question was if public investments in port infrastructure retain or create jobs. From that developmental lines were drawn from simple port operations to logistic operations and the development of value added services.

Examples were shown on how to develop such services and what kind of impact they could have. Indicators and Potentials for value added services were brought up. But the question remained how to create those services.

As the logistic activities in almost all industries are in the process of consolidation and are trying to develop more productivity, it was argued that the management focus of the future will be inter company relations and logistic activities. Even today the management of key parts of supply chains is already a key to success.

From this one can conclude that global logistic chains grow in complexity and create many possibilities for value added services, especially as supply chains grow in customer specificity and therefore lead to customer specific value added services.

Because of this it was argued that it is difficult to find the optimal value added service model for an industry and it mainly depends on the understanding that companies have of services.

Nevertheless great importance was credited to long term relationship between ports and their customers to establish value added services.

To show an example an integrated harbor system was presented.

Session 2: Value Added Services yesterday – today – tomorrow

The second session contained a practical look on the port operations in Lübeck. A barge tour on the Trave river was made and important parts of the ports of Lübeck were looked at. This included visits on the Skandinavien Kai with its intermodal Terminal “Baltic Rail Gate” and the Lehmann Bulk Terminal. Passing by the Ro/Ro and Pulp/Paper Terminals discussion were held on value added services through electronic data interchange (EDI) within the paper industry and how different systems can be implemented.

Session 3: Marketing, Market Research & What we can learn

The third session included the presentation of a data collection and analysis tool for cargo flows between ports by the International School of New Media called Port-Net Navigator. Concerning the difficulty in finding correct and detailed cargo flow statistics between ports the ISNM developed an internet search crawling engine that is able to identify cargo connections between companies of different locations based on a foundational database. This tool tries to realize a completely different approach to the identification of cargo flows but largely depends on the initial configuration of search possibilities and search items through a database.

But it was argued that an integration of statistical data with such search results might lead to solid results.

Nevertheless results from any kind of cargo flow analysis are needed to help identify possible parts of supply chains for value added services, especially on the regional level. Examples of certain industries were given to show the differentiation of possible value added services and which main players are active in the particular industry in Sweden.



Session 4: Value Added Services in Action

The last session dealt with a practical look on logistic activities and how value added services look like within the activities of logistic service providers. Two companies were visited, one from the food producing industry (Brüggen, <http://www.brueggen.com>) and another from the medical technology logistics sector. These visits provided insights on the value added within logistical processes.

Recommendations

The workshop underlined the importance and the necessity of the additional development of value added services within port areas as it could lead to job creation and productivity growth. Furthermore these kind of activities develop alongside the globalization and help prepare port areas for future developments.

After the presentations on value added services, the discussions on the analysis of cargo flow data and the identification of value added services the following questions remained:

- What cargo is not flowing through the port but through other corridors?
- Which companies ship what from where to where?
- Which data is readily available and which can be acquired easily or through IT-based acquisition?

This leads to the conclusion that port statistics would need to be gathered and combined. One way would be the integration in such a tool as the Port-Net Navigator proposed by the ISNM which could use statistical data as a basis for qualitative search patterns.

As additional value added services could only be identified either through direct contact with the involved players or through the identification within specific supply chains, a need was identified to implement a standard for the collection of statistical data within the ports of the Port-Net partners. It is then recommend to develop a common template which could then be filled and published either on a combined website on European ports on individual websites. A possibility would be to implement a software tool which would gather the data, analyze it and even combine it with a qualitative search of cargo flows between companies.

Annex A Programme

WORKSHOP 03-12

**“EDI and Cargo Transport Flows
– Applied Market Research for Value-Added Services”**

June 13-16 2006, Lübeck (Germany)

Tuesday, June 13

- | | |
|--------------------|--|
| 15:00-17:00 | Registration of participants
Hotel Mövenpick, Lübeck |
| 17:00-19:00 | Guided visit of the most relevant sites in Lübeck |
| 19:00-21:00 | Welcome Reception
Media Docks, Ray & Charles Eames Room |

Wednesday, June 14

- | | |
|--------------------|--|
| 08:45-09:00 | Registration of participants for the PORT-NET workshop
Media Docks, Room MF50 Riverside |
| 09:00-09:15 | Official opening of the PORT-NET workshop
Mr. Dirk Gerdes, Managing Director,
Lübeck Business Development Corp. & KWL GmbH City
Development Corp. |



Session 1: Value Added Services – So what?

- | | |
|--------------------|--|
| 09:30-10:15 | An overview: Lübeck – Logistics – The ports – Value Added Services
Mr. Björn P. Jacobsen, Managing Principal,
Lübeck Business Development Corp. |
| 10:15-11:00 | What do we mean when talking “Value Added Services”?
- The range of possibilities -
Prof. Dr. Uwe Koch, Dept. of Mechanical/Industrial
Engineering, Lübeck University of Applied Sciences |
| 11:00-11:15 | Coffee/Tea Break |
| 11:15-11:45 | Value Added Services in Lübeck: The example of paper
products handling
Mr. Tom Österreich, IT Director,
Lübecker Hafengesellschaft |
| 11:45-12:00 | Questions, Answers, Discussion |
| 12:15-13:30 | Barge Tour on the Trave river (incl. Lunch Break) |



Session 2: Value Added Services yesterday – today - tomorrow

- | | |
|--------------------|---|
| 13:30-16:30 | Visit to the ports of Lübeck
Infopoint-1: Container Terminal Lübeck
Stop-1: Bulk Terminal Lübeck
Infopoint-2: Paper Terminal Lübeck
Stop-2: Lübeck-Travemünde Ro/Ro Terminal & Ferry Port |
| 16:30-17:00 | Questions, answers, discussions |
| 17:00-18:45 | Time available for individual scheduling. |
| 19:00-19:30 | Reception by the Hanseatic City of Lübeck,
Peter Sünnewold, City President
City Hall, Audience Hall |
| 19:45-21:30 | Dinner
Restaurant Schiffergesellschaft, Breite Straße 2 |

Thursday, June 15

Session 3: Marketing, Market Research & What we can learn

- | | |
|--------------------|--|
| 09:00-09:15 | Registration of participants for the PORT-NET workshop
Media Docks, Room MF50 Riverside |
|--------------------|--|



- 09:15-09:30** What all want, what few get ... Logistic-related investments
An introduction to the subject
Mr. Björn P. Jacobsen, Managing Principal,
Lübeck Business Development Corp.
- 09:30-10:15** Applied market research: Acquiring data for targeting
logistic investors
Prof. Dr. Joachim Hasebrook, Scientific Director,
ISNM International School of New Media
- 10:15-11:00** Which investors to target? An analysis of marketing data &
First results from the Port-Net study
Mr. Jan Herzberg, Geographer (Dipl.),
Lübeck Business Development Corp.
- 11:00-11:15** Coffee/Tea Break
- 11:15-12:00** Open discussion: A proposal for a Port-Net market research
portal
With input from: Prof. Dr. Joachim Hasebrook
- 12:00-13:45** Lunch Break
Restaurant Media Docks

Session 4: Value Added Services in Action

- 13:45-16:30** Visit & presentations to selected enterprises
Stop-1: Food Processing Logistics at H. & J. Brüggem KG
Stop-2: Medical Technology Logistics at Dräger
Interservices GmbH



16:30-17:00 Questions, answers, discussions

17:00-18:00 Time available for individual scheduling

18:15 Meet for joint exercising & fun

Friday 16, June

Final Session

9:00-10:00 Closing and evaluation session:
summary and conclusions of the workshop

10:00-11:00 Technical session
Working Group meeting on EDI and Cargo flows

13.00 End of Port-Net workshop 03-12



Annex B *Speakers, Participants and Guests*

List of Speakers

Name	Position, company / institution	Country	Contact	Topic
Galler, Ewald-Franz	Project Manager, Dräger Interservices GmbH	Germany	ewald-franz.galler@draeger.com +49-451-518824758	Dräger Interservices – Full Service Logistics – A Complete Package
Gerdas, Dirk	Managing Director, Lübeck Business Development Corp. & KWL GmbH City Development Corp.	Germany	gerdes@luebeck.org +49-451-706550	Official Opening of the PORT-NET Workshop
Hasebrook, Prof. Dr. Joachim	Scientific Director, ISNM International School of New Media	Germany	joachim.hasebrook@isnm.de +49-451-296715	Applied market research: Acquiring data for targeting logistic investors
Herzberg, Jan	Geographer (Dipl.)	Germany	herzberg@luebeck.org +49-451-706550	Which investors to target? An analysis of marketing data & First results from the PORT-NET study
Jacobsen, Björn P.	Managing Principal, Lübeck Business Development Corp.	Germany	jacobsen@luebeck.org +49-451-706550	1. An overview: Lübeck – Logistics – The ports – Value Added Services 2. What all want, what few get... Logistic-related investments, an introduction to the subject
Koch, Prof. Dr. Uwe	Dept. of Mechanical/Industrial Engineering, Lübeck University of Applied Sciences	Germany	koch.uwe@fh-luebeck.de +49-451-3005374	What do we mean when talking “Value Added Services”? – The range of possibilities –
Österreich, Tom	IT-Director, Lübecker Hafengesellschaft	Germany	+49-451-7900155	Value Added Services in Lübeck: The example of paper products handling



List of participants (PORT-NET partners)

Name of the partner	Institution / Company	Country	Contact
Baron, Andrzej	Authority of Szczecin and Swinoujscie Seaports	Poland	a.baron@port.szczecin.pl +48-91-4308638
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Biegansky, Heike	Lübeck Business Development Corp.	Germany	biegansky@luebeck.org +49-451-706550
Campanai, Maurizio	Region of Emilia-Romagna	Italy	campanai@interfree.it +39-051-283831
Herzberg, Jan	Lübeck Business Development Corp.	Germany	herzberg@luebeck.org +49-451-706550
Jacobsen, Björn P.	Lübeck Business Development Corp.	Germany	jacobsen@luebeck.org
Kampmann, Thomas Elm	Skandinavisk Transport Center / Koege Havn	Denmark	tek@stc-koege.dk
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Stange, Michael	Freie Hansestadt Hamburg, Behörde für Wirtschaft und Arbeit	Germany	michael.stange@bwa.hamburg.de +49-40-428411610
Winn, John	Haven Gateway / Birketts Solicitors	United Kingdom	john-winn@birketts.co.uk
Wolff, Hans-Ulrich	Uniconsult (PORT-NET Project Manager)	Germany	u.wolff@uniconsult-hh.de +49-40-336216



List of guest

Name	Institution / Company	Country	Contact
Adlung, Helmut	H. & J. Brüggem KG	Germany	helmut.adlung@brueggen.com +49-451-3100125
Dietz, Benno	Lehmann Hafenbetriebe GmbH	Germany	dietz@hans-lehmann.de +49-451-3900115
Falk, Antje	Baltic Rail Gate	Germany	antje.falk@baltic-rail-gate.de +49-4502-889711
Galler, Ewald-Franz	Dräger Interservices	Germany	ewald-franz.galler@draeger.com +49-451-518824758
Hasebrook, Prof. Dr. Joachim	Scientific Director, ISNM International School of New Media	Germany	Joachim.hasebrook@isnm.de +49-451-296715
Kiess, Philipp	Dept. of Mechanical/Industrial Engineering, Lübeck University of Applied Sciences	Germany	pkiess@web.de
Koch, Prof. Dr. Uwe	Dept. of Mechanical/Industrial Engineering, Lübeck University of Applied Sciences	Germany	koch.uwe@fh-luebeck.de +49-451-3005374
Krüger, Dr. Olaf	Lübeck Business Development Corp.	Germany	krueger@luebeck.org +49-451-706550
Ohlig, Falk	LHG Lübecker Hafen-Gesellschaft mbH	Germany	falk.ohlig@lhg-online.de +49-451-7900170
Österreich, Tom	LHG Lübecker Hafen-Gesellschaft mbH	Germany	tom.oesterreich@lhg-online.de +49-451-7900155
Schmidts, Uli	ISNM International School of New Media	Germany	schmidts@isnm.de
Sünnenwold, Peter	City President, Hanseatic City of Lübeck	Germany	



Annex C Press, Release and Reactions

Press Release June 14, 2006

Europäische Logistikexperten zu Gast in Lübeck

Wirtschaftsförderung organisiert 2-tägigen Workshop

„Wir freuen uns, dass die Zusammenarbeit mit der Hansestadt Hamburg so konkrete Formen annimmt und bereits erste Früchte trägt“, so *Dirk Gerdes* bei der Eröffnung des 2-tägigen Workshops für europäische Logistikexperten in Lübeck. Auf Initiative der Hamburg Port Authority ist das von der EU geförderte Netzwerk Port-Net entstanden, dessen Mitglieder sich jetzt über die Entwicklungen am Logistikstandort Lübeck informieren.

Neben Hamburg sind auch weitere führende Häfen wie Antwerpen (Belgien) und Felixstowe (England) aber auch italienische, polnische und dänische Logistikstandorte bei dem Workshop vertreten. „Den Mitgliedern bieten wir einen umfassenden Überblick über die Potenziale des Logistikstandortes Lübeck“, so *Björn P. Jacobsen*, der die Wirtschaftsförderung in dem Netzwerk vertritt.

Zu den Programmpunkten gehören u. a. eine Besichtigung des Skandinavienkais, der Umschlagsanlagen der Firma Lehmann aber auch Darstellungen der Logistikaktivitäten bei den Firmen Brüggen und Dräger Interservices. Am heutigen Mittwoch wird die Besuchsgruppe von Stadtpräsident Peter Sünnewold im Lübecker Rathaus empfangen.

Neben dem Aufbau eines Kooperationsnetzwerkes stehen bei Port-Net aktuelle Themen mit Bezug zum europäischen Logistikmarkt im Vordergrund. Hierzu gehören Fragestellungen zur zukünftigen Infrastrukturfinanzierung, die Einbindung von Logistikaktivitäten in die regionalwirtschaftliche Entwicklung genauso, wie Fragen zur zukünftigen Marktausrichtung.

Der Schwerpunkt des Workshops in der Hansestadt Lübeck liegt auf der Identifizierung von Potenzialen im Bereich der Logistikwirtschaft. Hierzu werden u. a. mit Vorträgen der Fachhochschule Lübeck und der ISNM International School of New Media Ansatzpunkte zur Nutzung von Häfen als Motor für die wirtschaftliche Entwicklung einer Region aufgezeigt. „Dies ist für uns vor allem unter dem Gesichtspunkt der weiteren Profilierung der Gewerbeflächen am Skandinavienkai wichtig“, so *Dirk Gerdes*.



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Service

In der Wirtschaftsförderung LÜBECK GmbH finden Unternehmen einen Partner, der die Kompetenz, Erfahrung und das Know-how von Industrie- und Handelskammer zu Lübeck, Kreishandwerkerschaft Lübeck, Deutschem Gewerkschaftsbund und dem städtischen Projektentwickler KWL GmbH zusammenführt.

Erfolgreich seit 1998

Die Wirtschaftsförderung Lübeck hat seit ihrer Gründung eine Vielzahl von Investitionsvorhaben in der Hansestadt Lübeck aktiv begleitet. So konnten 80 Unternehmen angesiedelt und mehr als 1.750 Arbeitsplätze geschaffen werden. Durch die Einbeziehung der Wirtschaftsförderung Lübeck konnten ca. 9.000 Arbeitsplätze in bestehenden Unternehmen für den Standort Lübeck gesichert werden. Das mit den Wirtschaftsförderungsprojekten primär verbundene Investitionsvolumen beträgt über 180 Millionen Euro.

Für die Hansestadt Lübeck und deren Gesellschaften hat die Wirtschaftsförderung Lübeck die Vermarktung der Gewerbeimmobilien im Stadtgebiet übernommen - und das mit Erfolg. So sind in den vergangenen acht Jahren insgesamt über 440.000 m² Gewerbe- und Industrieflächen veräußert worden. Für die Hansestadt bzw. ihre Gesellschaften wurden dabei Verlaufserlöse in Höhe von fast 22,5 Millionen Euro erzielt. Für Investitionen in die wirtschaftsnahe Infrastruktur der Hansestadt Lübeck konnten seit dem Jahr 2000 rund 51 Millionen Euro akquiriert werden. Hinzu kommen rund 24,1 Millionen Euro, die als einzelbetriebliche Förderung Lübecker Unternehmen zugeflossen sind.

Port-Net

Port-Net ist ein INTERREG IIIC Förderprojekt der Europäischen Union, an dem sich 20 Partner aus 12 europäischen Ländern und Russland beteiligen. Ziel ist es, die interregionale Kooperation und die multi-modalen Transportstrukturen in der EU zu fördern. Konkret bedeutet dies, dass die beteiligten Häfen zu effizienteren Strukturen und erhöhten Kapazitäten gelangen wollen und gleichzeitig an einer verbesserten regionalen Integration arbeiten.

Weitere Informationen zu Port-Net erhalten Sie unter www.port-net.net.



Press Reaction June 15, 2006

HL-Live: <http://www.hl-live.de/aktuell/text.php?id=22463>

Europäische Logistikexperten zu Gast in Lübeck

Vom 13. bis 16. Juni 2006 findet, organisiert durch die Wirtschaftsförderung Lübeck, der „Port-Net Workshop“ in der Hansestadt Lübeck statt. Am Dienstagabend wurden die Vertreter aus den sechs europäischen Ländern Deutschland, Großbritannien, Italien, Belgien, Polen und Dänemark von Stadtpräsident Peter Sünnewold im Rathaus empfangen.

Es handelt sich hier um ein 2005 gestartetes INTERREG III C Förderprojekt der Europäischen Union mit dem Ziel, die interregionale Kooperation und die Transportstrukturen in der EU zu fördern.

„Wir freuen uns, dass die Zusammenarbeit mit der Hansestadt Hamburg so konkrete Formen annimmt und bereits erste Früchte trägt“, sagte zuvor Dirk Gerdes bei der Eröffnung des Workshops. Auf Initiative der Hamburg Port Authority ist das von der EU geförderte Netzwerk Port-Net entstanden, dessen Mitglieder sich jetzt über die Entwicklungen am Logistikstandort Lübeck informieren. Neben Hamburg sind auch weitere führende Häfen wie Antwerpen (Belgien) und Felixstowe (England) aber auch italienische, polnische und dänische Logistikstandorte bei dem Workshop vertreten. „Den Mitgliedern bieten wir einen umfassenden Überblick über die Potenziale des Logistikstandortes Lübeck“, so Björn P. Jacobsen, der die Wirtschaftsförderung in dem Netzwerk vertritt.

Zu den Programmpunkten gehören eine Besichtigung des Skandinavienkais, der Umschlagsanlagen der Firma Lehmann aber auch Darstellungen der Logistikaktivitäten bei den Firmen Brüggen und Dräger Interservices.

Neben dem Aufbau eines Kooperationsnetzwerkes stehen bei Port-Net aktuelle Themen mit Bezug zum europäischen Logistikmarkt im Vordergrund. Hierzu gehören Fragestellungen zur zukünftigen Infrastrukturfinanzierung, die Einbindung von Logistikaktivitäten in die regionalwirtschaftliche Entwicklung genauso, wie Fragen zur zukünftigen Marktausrichtung.

Der Schwerpunkt des Workshops in der Hansestadt Lübeck liegt auf der Identifizierung von Potenzialen im Bereich der Logistikwirtschaft. Hierzu werden u. a. mit Vorträgen der Fachhochschule Lübeck und der ISNM International School of New Media Ansatzpunkte zur Nutzung von Häfen als Motor für die wirtschaftliche Entwicklung einer Region aufgezeigt. „Dies ist für uns vor allem unter dem Gesichtspunkt der weiteren Profilierung der Gewerbeflächen am Skandinavienkai wichtig“, so Gerdes.





**Stadtpräsident Sünnenwold
am Abend im Dialog mit
dem Repräsentanten
Großbritanniens, Vize-
Honorarkonsul John Winn.**

