

EXPERIENCE REPORT

Transport Logistic Fair 2017

Activity: WP 4 – Act. 4.5

Version: Final

Date: 03/07/2017



Laura Normio, Ramboll
LADEC

Content

EXPERIENCE REPORT Transport Logistic Fair 2017	0
1 TRANSPORT LOGISTIC FAIR 2017 IN MUNICH.....	2
2 ACTIVITIES DURING THE FAIR	3
2.1 EMMA booth	3
2.2 First SPC meeting	4
2.3 EMMA Forum workshop	4
3 PARTNERS' EXPERIENCES	5
3.1 Partners present.....	6
3.2 Contacts established and topics discussed	6
3.3 Possible platforms in future.....	7
4 SUMMARY	8

1 TRANSPORT LOGISTIC FAIR 2017 IN MUNICH

The Transport Logistic fair in Munich is the largest transport fair worldwide. It is organised every two years, and this spring it took place in Messe München from the 9th until the 12th of May.

This year the fair reached a new record, when 2162 exhibitors from 62 countries showcased their products and services at the industry's leading international trade fair. The number of visitors from 123 countries rose by nearly 10 percent to 60 726. Also the exhibition space covered by the trade fair grew to 115,000 square meters as all nine halls were fully booked.

These figures explain why the majority of forwarders, shipping lines and other companies from the transport sector are present at this fair. The fair is a perfect occasion to meet people from this field, as transport service providers are concentrated in one place at once.

Project EMMA carried out several activities during the fair. After the fair, EMMA partners were asked to fill out a questionnaire and give feedback on the fair from the project partners' perspective. This report focuses on EMMA activities carried out during the fair as well as the lessons learnt, contacts established and topics discussed based on the EMMA partners' experiences. The report also includes recommendations for possible platforms in future as well as a short summary.



2 ACTIVITIES DURING THE FAIR

2.1 EMMA booth

Project EMMA had its own counter at a separate area on the booth of the German Federation of Inland Ports (booth number 225/326) in the exhibition hall B3. This exhibition hall was focused on ports and inland ports and was thus the most suitable location for EMMA. Having a counter at the fair was a good opportunity for EMMA to be visible among its target audience. The counter by the German Federation of Inland Ports' booth provided a good location for interaction and the catering by the booth was much appreciated by partners and visitors. The counter was well situated at one of the corners, and visitors constantly passed by.



The responsibility for the EMMA booth was shared between the partners. During the whole fair there were at least two members of the partner organizations behind the counter. The counter was a place to network and inform visitors about the project as well as promote the EMMA Forum workshop for them. The booth gave EMMA an opportunity to have a “home base” where shipping lines and forwarders could be met also for one to one meetings.

Doodle survey on partners' presence time at the fair worked well. All partners were informed of each other's presence times both at the fair and at the booth. The partner presence list was distributed to each partner in case the visitors would have e.g. country specific questions that the person by the booth could not answer. This way the respective partner could be asked to come to the booth to answer the questions.

On the desk, information material was displayed. These included EMMA flyers, invitations for the EMMA

Forum workshop as well as EMMA maps representing inland waterways in the Baltic Sea Region. Most of the dissemination material was given away during the fair, and especially the EMMA maps interested the visitors a lot. The EMMA map worked well as a giveaway, since it encouraged the visitors to explore the waterway network represented in the map and discuss it by the EMMA counter. Partners also distributed inland port comics for children on the counter. The comic was part of the Federation of Inland Ports' promotion material. These comics were well received and all taken within 48 hours. Still, some partners wished there would have been more information material to give away. One of these could be the information material for school classes, planned in the EMMA activity 5.4.

One of the partners described the concept of the EMMA booth “attractive and up-to-date”. In general, project partners were pleased with the booth and mentioned that despite its small size, “the booth

welcomed people to discuss transportation issues”. Similar presence in exhibitions was hoped for also in future.

Owing to EMMA's presence at the fair, several visitors were informed about the project EMMA, about inland shipping in the Baltic Sea Region and the challenges this transport mode has to deal with in the BSR countries. With some stakeholders follow-up action meetings have also been agreed.

2.2 First SPC meeting

As a part of raising the awareness of the potentials of inland waterway transport in the Baltic Sea Region, EMMA fosters stronger cooperation between Short Sea Shipping Promotion Centres (SPCs). EMMA will establish a new IWT promotion and information centre in Bydgoszcz in Poland based on experiences from the other SPC's in the Baltic Sea Region. As a part of the activity 4.6., EMMA organized the first SPC meeting at the Transport Logistic fair on the 10th of May between 10-12.30 a.m. in the Room A41. Stefan Breitenbach from the Port of Hamburg Marketing welcomed 11 participants, including the representatives of SPCs from different BSR countries, and opened the first SPC meeting with a presentation of the EMMA project.

During the meeting it was agreed that EMMA will also be presented on occasion of the European Shortsea Network (ESN) meeting in Malta. The main purpose is to discuss with further SPCs possible cooperation with EMMA.



2.3 EMMA Forum workshop

The EMMA Forum workshop was promoted by email invitation two weeks before the event and by the EMMA booth during the fair. Leaflets on the workshop were handed out by the EMMA counter and brought for target groups to invite interested people to the workshop. It took place on Thursday, on the 11th of May at 10.00-11.30 at Forum 3 in hall B2. All visitors were able to participate in the workshop, as separate registration was not needed. Everything was well organized by the Forum, including the simultaneous interpretation in English, German and French. Due to the central location, the Forum was easy to access taking into account also the visitors who happened to pass by.

The content of the workshop was very well planned. All panellists had chosen a different perspective for inland navigation and included corresponding first EMMA results. The combination of these themes was surely interesting for the audience. The moderator of the discussion was Gunnar Platz, Managing



Director of PLANCO Consulting and Project Manager of project EMMA. Stefan Breitenbach, Head of Project Department from the Port of Hamburg Marketing began the workshop by presenting the project EMMA and informing the audience of inland navigation in the Baltic Sea Region. Boris Kluge, Managing Director of the Federation of German Inland Ports, emphasized the integration of inland navigation in transport chains and the role of inland ports, whereas Johan

Lantz, CEO of Avatar Logistics, analysed implementation of inland navigation in Sweden and the chances and challenges there. Nils Braunroth, Technical Director at the German Federal Ministry of Transport and Digital Infrastructure, stressed that river information services combine inland navigation better in the logistics chains and contribute to its competitiveness. All in all, the message of the expert panel was clear. Inland waterway transport has a huge potential, which could be used more efficiently in many regions – especially since there is an increasing transport demand in areas such as car manufacturing logistics. Information services increase further the already huge potential of inland navigation.

The Forum was well situated directly in the exhibition hall, which attracted visitors to come over to follow the programme. In the end about 55 people attended the workshop session, and more people would have most likely joined, had the workshop taken place a bit later that day. One lesson learned is therefore the right timing of the workshop, as 10 a.m. seemed to be a very early start. The exhibition opened for visitors at 9 a.m. and the halls were most crowded around 2 p.m.

The partners were satisfied with the workshop. They found the presentations relevant and interesting and considered the workshop a good way to share information of inland waterway transport. The main aim – to present the project partners' activities, to discuss implementation progress and achieved results and to share the best practices and experiences in solving similar problems – was fully achieved. However, a little more time for discussions and questions should be planned in future.

Also representatives of media participated in the event. DVZ published a story with the headline "EMMA sucht Innovationen für den Ostseeraum" (EMMA looks for innovations for the Baltic Sea Region) and also the Baltic Transport Journal mentioned EMMA's workshop in its social media. Furthermore, EMMA's press release informed about the main themes and discussions in the workshop.

3 PARTNERS' EXPERIENCES

After the fair, the participants of the EMMA partner organizations were asked to fill out a questionnaire in order to get feedback for organizing future events as well as encourage the partners to analyse what they have gained from the fair and what are the next steps and to do's.

In the questionnaire the partners were asked to give feedback on the EMMA booth and the EMMA Forum workshop. For future purposes, the partners were asked what should be repeated or changed if EMMA would participate in a similar fair, and which platforms, such as trade fairs and events, is EMMA recommended to take part in the future. The questionnaire also included contacts established during the fair and the main topics of discussion.

3.1 Partners present

Around 20 representatives of the EMMA partner organizations participated in the fair. The organizations that had representatives at the fair were Port of Hamburg Marketing, Chamber of Commerce and Industry Eastbrandenburg, Federation of German Inland Ports, Avatar Logistics AB, Swedish Transport Administration, Maritime Forum, Lahti Region Development LADEC, City of Bydgoszcz, Northern Chamber of Commerce in Szczecin, Klaipeda State Seaport Authority, PLANCO Consulting, Ramboll, Kujawsko-Pomorskie Voivodeship and Klaipeda Science and Technology Park. Most of the partners stayed for three or four days at the fair, taking the most out of it.

3.2 Contacts established and topics discussed

The questionnaire included questions of contacts established during the fair and the main topics of discussion. On a personal level, it is important to keep in mind the follow-up activities or to do's regarding the new established contacts, and from the project perspective it is interesting to know whether some of these people for instance want to be invited to EMMA events in future.

Altogether dozens of new contacts were established during the fair. The project partners discussed for instance with port authorities, logistics providers and transportation companies, software companies and SPC's as well as university and media representatives.

The discussed topics ranged from informing interested people of project EMMA, its partners and its aims to more detailed areas of inland waterway transport in the Baltic Sea Region and the co-operation possibilities in the future projects related to IWT. The topics included also intermodal transportation, inland waterway transport in the different areas of Baltic Sea Region, current challenges, EU financing and Short-Sea Promotion Centres.

Much of the discussion centred around new business possibilities. Some contacts were looking for new business or cooperation partners for their network. Lots of the established contacts were representatives of private companies. These include companies that for instance provide transportation solutions according to customer's requirements, track shipments and develop and supply software products for logistics management as well as companies that are interested in logistics systems in order to deliver their product as effectively as possible. Also several companies related to containers were discussed with.

One purpose of new contacts and discussions was to increase the media appearance for EMMA and inland waterway transport in general. The partners had discussions on co-operation with different media and gave input to articles during their time at the fair. Several media representatives were personally invited to participate in the EMMA Forum workshop. The EMMA representatives also inquired the interests of different media in inland navigation, as well as the possibilities and right contacts for pitching of stories. As a result, EMMA was asked to provide a long article on EMMA

transport pilots for a magazine specialized in transportation. EMMA also gave input to one article for a German magazine that dealt with inland waterway transport.

3.3 Possible platforms in future

Project partners recommended several platforms, where EMMA could participate in future. In general, EMMA was recommended to take part in the exhibitions dedicated to inland waterway transportation, logistics, construction works and inland water tourism. Also specific fairs and events were mentioned by name. These are presented below.

The Almedalen Week is an annual event that takes place in Almedalen, a park in the city of Visby on the Swedish island called Gotland. With speeches, seminars and other political activities, it is considered to be the most important forum in the Swedish politics. During the week, representatives from the major political parties in Sweden take turns to make speeches in Almedalen. This year the event takes place from the 2nd to 9th of July.

From the 17th to 20th of August, Forstmesse Luzern takes place in Switzerland. With 26 000 visitors it is an important meeting place for the people within the forest industry.

The sixth Seatrade Europe fair takes place in Hamburg from the 6th to 8th of September in 2017, making the city the hub of the international cruising industry for the Cruise & River Cruise Convention. The Seatrade Europe fair will be open to the international industry audience at the Hamburg Messe fair site. In addition, the Hamburg Cruise Days will be held from the 8th to 10th of September. At Seatrade Europe, purchasers and procurement personnel as well as major players from the world's leading cruise and river cruise lines will gather under one roof, providing the perfect opportunity to network and develop business opportunities over the two and half days.

On the 4th and 5th of October in 2017, experts in solids processing, handling, storage and transport present their innovations in Rotterdam in Netherlands in a two-day networking platform for the bulk sector. Solids Rotterdam is part of the Solids European Series, which are the largest professional trade shows focusing exclusively on the powder and bulk industry. On 7th and 8th of February in 2018 it is the turn for Solids Zürich, Switzerland's leading trade show for granules, powder and solids technologies. In Messe Zürich, equipment and solutions for material acceptance, handling and processing for internal process as well as the bearings and the external and internal transport flow are on display.

The global container and transport event Intermodal Europe takes place in Amsterdam from the 28th to 30th of November in 2017. It is the world-leading exhibition and conference for companies associated with the container and intermodal industries and covers all areas of container transport and logistics across road, rail and sea. The event includes an industry forum that brings together high-quality speakers and key exhibitors.

The project EMMA has already participated in the Strategy Forum of the EU Strategy for the Baltic Sea Region (EUSBSR), which was considered a great platform to have a workshop in, especially as a EUSBSR flagship project like EMMA. The 9th Annual Forum of the EU Strategy for the Baltic Sea Region (EUSBSR) will take place in Tallinn, Estonia on the 4th and 5th of June in 2018.

4 SUMMARY



The project EMMA was well presented at the Transport Logistic fair in 2017. EMMA had its own booth where project partners could meet and present the project for visitors. Having a counter by the German Federation of Inland Ports' booth gave EMMA a chance to be present on a very expensive fair at a very low cost. EMMA was also able to organize the EMMA Forum workshop and the first SPC meeting in connection with the fair where many of the attending people would have been also otherwise.

The EMMA Forum workshop was held in one of the forums that were open for everyone. The workshop with the expert panel gave EMMA a chance to inform the audience about the project and present findings for the public and the media.

“EMMA @ Transport Logistic” guide provided the partners useful information before the fair, whereas the questionnaire that the partners filled after the

fair encouraged to analyse the pros and cons as well as the follow-up activities carefully also afterwards. One suggestion from the partners is to increase networking possibilities by organizing either scheduled meetings by the booth or a separate matchmaking event to meet potential business partners. According to the feedback more background meetings could be implemented in future.

The feedback from the partners proved that the fair was an excellent choice for the project EMMA to participate in. Within the framework of the fair, the partners had discussed different themes related to the project and inland waterway transport in general as well as established dozens of new contacts with ports, university representatives, media and companies within the private sector. These contacts have to be taken advantage of by keeping in touch, co-operating and informing them actively of the developments, events and workshops related to EMMA and IWT. Making the press familiar with the project will hopefully also bear fruit in future in the form of the published articles.

The partners also recommended some platforms where EMMA could participate in future. When organizing EMMA presence for future events, the feedback of the Transport Logistic fair must be taken into account to make the most of them.

In conclusion, it can be said that EMMA participation and activities in Munich have been one step towards a bigger role of inland shipping in the political process and in shippers' mind.