

EDITION
AUGUST
2020

 GERMAN PORTS

LOGISTICS PILOT

Magazine for Ports, Shipping and Logistics



North America – a vital trade partner steers a difficult course

Rethinking foreign business culture –
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Strong connection for decades
Wallenius Wilhelmsen set off for the
US in a German car

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“The US market will pick up again”

Dr. Andreas Eckstein, US representative for the state of Lower Saxony



Dear reader,

Despite the punitive tariffs imposed by Washington on steel, aluminium and other goods and the EU's retaliatory tariffs, the exchange of goods and services between the US and Germany remained at a high level last year. German companies exported goods worth 118 billion euros to the US, which therefore remains

Germany's largest export market. In the same period,

imports from the US amounted to 71 billion euros.

The coronavirus-induced slump in global economic growth is clearly affecting trade between the two countries. The downward trend is affecting almost all sectors, from automotive to mechanical, aeronautical and electrical engineering. As a result of the economic decline, demand for German products in the US has fallen.

It is therefore all the more important for the export-dependent German economy that the US market recovers quickly from the crisis. In order not to jeopardise the recovery, it's in both countries' interests to minimise tensions. In the short term, however, a decline in German exports can be expected. But this doesn't mean that there is no interest in German goods in the US. On the contrary: if the consumption and investment climate brightens up again post-coronavirus, we can expect growing demand for German products. After all, German cars, chemical products, equipment and medical technology continue to find favour with American buyers. The enthusiasm of Americans consumers, combined with a growing rejection of Chinese products, will continue to offer opportunities for German companies and North German ports in the future. As an important part of the logistics backbone of the global economy, especially during the pandemic, these ports and companies remain a vital gateway to America.

Best wishes, Andreas Eckstein

LOGISTICS PILOT digital!

From August you can find us online at www.logistics-pilot.com



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North America

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A partnership put to the test

Change is afoot in the US – including in the economy. The new United States-Mexico-Canada Agreement (USMCA), came into force in North America on 1 July.

USMCA replaces the North American Free Trade Agreement (NAFTA) of 1994. Under the new agreement, the three partners – the US, Canada and Mexico – will allow extensive duty-free access to imports. USMCA also includes modified regulations for the automotive industry, the protection of intellectual property and trade in the digital sector. It remains to be seen what influence the agreement will have on economic relations between Germany and the US. Currently the US is Germany's largest trading partner for exports and the third largest for imports. Conversely, Germany ranks fifth and sixth respectively for the Americans. However, in recent years a number of problems have arisen (see Main Topic, page 10) that are putting this partnership to the test.

USA

Capital:	Washington, D.C.
Inhabitants 2019:	329.1 m*
Size:	9,833,517 km ²
GDP/head 2019:	\$65,112*

Top imports 2019

as % of overall imports

1. Electronics	12.7%
2. Cars and parts	11.9%
3. Chemical products	10.6%

Top exports 2019

as % of overall exports

1. Chemical products	13.7%
2. Equipment	10.3%
3. Electronics	8.7%

Top supplier countries 2019

as % of imports

1. China	18.4%
2. Mexico	14.1%
3. Canada	12.7%
...	
5. Germany	5.1%

Top export markets 2019

as % of exports

1. Canada	17.8%
2. Mexico	15.6%
3. China	6.5%
...	
6. Germany	3.6%

SOURCE: GERMANY TRADE & INVEST, 2020
*PROVISIONAL INFORMATION, ASSESSMENT OR FORECAST



Germany – US

German imports from US 2019*

as % of overall imports

- | | |
|-----------------------|-------|
| 1. Chemical products | 21.2% |
| 2. Equipment | 20.3% |
| 3. Vehicles and parts | 9.0% |

German exports to US 2019*

as % of overall exports

- | | |
|-----------------------|-------|
| 1. Equipment | 22.4% |
| 2. Vehicles and parts | 21.0% |
| 3. Chemical products | 19.4% |

SOURCE: GERMANY TRADE & INVEST, 2019
*PROVISIONAL INFORMATION, ASSESSMENT OR FORECAST

Germany – Canada

German imports from Canada 2019*

as % of overall imports

- | | |
|--------------------------------|-------|
| 1. Raw materials (excl. fuels) | 28.1% |
| 2. Equipment | 14.8% |
| 3. Chemical products | 11.6% |

German exports to Canada 2019*

as % of overall exports

- | | |
|-----------------------|-------|
| 1. Equipment | 25.4% |
| 2. Vehicles and parts | 24.6% |
| 3. Chemical products | 17.6% |

SOURCE: GERMANY TRADE & INVEST, 2019
*PROVISIONAL INFORMATION, ASSESSMENT OR FORECAST

Canada

N. America's largest ports

by container volumes (2018)

- | | |
|------------------------------|------------|
| 1. Los Angeles (USA) | 9.46 m TEU |
| 2. Long Beach (USA) | 8.09 m TEU |
| 3. New York/New Jersey (USA) | 7.18 m TEU |
| 4. Savannah (USA) | 4.35 m TEU |
| ... | |
| 6. Vancouver (CAN) | 3.4 m TEU |

SOURCE: STATISTA, 2019

Canada

Capital:	Ottawa
Inhabitants 2019:	37.4 m*
Size:	9,984,670 km ²
GDP/head 2019:	US\$46,213*

Top imports 2019

as % of overall imports

- | | |
|----------------------|-------|
| 1. Cars and parts | 16.0% |
| 2. Equipment | 13.3% |
| 3. Chemical products | 11.1% |

Top exports 2019

as % of overall exports

- | | |
|-------------------|-------|
| 1. Crude oil | 15.3% |
| 2. Cars and parts | 13.2% |
| 3. Food | 9.0% |

Top supplier countries 2019

as % of imports

- | | |
|------------|-------|
| 1. US | 50.7% |
| 2. China | 12.5% |
| 3. Mexico | 6.1% |
| 4. Germany | 3.2% |

Top export markets 2019

as % of exports

- | | |
|----------|-------|
| 1. US | 76.2% |
| 2. China | 3.9% |
| 3. UK | 3.3% |

SOURCE: GERMANY TRADE & INVEST, 2019
*PROVISIONAL INFORMATION, ASSESSMENT OR FORECAST

USA

New York/New Jersey 3

Savannah 4

IN BRIEF

BREMEN. May saw the launch of the IW-NET research project. During this project, 26 partners from nine EU countries will develop and test various innovations for European inland navigation. The 36-month project, which is part of the Horizont2020 funding programme, is coordinated by the Bremen Institute of Shipping Economics and Logistics (ISL). "We take a holistic approach that includes digitisation and the integration of inland navigation into multimodal transport chains," explains coordinator Dr. Nils Meyer-Larsen of ISL. "It involves concepts for optimised infrastructure management as well as green and intelligent technologies for future generations of vessels."

BAD HONNEF. At the start of May TX Logistik started to run a direct container train between Bremerhaven and Frankfurt/Main. The return connection operates twice a week with a capacity of 96 TEU per departure. In the Frankfurt area, TX also offers initial-leg and final-leg container services. The maritime network of the Bad Honnef-based rail operator includes over forty direct connections a week between Bremerhaven and Kornwestheim.



Ports sustainability strategy confirmed

BREMEN. At the beginning of June bremenports received the NordWest Award 2020, worth €10k, from the Northwest Metropolitan Region for its CO₂-Neutral Port of Bremen/Bremerhaven project. "The project combines economic action with environmental and climate protection in an outstanding way," said district administrator Jörg Bensberg, Chairman of the NorthWest Metropolitan Region. "It's a prime example of the future viability,

innovative strength and sense of responsibility shown by the ports of the northwest region." Bremen's Senator for Science and Ports, Dr. Claudia Schilling, also congratulated bremenports on their achievement: "In the state of Bremen, sustainability is a central plank of our ports policy. This award is a well-deserved reward for more than a decade of committed sustainability work by our port management company."



BHV calls for transparency

BREMEN. In June the Bremen Port Authority (BHV) expressed considerable concern about possible cooperation between terminal operators HHLA and EUROGATE. "A merger such as this with a German Bight company could have a considerable impact on the German container ports in Hamburg, Bremerhaven and Wilhelmshaven," says Christoph Bruns, member of the BHV executive board. He called for a transparent political discussion on the expected effects on Bremerhaven as a location and on Bremen's port and logistics industry as a whole.

Fully automated shunting locomotive tested



May saw the approval of the application by the JadeWeserPort companies for funding for a research project to test fully automated shunting in the freight traffic centre in Wilhelmshaven. The RangierTerminal4.0 project is intended to test fully automated locomotive shunting and to optimise rail operations in line with container handling requirements and environmental considerations. The project is being funded with €2.35m from the Federal Ministry of Transport and Digital Infrastructure.



Virus protection from a 3D printer

BREMEN. In May, Mercedes-Benz used the coronavirus-related shutdown – and its technological expertise – to produce face shields using a 3D printer. A few days later, Michael Friess, site manager and head of production at the Mercedes-Benz plant in Bremen, presented 1,200 plastic shields to Lutz Müller, head of the Bremen state crisis management team. “Although the procurement of protective equipment has become a little easier since then, this donation is still helping us to cope with the pandemic,” said Müller.



Hapag-Lloyd sticks to annual forecasts

HAMBURG. Despite the current uncertainties in international shipping, Hapag-Lloyd aims to generate earnings before interest and tax of between €500m and €1bn this year. This was confirmed by chief executive Rolf Habben Jansen at the company’s virtual AGM in June. As a result of the pandemic, the Hamburg container shipping company expects lower freight volumes than last year, but also lower fuel costs. The forecast was nonetheless based on the assumption that the peak of the pandemic has passed.



Dreeke: “These days there’s no such thing as normal”

BREMEN. Due to the pandemic, the 140th GM of BLG Logistics in June was also its first virtual general meeting. “These days there’s no such thing as ‘normal,’” said chairman Frank Dreeke. “The effects of Covid-19 can be seen in our annual reporting.” For the 2019 financial year Dreeke reported sales of €1.159bn. For the current year, however, he assumed that, due to the pandemic, initial forecasts will not be met.



Bremen provides onshore power

BREMEN. In June, the Bremen Senate voted to create an additional onshore power supply in Bremen’s ports. Eight fixed power plants for maritime shipping and two connections for inland shipping are to be created by 2023. “This is a further step and an important building block on the way to a green, climate-neutral harbour,” says Dr. Claudia Schilling, Bremen Senator for Science and Ports. “The onshore power supply for the fixed installations should therefore be 100 percent renewable energy.”



Double perspective

OLDENBURG. At an online conference in May, NPorts presented its perspective papers for the seaports of Cuxhaven and Stade. The papers examined the status quo and described plans for future infrastructure in the port and hinterland. “Being aware of the strengths, opportunities and challenges is an essential prerequisite for maintaining the efficiency of the ports for the future,” said Lower Saxony’s Minister of Economics, Dr. Bernd Althusmann. The perspective papers are available for download at www.nports.de

IN BRIEF

EMDEN/OLDENBURG/STADE.

According to a draft supplementary budget for the year 2020, the Lower Saxony state government plans to provide additional funds of €20m for a special ports programme aimed at speeding up construction, maintenance and dredging. Karsten Dirks, spokesman of the Lower Saxony Maritime Working Group, welcomed the project as “a positive sign that Lower Saxony’s port industry will emerge stronger from the current situation.” At the same time, he called for investment of at least €40m to be maintained in the state budget over the following years. This would be required for the maintenance of the existing infrastructure alone.

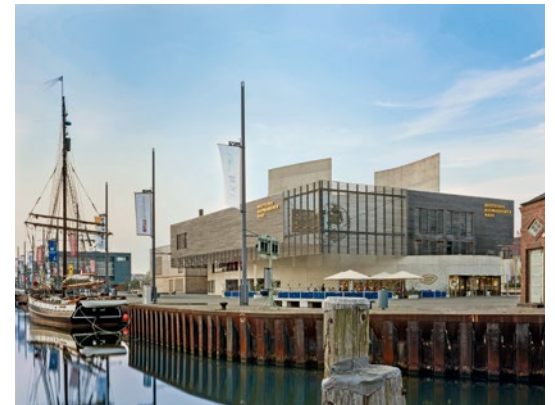
OSNABRÜCK. May saw logistics services provider Hellmann Worldwide Logistics and manufacturer Silgan Closures renew their ten-year collaboration. With this third extension of the contract, Hellmann, as a full-service provider for contract logistics, will continue to coordinate all distribution activities and transport management for Silgan Closures throughout Europe.

**Hydrogen is good business**

EMDEN. The final event of the WASH2Emden innovation project took place in May. The 18-month study has involved the company exploring ways to produce hydrogen from renewable energy in Emden and making it available to port users. A survey was conducted among the companies there on the energy requirements of their equipment, facilities and vehicles. “WASH2Emden has shown that hydrogen technology is to a large extent available and usable,” said Adenike Bettinger of the University of Applied Sciences Emden/Leer. Now it is a matter of moving on to application, reducing costs and pulling the right political levers to make green hydrogen competitive.

New World, new life

BREMERHAVEN. According to research by Peter Marschalck, who founded an inventory of emigration records in the Bremen archives, more than seven million people have emigrated via Bremerhaven in the past two centuries, around ninety per cent of them to America. “For several generations of emigrants, Bremerhaven has been a place of remembrance for saying farewell to the old and hoping for a new life,” says Christoph Bongert, research associate at the German Emigration Centre. “Our museum is a popular destination for Americans looking to visit the place from where their ancestors once left.”

**Bremenports recognised for family-friendly HR policies**

BREMEN. In June bremenports was once again recognised for its family-friendly HR policies as part of the “berufundfamilie” audit. This year, the awards event took place entirely online for the first time. One of those attending was German Minister of Family Affairs Dr. Franziska Giffey, who is the patron of the project. Around 400 employees at bremenports can benefit from family-friendly policies. These include 70 flexible working time models, opportunities for remote working and wellbeing days. “I am very pleased to receive this award for our HR policy,” says bremenports managing director Robert Howe. “It is crucial for our development that we are perceived as an attractive employer.”



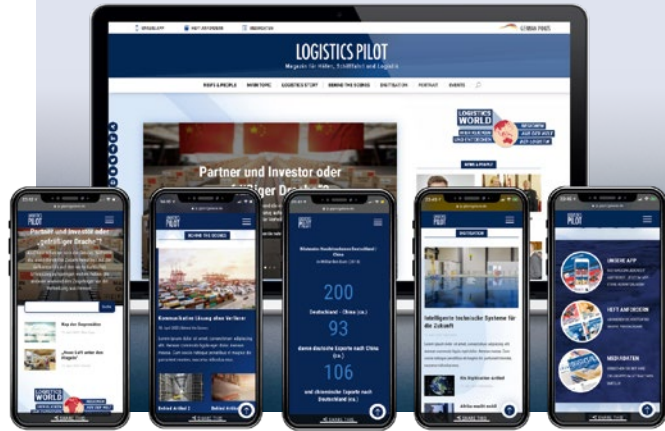


Onshore role for the Traumschiff

BREMERHAVEN. Due to the coronavirus pandemic, ZDF had to interrupt shooting in March for the new episodes of the TV series Das Traumschiff. But thanks to the loosening of restrictions, the channel was able to resume shooting in June on the cruise ship Amadea in the port of Bremerhaven, so the ship, whose voyages are cancelled until late summer, found a use onshore instead. The production company will need to resort to creative solutions and technical tricks, because the episode The Seychelles will be shot in the seaside town.

LOGISTICS PILOT goes digital

BREMEN. From August, LOGISTICS PILOT will be going digital. Selected contents of the print edition, combined with visual elements, the new Logistics World section and an events area will be available at www.logistics-pilot.com. The new user-friendly website is fully responsive and optimised for mobile use.



Nomination for German sustainability prize

BREMEN. In July bremenports was nominated for the 13th German Sustainability Award and can therefore be considered one of the most sustainable SMEs in Germany. The German Sustainability Award will be presented in Düsseldorf on 3 and 4 December. The winners will be selected by a jury of experts from business, research, civil society and politics. The award is intended to highlight the achievements of people and projects and thereby support the shift towards a sustainable society.



Brake lock – Restoring the flow

BRAKE. In June repair work was unexpectedly required for the inland gate of the Brake lock. Despite regular maintenance and service work, the gear unit that moves the inner gate up and down was showing signs of wear. The gate had to be moved into the niche, so for one week lock traffic through the outer gate was limited. To ensure better visibility, these dock lockings, which can be done twice a day for one hour with the tide, were carried out by NPorts during daylight hours.



Fish ladder instead of a moor

BREMEN. The latest Scandinavian edition of LOGISTICS PILOT contained an error. In the article headlined “The climate protection pioneers” on page 22, the above picture was wrongly captioned. Instead of the Dorsum Moor, the picture shows a fish ladder in the downstream section of the Weser to Lake Werdersee. It was built to compensate for the backfilling of the Bremen overseas port and to give fish in the Weser access to new waters suitable as spawning and growth biotopes. Please accept our apologies for the error.

Balancing act with view to the west

Seldom has the US been as intensively scrutinised as at present. But despite its problems, the land of opportunity remains a trading partner that Germany can't afford to ignore. We take a look at this vital market.

It's a difficult situation to be in. On the one hand, the US is an important trading partner for Germany; on the other hand the country is currently governed by a president whose trade policy, to put it mildly, has steered the transatlantic relationship into rocky waters. Since June 2018, EU steel and aluminium producers have had to pay high customs duties on exports to the US. Since October 2019, the Americans have been levying retaliatory duties on EU goods such as wine from Germany, butter from Ireland and olive oil from Spain. It is not yet clear whether and in what form duties will be levied on European car imports. How should Europe in general and Germany in particular react to this? One thing is for sure: tit for tat retaliations are unlikely to be the answer. A difficult balancing act is required, as Germany's prosperity depends on good political and economic relations with the US. In 2019, the US was Germany's most important export market in 2019, and Germany's third largest supplier in terms of imports. The figures for Bremen and Lower Saxony, which of course predate the pandemic, tell a similar story.

Bremen's largest trading partner outside the EU

"The US is by far Bremen's largest trading partner outside the EU," says Torsten Grünewald, North America Officer ■■■

PHOTOMONTAGE: HEIKE MAY; SHUTTERSTOCK/AJUN PHOTOGRAPHER, GEORGIA PORT AUTHORITY, FREEPIK.C





The US is and will remain an important trading partner for Germany. But from a political and economic point of view, there are various potential pitfalls ahead.

Production in VW's US plants has also been affected by the pandemic. Experts expect a significant decline in vehicle sales in 2020.



■ ■ ■ at the Bremen Chamber of Commerce. “Around 14 % of Bremen’s total foreign trade, which of course is transacted via Bremen and Bremerhaven, is with the US.” More than 400 companies in the city-state do business with the US, and more than 80 Bremen companies, including suppliers to the automotive industry, logistics companies and aerospace companies, maintain an office there. In 2019 alone, goods with a total value of around €5.5bn were transacted between Bremen and the US, with exports via Bremen’s ports forming the lion’s share at €3.25bn. According to the current

Hafenspiegel, this corresponds to 6.5m exported tonnes, as opposed to imports of €2.23bn or 2.6m imported tonnes. “Automotive accounts for about three-quarters of Bremen’s exports to the US,” says Grünewald. “Then there are goods such as coffee, measuring instruments, medical technology and tools and knives.”

Lower Saxony’s fifth largest trading partner

In Lower Saxony, the situation is similar to that in Bremen. According to the state’s Ministry of Economics, Labour, Transport and Digitisation, trade between Lower Saxony and the US in 2019 totalled €10.26bn. This makes the US the the state’s fifth largest foreign trade partner. At €6.2bn, Lower Saxony’s 2019 exports to the US were 29% up on the previous year’s. The main export goods were watercraft (29.1%), vehicle parts (6.6%) and machinery (5.9%). In return, imports from the US in 2019 totalled €4.06bn, with aircraft (33%), oil and gas (5.5%) and coal and briquettes (3.6%) being the most in demand. LOGISTICS PILOT asked Volkswagen, BBC Chartering and Messe München what the distinguishing features of the US market are and what challenges await companies in the coming months.

Different states, different models

One of the most important automotive suppliers in the North American market is the Volkswagen Group of America. With 8,500 employees in the US alone, it has 66 sites and sold 363,322 cars there last year, not including Audi, Bentley, Lamborghini and Bugatti, which are also part of the company’s US portfolio. The company currently uses seven different ports



At the beginning of this year, over half of all VW cars sold in America were SUVs.



As Canada's largest seaport, Vancouver handles not just cars, breakbulk, bulk and containers. Even cruise ships dock here.

for its logistics chains, in Benicia (California), Chattanooga (Tennessee), Davisville (Rhode Island), Houston (Texas), Jacksonville (Florida), Midlothian (Texas) and San Diego (California). According to information from VW, an eighth port facility is to be put into operation this summer in Baltimore (Maryland). “These ports are vital for our logistics activities,” explains Mike Tolbert from the corporate communications department of Volkswagen Group of America in Herndon (Virginia). “We use them to handle the transport of around 650,000 vehicles every year.”

In 2020, due to the impact of the pandemic, VW will probably not be able to reach the same figures. Instead the company expects the American car market, which in 2019 comprised around 17 million vehicles, to shrink by 20 per cent this year.

According to Tolbert, Americans have a particular fondness for SUVs. “At the beginning of this year, SUVs accounted for around 53 percent of our VW sales in the States.” By way of comparison, in Germany pre-pandemic, the combined market share of SUVs and off-road vehicles was just over 30%. “We respond to these different customer preferences with specific products for the American market. These include the ID.4 electric SUV, which is scheduled for launch within the next twelve months,” says Tolbert. The vehicle will initially be imported from Zwickau before manufacture commences in Chattanooga in 2022. At the end of last year, VW began expanding its site there, which from 2022 will be the group’s production facility for electric vehicles and battery systems for all of North America. VW already produces the seven-seater Atlas SUV, the five-seater Atlas Cross Sport SUV and the North American version of the Passat sedan there. The Arteon, Golf R and e-Golf models are all imported from Europe. ■■■

PHOTOS: 2020 VOLKSWAGEN US MEDIA SITE (2), VANCOUVER FRASER PORT AUTHORITY

A journey in the shadow of the US

One of the world’s largest economies, Canada is a member of the G7 and G8. The country is a major agricultural producer and raw materials provider, especially zinc, uranium, potassium carbonate and sulphur. In recent years, however, the focus of Canada’s economic activity has increasingly shifted towards services and future technologies.

At present, around one hundred Bremen companies have trade links with Canada, with the total trade volume in 2019 amounting to around €400m according to the Bremen Chamber of Commerce. Exports to Canada (amounting to €275m) significantly outweighed imports. Principle products are vehicles and spare parts, coffee, machinery and technical equipment, and wind and measuring technology.

In 2019, the total volume of trade between Lower Saxony and Canada was around €1bn, according to information from the Lower Saxony Ministry of Economics, Labour, Transport and Digitisation. This makes Canada Lower Saxony’s thirtieth most important foreign trade partner.

At €524m, the value of Lower Saxony’s exports to Canada was 46% higher in 2019 compared to the previous year. The main export goods were cars and mobile homes (24.5%), electricity generating equipment (19.1%) and agricultural machinery (5.2%). In 2019, Lower Saxony’s imports from Canada were worth €520m, 55.9% more than in the year before. Aircraft (36%), iron ore (17.5%) and coal and briquettes (16.4%) were at the top of the shopping list. (bre)

Into the Valley

Exactly one year ago, in August 2019, the Northern Germany Innovation Office (NGIO) launched in San Francisco. Backed by the three federal states of Bremen, Schleswig-Holstein and Hamburg, it is run by the business development agencies and other private partners. Together they put companies and other interested parties from the north in touch with Silicon Valley, enabling them to identify new technologies and business models, find business partners and develop networks in IT and tech.

“We’re in contact with universities, large companies, venture capitalists, authorities and politicians. We also have contacts outside the big players like Google and Apple, because these days lots of start-ups have exactly what local companies need,” says Tim Ole Jöhnk, director of the NGIO in San Francisco. So far the focus has been primarily on helping companies from the three federal states in the maritime, aerospace and agriculture sectors and in cross-sectional areas such as AI. “For NGIO to work, it must go both ways,” says Jöhnk. “In the first phase we’re concentrating on connections from Germany to the US. The second step is to help start-ups from the Valley to gain a foothold in Europe and set up in North Germany.”

In his opinion, what German companies can learn from the Americans is the importance of speed. “Processes from the recognition of a new technology to the first steps still take far too long in Germany,” he says. (bre)

Further information: www.inno-north.com/de

Based in San Francisco, Tim Ole Jöhnk helps companies from Northern Germany find partners in the US.



Price of oil a key factor

■ ■ ■ For over 20 years, the Leer-based shipping company BBC Chartering has been docking at ports in North America with its multi-purpose and heavy lift vessels. It has recently been making over 800 port calls per year, 660 of them in the US alone. The company has two sites in North America. From its Houston office, in addition to its worldwide APAC (any port, any cargo) service and liner services to South America, it has also been offering BBC Caribbean Service since May of this year, with the main destination ports being Cartagena, Point Lisas and Georgetown. “Our activities in the North American market continue to be strongly influenced by cargoes from the import market,” says Jennifer Thornton, Vice President for Global Projects and Business Development at BBC Chartering in the US. “The main volumes are shipments for the wind energy and oil and gas industries, including refinery expansions.”

Against the background of the current global situation, Thornton’s assessment of the development of these markets is surprising. She does not expect cargo volumes to decline in the wind energy sector in the next 18 to 24 months, whereas she has already noticed a significant decline in refinery expansions and other investment projects. “This is due in particular to Covid-19 and the unprecedented slump in oil prices. Many projects have been postponed indefinitely or cancelled until the market stabilises.” Thornton also thinks that the data for exports from North America, where BBC Chartering mainly transports bulk cargo and smaller quantities of equipment for the oil and gas industry, is sobering. “So far this year we are experiencing an all-time low in the bulk cargo segment. We don’t expect a recovery until the last quarter of 2020 or the first of 2021.” In Thornton’s opinion, stabilisation of the oil price is particularly important for a

PHOTOS: WFB/JAN RATHKE, BBC CHARTERING (2), MIAMI BEACH CONVENTION CENTER



BBC Chartering has been operating in North America for over twenty years. The Leer-based shipping company focuses on the wind energy, oil and gas sectors.

revival of the North American market and the sea freight sector. But despite current conditions, Thornton is confident about the future. “The North American market will recover. We are well positioned and have an excellent team. We look to the future with optimism.”

Logistics clarity required

Another company active in North America, in its core areas of capital goods, technology and consumer goods, is Messe München. It is organising the first ever “transport logistic Americas” event, which is to be held at the Miami Beach Convention Center from 10 to 12 November. At the same time, the Air Cargo Forum is taking place, also in Miami under the direction of the Munich-based company. “The international air cargo association TIACA asked us whether we would like to hold their Air Cargo Forum trade fair in Miami,” says Robert Schönberger, Head of Transport Logistics, Air Cargo and Ceramic Exhibitions at Messe München, of the double event. “We gladly accepted the invitation and took the opportunity to point out that logistics trade fairs work best when representatives from all modes of transport come together.” Messe München is now closing a gap in the American market, where no logistics trade fair of this size has ever taken place before.

“The US market, which is dominated by trucking, is extremely expandable and offers good opportunities for intelligent solutions with high logistical standards,” says Schönberger. But he has learned that the logistics world of North America seemed to be further away for many European suppliers than, for example, China or India. One reason for this could be the completely different understanding of logistics that prevails on each side of the Atlantic. “For North Americans, logistics is seen as part of an overarching supply

chain management. Here in Germany and in most parts of Europe it is the other way around,” says Schönberger. “In other words, when people talk about logistics in the US, they usually mean the pure transport of goods by truck on the highways and roads. In our view, this conception is too restrictive, as it largely excludes the deeper intervention of service providers in production and their participation in the value-adding logistics process. There is still a lot of consulting required in this area in America.” In view of current developments in the US, and despite the country’s huge importance for the German economy, some neutral observers may be inclined to add, “And not just in that area either.” (bre) ■

Messe München is not just active in Germany. It is also behind the “transport logistic Americas” event, which is due to take place for the first time at the Miami Beach Convention Center in November.



Happy face and sandwich method – the key to stateside success

If you're heading West to do business, don't imagine that American business culture is anything like Germany's.

Even the most cursory glance at American culture shows that, when it comes to doing business in the States, speed and an appetite for risk are the distinguishing features. Unlike in Germany, strategy and planning are focused on the immediate goal, to be adapted at a later stage if required. "True to the mottos Time is Money and Just Do It, the Americans tend to focus on acting quickly," says Michaela Schobert, Director of Consulting Services at the German American Chamber of Commerce of the Southern US in Atlanta. "We Germans often concentrate on precluding possible future errors at the planning stage, whereas for Americans, such future errors are seen as an opportunity to develop and improve your product further down the line." For over six years Schobert has been advising German companies on how to do business in the States. Prior to her current role, she built up the export business for a German company, focusing on Asia and North America. As the old saying goes, you never get a second chance to make a good first impression, and Schobert stresses the importance of having a friendly, polite and generally positive appearance when meeting for the first time. "In the US, a nice smile is an important part of making a good first impression and paves



True to the motto Time is Money, and in contrast to Europeans, Americans focus on the quick win. Hence the "elevator pitch" and short, succinct presentations.

the way for smooth negotiations later on, but it shouldn't appear insincere," says Schobert. The Americans appreciate proactive contact and a one-line pitch of your business, preferably when exchanging business cards. Caution is advised, however, with the welcoming question "How are you?", which in America is not an invitation to discuss your health. A brief "I'm fine, thank you. How are you?" is all that is required. First name terms are de rigeur, so discussions might seem more relaxed and informal than in Germany, although it still pays to observe hierarchies and a sense of professionalism.

Small talk and humour break the ice

While for us the term "small talk" has connotations of triviality, in American business culture it's the right way to start a conversation. But avoid controversial topics such as politics, religion or history. Sports, travel, hobbies and leisure activities are good starting points. Humour can also serve as an additional icebreaker, as long as they don't come across as artificial or inappropriate. "It is also a good idea to be generous with compliments and thanks in general," advises Schobert. Criticism and reproaches should not be too overt. In order to avoid them, the Americans have developed a strategy known as the sandwich method, whereby negative content is bookended between positive statements. "Our direct German manner can quickly be perceived in the US as crude or impolite. Just like our direct way communicating, which is sometimes perceived as impatient, insensitive and sometimes even insulting." Conversely, Germans often find the American indirect way of communication vague and misleading.



PHOTOS: SHUTTERSTOCK/RAWPIXEL.COM, GERMAN AMERICAN CHAMBER OF COMMERCE OF THE SOUTHERN US; ILLUSTRATION: CISKA VAN DER SCHALK

"You have to use tact to find the right balance."

Michaela Schobert, director of consulting services at the German American Chamber of Commerce in Atlanta



It gets really exciting if you delve deeper into the business processes. After all, Americans operate differently from us, especially during presentations. Germans have to give up old habits and, for the sake of their American partners, put the cart before the horse. This is done by putting the result and conclusion at the beginning of a presentation before going into the details of how it should come about. "The German order can cause confusion among US business partners, because Americans want to get to the point quickly and understand immediately what it's all about," says Schobert. One extreme form of the American sales presentation is the so-called elevator pitch. As the name suggests, the aim is to convince your partner of your idea during an imaginary elevator ride. This requires above all a short, concise message and emotional components that arouse enthusiasm and interest as a basis for further discussion. "This shows the importance in the US of the principle 'Sell yourself'. False modesty or restraint are out of place. "It's important to find the right balance between a self-confident, goal-oriented style and communication that is not perceived as too direct," says Schobert.

What is important is that there is no blanket template that can simply be laid on the US and used as a guideline for action. Rather, it is important to note that America, with its wide open spaces and regional differences, is not a homogeneous business environment. "For this reason alone, German companies should seek advice from experts such as the German-American Chamber of Commerce when setting up and expanding their business in the US, in order to benefit from our local presence, experience and resources," says Schobert. (bre)

More information:
www.gaccsouth.com



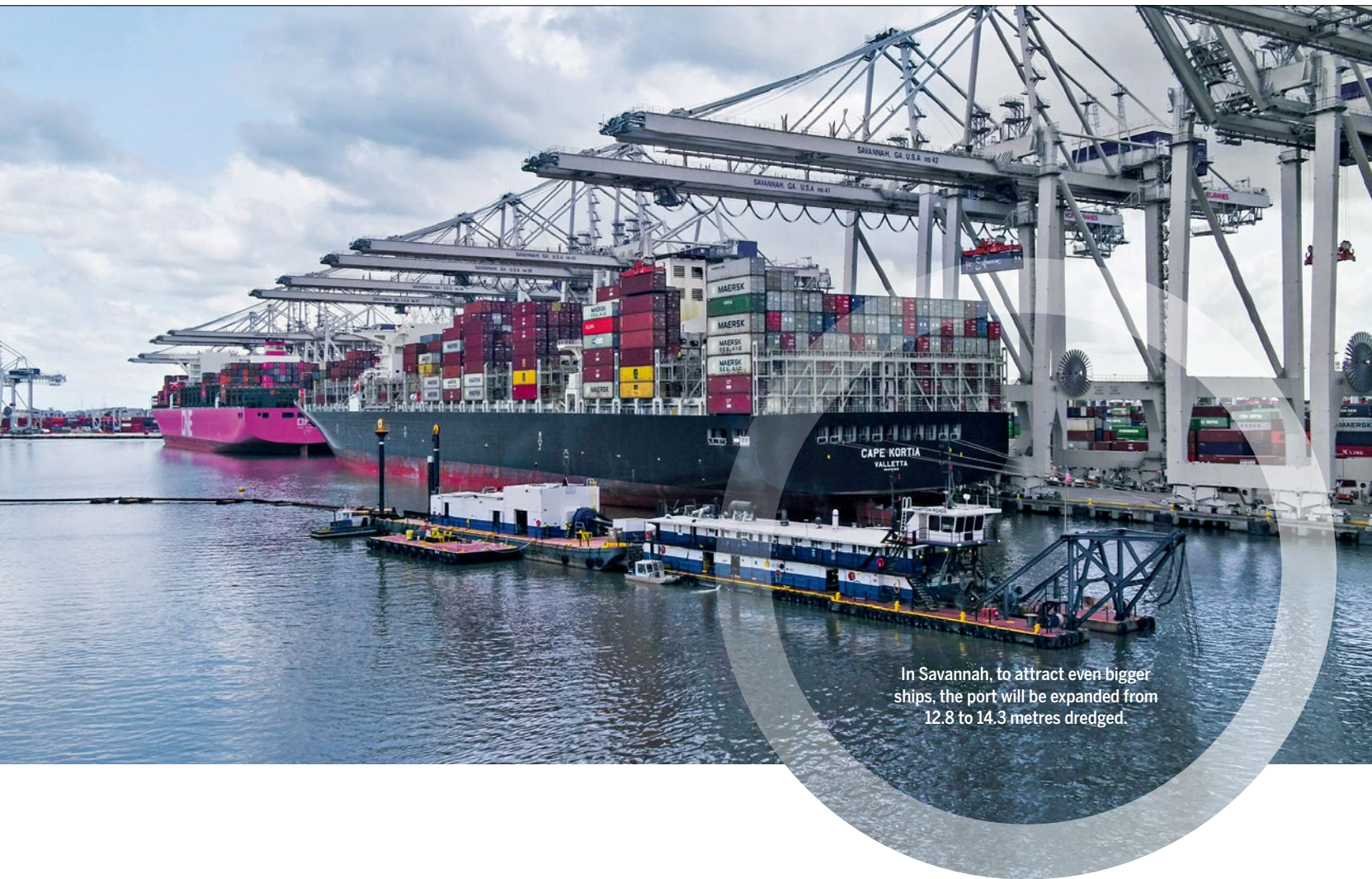
Only in Baltimore is there more RoRo cargo handled than here at the Colonel's Island terminal in Brunswick.

“Time passes differently here“

The Georgia Port Authority (GPA) is aiming to improve supply chains around Savannah and Brunswick with a range of construction and development projects so that goods can reach customers even faster.

The ports of Savannah and Brunswick are logistical heavyweights not only in the state of Georgia, but in the entire United States. Located almost 1,300 kilometres south of New York, Savannah is the fourth largest container port in the country after Los Angeles, Long Beach and New York. Its two deepwater terminals handled around 4.6 million TEUs last year. The location is considered an important hub for forestry products, automotive and steel. The port of Brunswick is located just ninety minutes south of Savannah. With its four terminals, it's one of the largest car loading ports in the US and the second largest RoRo port in the country after Baltimore. In 2019 alone, 614,000 units of RoRo cargo crossed the quay. “If you want to see how growth strategies are implemented efficiently, these locations are prime examples,” says Captain Ralf Borjes, senior surveyor and country manager at Mund + Bruns in Georgia. “When I first visited this region twenty years ago, there was no suggestion that Savannah would one day be one of the country’s most important ports and that Brunswick would today be a major artery for the automo-

PHOTOS: GEORGIA PORT AUTHORITY



tive industry. Brands such as Jaguar, Landrover, Porsche, Mitsubishi and Volvo use Brunswick primarily as an import port, while BMW and Kia use it as their export base.”

Two ports with ambitions to expand

In Georgia, however, where around 440,000 jobs are linked to the ports and inland waterway terminals, this is not enough. GPA aims to increase the competitiveness of these locations with extensive investment in the ports of Savannah and Brunswick and in their rail and road infrastructure. A total of around \$1.4bn is earmarked for this purpose between 2019 and 2029. Container handling capacities in Savannah are to be doubled to around 8.5 million TEUs by 2026, and the GPA has set a target for 2033 of 11 million TEUs.

One project currently underway and scheduled for completion by the end of 2021 is the Savannah Harbor Expansion Project (SHEP). The port will be dredged from its current depth of 12.80 to 14.30 metres while terminal operations continue. Those in charge of the project hope that the deep-

ening will enable even larger ships to dock at the port with higher loads and longer tidal windows.

Running in parallel for the past four years is the Mason Mega Rail Project in the Port of Savannah. To improve the hinterland connection to the southeast and the midwest, GPA plans to commission a total of eighteen new tracks by 2021. The first nine tracks opened in May of this year. “The rail link there is already well developed. The major cities of Atlanta, Charlotte, Chicago, Dallas and Memphis can be reached by train in two to five days, the inland terminals in Bainbridge and Chatsworth within 24 hours,” says Borjes. Unlike in Germany, two containers are stacked on top of each other on the train. These trains can be up to two kilometres long. With the Mason Mega Rail Terminal, GPA intends to double the port’s annual rail capacity from one million TEU to two million TEU. A lot is happening in Brunswick, too, where within the next few years the current port area of around 200 hectares is to be expanded to 380 hectares.

This too would see current capacities doubled. “These are real movers and shakers, the clocks just tick differently ■■■

More information:
www.gaports.com



As part of the Mason Mega Rail Project, eighteen new rail lines are being provided for the port of Savannah. The first nine are already in use.

■■■ here. In 2019, a forty hectare expansion of the port at Colonel's Island terminal was approved, and just four weeks later the storage space required for cars and heavy equipment was available," says Borjes.

And GPA has even more far-reaching expansion plans for Brunswick. After a second access road, an expansion of the rail network in the port is also on the agenda to improve service to markets west of the Mississippi. BMW recently raised Brunswick's spirits when it signed a new twenty year contract for the transport of vehicles via the Colonel's Island terminal. In the past fifteen years, the German car manufacturer has already moved 612,000 of its vehicles via Brunswick.

An example for Germany?

"Ports can only develop at this pace and in this form if, as in the case of Brunswick, sufficient land is available and if politics and business, as in these two locations, pull together and show some flexibility," says Borjes. "Germany could take a leaf out of Brunswick's book." Borjes believes the German corporate culture is characterised by a higher degree of foresight and long-term planning than in America, but this is precisely why the planning and implementation phases in Germany are often significantly longer than in the US. (bre)

Captain Ralf Borjes

... has been working in America for five years and has been responsible for Mund + Bruns in Georgia for two years, primarily for the inspection and monitoring of loading and discharging and for project shipping loss prevention. Based in Bremen, Mund + Bruns is a Georgia transport specialist.



The relationship between the shipping company and the port began as Germany began to produce more in more cars in the post-war period. In the 1950s, with German-made cars in demand all over the world, the demand for maritime transport increased rapidly. The Norwegian shipping company Wilhelmsen and its Swedish competitor Wallenius also started to use Bremerhaven. Initially cars were hoisted on deck with the aid of a shipboard crane, but loads were limited to one thousand vehicles. It was not until the RoRo ships emerged in the 1970s that capacity increased to around 5,000 units. The importance of Bremerhaven as an export hub

for the German automotive industry increased accordingly. At the same time, the company Wallenius Wilhelmsen, which was formed in 1999 when the two companies merged, became a market leader for vehicle transport by sea. Today, 9,400 employees work here worldwide and load 4.5 million units per year.

As the number of vehicles grows, so does the size of the ships. A few years ago the capacity limit of RoRo freighters was around 4,000 to 6,000 CEU (car equivalent units), but is now around 8,000 CEU. "But these ships are no longer used just for vehicles," says Axel Bantel, managing director of Wallenius Wilhelmsen Ocean in Germany. "On board we carry not

Half a century of trade

America, but also the equipment hub for all of Europe. Bremerhaven is one of the most important RoRo ports on the continent. For shipping company Wallenius Wilhelmsen, it's not just an important hub for services to North America, but also the equipment hub for all of Europe.



At the end of the 1950s/beginning of the 1960s, the number of cars loaded in Bremerhaven began to grow steadily. The VW Beetle was a particularly sought-after export.

PHOTOS: GEORGIA PORT AUTHORITY; MUND + BRUNS; WALLENIUS WILHELMSEN



The port of Baltimore is regularly called at by the Parsifal, built in 2011. As a PCTC (pure car and truck carrier) it offers space for around 6,000 vehicles over nine decks

■ only rolling goods but also static goods that are rolled over the ramps on board with trailers and other specially developed loading equipment.” The German automobile manufacturers are still among the shipping company’s key accounts, but there have been significant changes in cargo flows. “Over the past ten to fifteen years, German manufacturers have increasingly built plants overseas,” says Bantel. “Since then, Bremerhaven has also gained in importance as an import port. In addition to the traditional imports from the Far East, an ever-increasing proportion of the cargo comes from the US. “Many car companies have moved closer to key markets in the US to produce popular models such as SUVs there,” says Bantel. “Since demand in Europe has grown, they have been imported.” The ports in North America served by the shipping company all have equal importance, from Halifax in Canada, Baltimore and New York to the Gulf of Mexico and through the Panama Canal. Manzanillo in Panama is the largest transshipment hub for South America, offering feeder services and direct connections to the US West Coast. “We are the only shipping company that serves all economic regions in North America directly from Europe,” says Bantel. “Our customers supply the American market in New York, California and the Gulf, where infrastructure equipment in particular is shipped to.” Wallenius Wilhelmsen currently calls at twelve ports in North America. There are normally fourteen departures per month between Europe and North America, with Bremerhaven being

the first port. Last year, a total of 124,000 cars were exported to the North Atlantic region, and 92,673 were imported. The pandemic is having an effect on import and export volumes to and from North America. “In April and May, plants in the US and Europe cut back on car production,” says Bantel. Demand has also been lower overall. “Compared to normal volumes, we were at forty percent overall.” Although the shipping company continued to serve all markets, the frequency of deliveries was greatly reduced. The prevailing imbalance of cargo between the US and Europe has been exacerbated by the pandemic. “General cargo is almost exclusively exported from Germany, there is hardly any import”, explains Bantel’s colleague Carsten Wendt, senior manager of high and heavy and breakbulk sales in Germany. The cargo mix in exports has also changed. “We have fewer cars and more high-and-heavy and breakbulk cargo,” says Bantel.

Breakbulk and automotive handling specialists

Bremerhaven has a great deal of experience in handling this type of cargo. “We have trained staff, specialist companies such as handling and packaging companies, and stevedoring operations on site,” says Wendt. “Not everyone can do breakbulk.” This is another reason why Bremerhaven, with its extensive cargo base, is one of the largest breakbulk ports

More information:
www.walleniuswilhelmsen.com



Bremerhaven boasts five RoRo berths in the Nordhafen and Kaiserhafen ports, each with a draught of eleven metres.

in the world. Equally beneficial is the fact that the port is equipped with Mafi trailers. “Many of them are stored and serviced in Bremerhaven,” reports Wendt.

Bremerhaven is also a major automotive handling site. Alongside Southampton and Zeebrugge, the port on the Weser occupies a central position in the Wallenius-Wilhelmsen Group’s Northern European network. It scores particularly well in rolling cargo infrastructure. “The site has space for 100,000 units, 50,000 of which are covered,” says Frank Grunau, managing director of RoRo Stevedores in Bremerhaven, which currently employs one hundred people. “For high and heavy, there are stowage facilities on 300,000 square metres of outdoor space and 20,000 sheltered.” In addition, there are five RoRo berths, each with a draught of eleven metres, in the Nordhafen and Kaiserhafen. Bremerhaven is also an important site for spare parts, repairs and other technical services.

Due to the importance to Wallenius Wilhelmsen of Germany’s second largest seaport, the shipping company lays particular emphasis on the availability of services. “While we used to buy in port services, after the company was established at the beginning of 2013, we gradually took them over ourselves,” says Grunau. “In the meantime, apart from the terminal operator’s role, these services have expanded, from stevedoring and ship clearance to agency and technical services for the ships.” This is not because the other providers are inferior, but because, by bringing the services in-house,

the company can keep control of its key business areas. “The biggest advantage for our customers is that we can provide everything from under one roof, from planning, loading and unloading to stowing and lashing,” says Grunau.

Both at Bremerhaven and for the company itself, environmental protection is becoming increasingly important. Since 2019, Wallenius Wilhelmsen has been a member of the Getting to Zero 2030 Coalition, whose aim is to bring a zero-emissions ship to market by 2030. The shipping company also works with customers and partners from science and industry to promote sustainable, carbon-neutral biofuels. In partnership with Wallenius Marine, the Group has set itself the goal of putting the first wind-powered RoRo ship into service by 2022. This will be particularly welcome in Bremerhaven, as the port aims to remain a European standard bearer for climate neutrality. (cb)

FACTS

Wallenius Wilhelmsen

1999: Merger between the shipping companies Wilhelmsen of Norway (founded 1861) and Wallenius of Sweden (founded 1934)

2017: Merger to form Wallenius Wilhelmsen Logistics (WWL) including EUKOR, WWL, American Roll-on Roll-off Carrier (ARC) and the ships belonging to Wilhelmsen and Wallenius

2018: Group renamed Wallenius Wilhelmsen, while WWL is restructured into Wallenius Wilhelmsen Ocean and Wallenius Wilhelmsen Solutions. EUKOR and ARC become part of the group, but operate under separate names.

Head office:

Lysaker near Oslo

Employees:

9,400 in 29 countries

Sea transport:

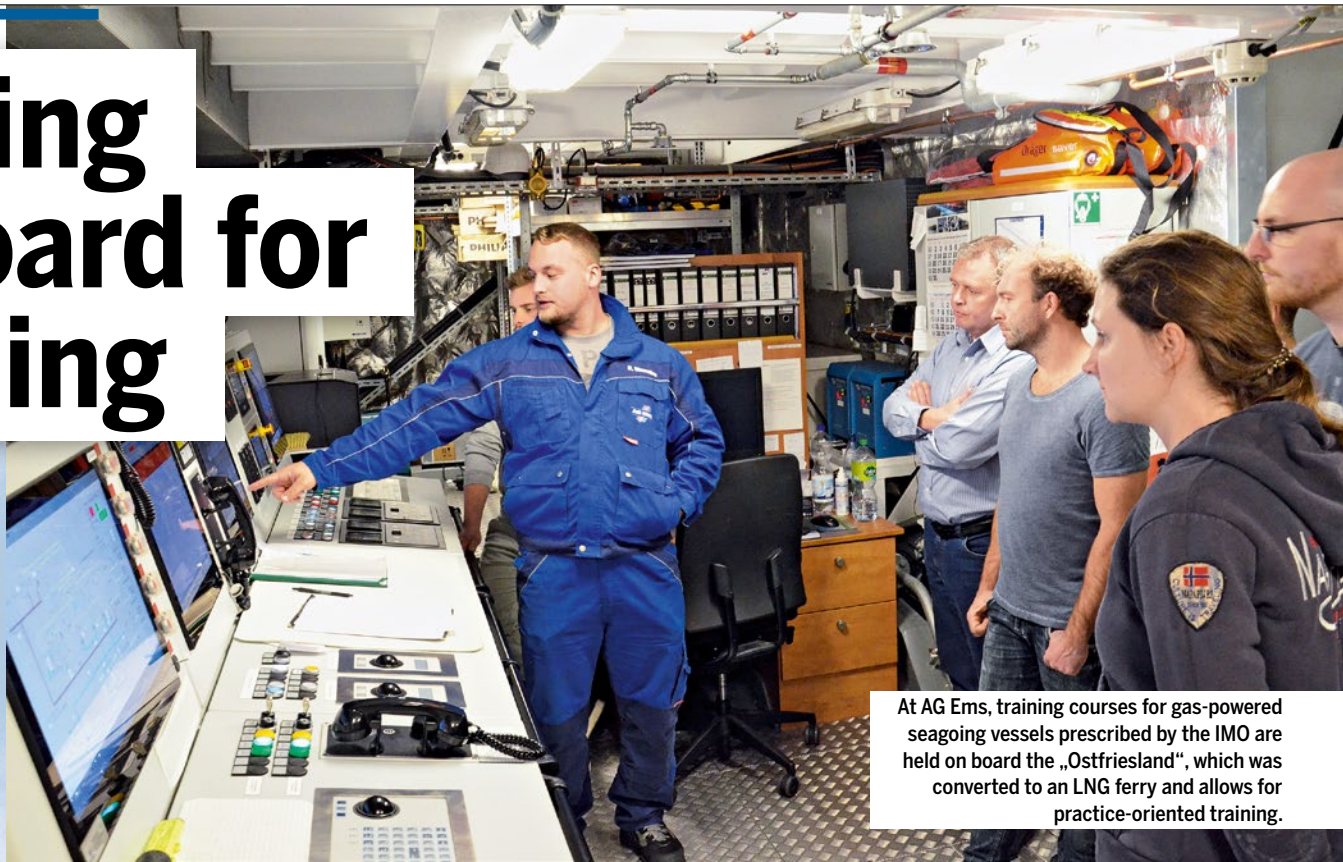
4.5 million units per year at 11 terminals

Handling,

Bremerhaven 2019:

865,985 units

Getting onboard for training



At AG Ems, training courses for gas-powered seagoing vessels prescribed by the IMO are held onboard the „Ostfriesland“, which was converted to an LNG ferry and allows for practice-oriented training.

At the end of 2019, shipping company AG Ems received approval from the Federal Maritime and Hydrographic Agency to provide training on gas-powered seagoing vessels. Both its own and other seafarers can now be given practical on-board training.

It was the pioneer in this country for ships powered by liquefied gas. Shipping company AG Ems had already converted the Ostfriesland ferry to more environmentally friendly operation in 2015. In addition, Germany's first new LNG (liquefied natural gas) ferry, the Helgoland, was put into service in the same year by the Cassen Eils shipping company, which is owned by AG Ems. The third ship currently being converted is the Münsterland, the Ostfriesland's identical sister ship. It is scheduled to be put into service at Easter next year. "There has been great interest in our ships from the start and we have regular onboard tours," says Claus Hirsch, technical inspector at the Emden shipping company. "What was missing, however, was training on gas-powered ships. That's why we decided to develop our own course." According to the International Code for the Safety of Ships Using Gases or Other Low Flash Point Fuels (IGF Code),

seafarers with safety-related onboard duties have to complete an appropriate basic course. Approval for these training courses is granted by the national authorities. In Germany the relevant authority is the Federal Maritime and Hydrographic Agency (BSH). In November, the federal authority granted the shipping company approval to train both its own and other seafarers for IGF ships.

Practical onboard experience

As far as the International Maritime Organisation (IMO) is concerned, only a purely theoretical course is required as IGF proof. The course culminates in a written examination. However, the Emden-based shipping company would like there to be an additional element. "What distinguishes our course from others is the practical training on the Ostfriesland," says Hirsch. With this in mind, the number of participants is limited to twelve, although if necessary, very small groups with two or three participants are also possible. "Both course instructor Udo Schipper and I have many years of experience on gas tankers," says Hirsch.

The theoretical part of the seminar mainly involves teaching advanced physics and chemistry, gas theory and fuel properties, and the simulation of combustion processes. There is also a bunker planning exercise, risk assessment and practising emergency response.

More information:
www.ag-ems.de

FACTS

AG Ems

Established: 1843

History: liner service from Emden, and later from Eemshaven, to the North Sea island of Borkum

Other logistics interests of the group: Borkum

narrow gauge railway and steam ship travel, Ostfriesischer-Flug-Dienst (OFD), AG Ems Holland, Cassen Eils shipping company, Ems Maritime Offshore and Adler & Eils

LNG vessels:

Ostfriesland and Helgoland (2015), Münsterland (conversion by 2021)

Employees: 500

The practical part involves a ship's tour, including a visit to the engine room. "We explain technical details about the various safety regimes onboard, such as gas monitoring and explosion protection in the emergency shutdown rooms, where the lamps are explosion-proof," says Hirsch. This makes the shipping company the only training centre that can offer practical instruction on specific equipment and facilities. The shore-to-ship bunker process is always a highlight of the course. "We do this once a week, and mainly it means waiting until the tank is full. And if you follow the rules set by the IMO, which are laid down in detailed checklists, it's entirely safe."

A course is being prepared


In addition to the basic course, an advanced two-day training course is currently being prepared for captains and machinists. "We hope to obtain approval from the BSH for this too," says Hirsch. In addition to the IGF basic course, the shipping company has, for some years now, also been offering crowd management courses, which focus on preventing emergency situations and crisis management.

With three ferries due to become operational, the number of employees on board who need to be trained will also increase. The first six participants completed IGF basic training at AG Ems in November 2019, and in addition to the ferries'

own crew members, external students can also enroll on the course. The seminar is designed to be suitable for working on very different types of LNG ships. The language of instruction is English, as is common in the shipping industry. A second course with three employees took place in March.

Despite the pandemic, courses have been held since the new summer timetable came into force, with appropriate social distancing rules and a hygiene regime in place. "Everyone is currently trained at our company, although we haven't had any new inquiries yet," says Hirsch, but he has no doubts that demand will increase, as the number of LNG-powered ships is constantly increasing.

Hirsch is relaxed about the fact that there is also constant criticism of CO₂ emissions and the methane emissions from liquid gas. "We need to create the appropriate conditions for the use of LNG, as it's an indispensable fuel for the future." The price of bio-LNG is still about five times as high as that of fossil liquid gas, although this is likely to change in the coming years. Supply contracts have to be serious and security of supply guaranteed. "If it makes sense and bio-LNG is clean enough and therefore safe for the engines, we will use it." Even so, just mixing bio-LNG with fossil liquid gas will quickly achieve CO₂ savings of 50 percent. "Post-conversion, our ships could be operated for another 25 years and encourage the development of LNG." So there's plenty of potential for further training. (cb)



For the shipping company, bunkering from shore to ship has long been routine, but for the participants it's an eagerly awaited highlight of the course.



IN BRIEF



BREMEN. In April, Röhlig Logistics appointed **Dirk Schneider** as

managing director of its German organisation. Schneider succeeded Christian Böttcher, who stepped down after five years. In the course of his long career at Röhlig, Schneider has already held various positions, including managing director for air cargo in Germany and managing director of Röhlig Italy. Schneider will continue in his current role as Global Air Freight Director on an interim basis.



FRANKFURT. According to the *Deutsche Verkehr-Zeitung* (DVZ), **Alexander**

Ochs is to succeed Robert Breuhahn, who has been Kombiverkehr's managing director for many years, when he retires next year. Currently, Ochs is already managing director at three Bayernhafen holding companies: in Aschaffenburg, Regensburg and at Hafen Nürnberg-Roth GmbH. Kombiverkehr is a logistics service provider that develops, organises and markets a Europe-wide network for combined road-rail transport.

Heim takes the helm at Seaports of Niedersachsen

OLDENBURG. On 1 June **André Heim** was appointed new managing director of the Seaports of Lower Saxony. He replaces Timo Schön, who left the port marketing company at his own request on 31 May. Heim had been responsible for marketing and communications at Seaports since November 2013, working closely with the management. Prior to that, he worked for five years at the JadeWeserPort implementation company in Wilhelmshaven as marketing manager. "I am looking forward to this new challenge and to the confidence placed in me by the supervisory board," says Heim. "Together with the Seaports team, I aim to uphold the interests of our nine seaports in Lower Saxony. A new focus will be the digital development of the Seaports of Lower Saxony umbrella brand for the worldwide marketing of the seaports."



VDV: Oliver Wolff stays on as head

COLOGNE. The Association of German Transport Companies (VDV) will continue with **Oliver Wolff** as its chief executive for the next three years. His contract was extended in May. Wolff has been a full-time member of the executive committee of the industry association for public rail freight and public passenger transport since 2011. By extending his contract in advance, the company aims to "set an example of continuity in these uncertain times", says VDV President Ingo Wortmann.



EGIM: Beplat succeeds Meyer

BREMEN. **Christopher Beplat**, together with Lars Hedderich and Thomas Meyer, has been the managing director of Eurogate Intermodal (EGIM) since 1 June. Beplat succeeds Meyer, who is retiring at the end of September and will then hand over the areas of operations, operational management and purchasing. Beplat was previously managing director of Rhenus Inland Navigation Europe, NWL Norddeutsche Wasserweg Logistik and the EGIM holding Trimodal Logistik.

Hapag-Lloyd extends contract at Schlotfeldt

HAMBURG. The supervisory board of Hapag-Lloyd has extended the contract of **Joachim Schlotfeldt**, executive board member responsible for personnel and purchasing, until 31 March 2023. Schlotfeldt began his career with Hapag-Lloyd in 1979. In the course of his career, he took on assignments in Taiwan, Japan, Singapore, Spain and Portugal. He then became managing director responsible for the Asia region and subsequently for the Europe region. He has been a member of the executive board of Hapag-Lloyd AG since 1 April 2018.





Logistics industry mourns Hanspeter Stabenau

BREMEN. Hanspeter Stabenau died in June at the age of 85. He was a founding member and long-standing chairman of the board of the German Logistics Association (BVL). Born in Königsberg, he studied transport science in Cologne and moved to Bremen in 1961, where he worked for the German Foreign Trade and Transport Academy (DAV), first as a lecturer, then as head of studies. The promotion of the German Logistics Congress, which took place for the first time in 1984, was a milestone in his career. In order to promote the logistics industry, he repeatedly brought companies from various industries and the scientific community together under one roof. He also represented the DAV and BVL on numerous committees.

Infraserv Logistics looks to Brockmeyer

FRANKFURT. Dr. Andreas Brockmeyer was appointed new managing director of Infraserv Logistics in July. He will be heading the company together with Klaus Alberti. Brockmeyer replaced Thomas Schmidt, who took over Brockmeyer's previous role as managing director of Infrasite Griesheim and has been given an additional management role at Infraserv Höchst as head of project management. Infraserv Logistics provides logistics services for the chemical and pharmaceutical industries.



New managing director for German Maritime Centre

HAMBURG. Since the beginning of August, Claus Brandt has been the new managing director of the German Maritime Centre (DMZ) in Hamburg. As a long-standing partner and head of the Maritime Competence Centre at PriceWaterhouseCooper, he has extensive knowledge of the various sub-sectors of the maritime economy and is also aware of the requirements of the public sector. Brandt succeeds Dr. Wolfgang Sichermann, who headed the DMZ from April 2018 to June this year.



Niedersachsen Ports

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2020

September



GERMAN PORTS

Save the Date

Due to the pandemic, it is currently difficult to provide reliable information about when and to what extent events will take place again. Some of the dates listed here for the maritime and logistics industries have changed several times recently, and even after our deadline in July, there are bound to be last-minute cancellations. The following information is therefore non-binding. Please check information about your event closer to the date. Thank you for your understanding.

- Trade fairs** ■
- Customer events** ■
- Other highlights** ■

16.9.2020

■ **logistics talk**

www.bremenports.de/veranstaltungen
Leipzig, Germany

24.9.2020

■ **logistics talk**

www.bremenports.de/veranstaltungen
Graz and Vienna, Austria

29.9. – 1.10.2020

■ **Breakbulk Europe**

www.europe.breakbulk.com
Bremen, Germany

October

20.10.2020

■ **logistics talk, evening reception, Deutscher Logistik-Kongress**

www.bremenports.de/veranstaltungen
Berlin, Germany

20 – 23.10.2020

■ **Deutscher Logistik-Kongress 2020**

www.bvl.de/dlk
Berlin, Germany

November

3 – 5.11.2020

■ **3. Breakbulk Americas**

www.americas.breakbulk.com
Houston, US

4.11.2020

■ **logistics talk**

www.bremenports.de/veranstaltungen
Stuttgart-Sindelfingen, Germany

5 – 10.11.2020

■ **CIIE**

www.ciie.org
Shanghai, China

10 – 12.11.2020

■ **transport logistic Americas**

www.tl-americas.org
Miami, US

18.11.2020

■ **logistics talk**

www.bremenports.de/veranstaltungen
Munich, Germany

19.11.2020

■ **logistics talk**

www.bremenports.de/veranstaltungen
Bielefeld, Germany

December

1 – 4.12.2020

■ **WindEnergy Hamburg**

www.windenergyhamburg.com
Hamburg, Germany



“Conferences are going to look very different”

Exhibitors and visitors will have to adapt to changes at trade fairs, although it's not yet clear exactly what these changes will look like.

After Germany's federal and regional governments ruled in May that the term “major event” only covers the leisure sector, it is now up to the individual states to decide which trade fairs can take place and under what conditions.

As a result, many trade fair organisers, in consultation with the exhibitions industry, have postponed their dates until autumn 2020 or 2021. This also applies to Breakbulk Europe, which was originally scheduled to take place in Bremen in May and which, as of July 2020, will run from 29 September to 1 October. “Whether this date can be kept to and what conditions will need to be met is in the hands of the organiser, the Hyve Group, and the State of Bremen,” says Michael Skiba, head of marketing at bremenports. “This is something we cannot control.” When the fair takes place, it will, like all fairs post-pandemic, look very different from past events.

This view is shared by Robert Schönberger, head of transport logistics, air cargo and Ceramitec exhibitions at Messe München: “Trade fairs will look very different in future insofar as we will see a more spacious layout. In order to be able to implement distancing regulations, we will need wider aisles. Entrance controls and, if necessary, more stringent registration requirements, will be the most obvious changes.” For exhibitors and visitors, this means that they will have to adapt to different procedures. In addition to the wearing of face coverings, these may include longer waiting times on admission or special requirements for approaching a stand.

The latter in particular is likely to become a challenge for exhibitors. “Our design for Breakbulk Europe involves joint stands for the currently 29 co-exhibitors being open on all sides,” says Skiba. “At the moment, however, it is still difficult for me to imagine how this extra space, and its effect on the communication process, will effect the atmosphere at the fair, especially if before you approach a stand you have to leave your contact details, just like you do in restaurants and bars.”

Schönberger also sees an opportunity in the current situation: “Trade fairs are indispensable as a marketing and sales tool and for showcasing innovation. So those in charge now need to develop digital and hybrid solutions for the live event.” But Skiba warns against putting too much emphasis on digitisation. “Yes, the past few months have clearly shown that meetings and other discussions can be held digitally, but trade fairs are a people business, especially in the logistics industry. In other words, nothing can replace personal contact. Excessive digitisation would be a step backwards.” Nonetheless, both experts are convinced that trade fairs will once again be held in their traditional formats as soon as people can travel and meet again without restrictions. “But that will only be the case when there is a vaccine.” (bre) ■



Michael Skiba,
head of marketing,
bremenports



Robert Schönberger,
head of transport
logistics, air cargo
and Ceramitec
exhibitions at Messe
München

EDITION
**OCTOBER
2020**

**Focus on
Latin America**

Is Latin America going from a health crisis to an economic crisis? Numerous experts think so. Others are placing their hopes in the free trade agreement that the EU agreed in June 2019 with Mercosur, the South American confederation of states.



Point of View

Martin Sack, regional head of the Americas at Leschaco,
on Latin America



Trade between Germany and Latin America has long and deep roots. Germany's two strongest trading partners in the region are Mexico and Brazil, followed at some distance by Argentina, Colombia, Chile and Peru. The most important commodities exported to Latin America come from the chemical, pharmaceutical, engineering and automotive sectors. In terms of imports, the focus is particularly on raw materials such as iron, copper and lithium. Nevertheless, there is still a considerable imbalance in trade flows, with significantly more exported from Germany to Latin America than vice versa. The planned free trade agreement between the EU and Mercosur (Argentina, Brazil, Paraguay, Uruguay) could provide new growth from 2021/2022.

After years of strong economic growth within the region, a marked cooling off has recently been noticeable. There has been political and economic uncertainty in some Latin American countries and weaker world trade, combined with falling raw material prices. And then there is of course the pandemic and its huge economic impact.

Despite all the current macroeconomic difficulties, we see good long-term prospects in the region. That is why we want to expand further in Latin America and add to our offices in Brazil, Chile and Mexico. Experience in recent years has shown that, in addition to the global transport of goods, there is a particular demand for more extensive local services. Here we are already well positioned in the region with our concept of end-to-end logistics and associated local logistics services, for example in the area of on-carriage and customs clearance. These are solid foundations on which we now intend to build.



LOGISTICS PILOT
ISSN 2195-8548

Publisher:
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The advertising price list from
17 January 2020 is valid.
www.bremenports.de/logistics-pilot

Publishing house:
DVV Media Group GmbH
Heidenkampsweg 73-79, 20097 Hamburg
www.dvvmedia.com

Project management:
Thorsten Breuer, responsible;
Ciska van der Schalk

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Claudia Behrend (cb)
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Layout:
Design: Heike May,
www.heikemay.design

Print:
müllerditzen, Bremerhaven
www.muellerditzen.de

LOGISTICS PILOT is published six times
a year in a run of 5,000 copies (German).

All editions are also
available as a PDF file in
German and English.
Scan the code or go to
www.bremenports.de/
logistics-pilot



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**This magazine is a
joint project of:**

- bremenports GmbH & Co. KG
- Bremische Hafenvertretung e.V.
- JadeWeserPort-Marketing GmbH & Co. KG
- Seaports of Niedersachsen GmbH

PHOTOS: LESCHACO, LAYERACE/FREEPIK, CLKER-FREE-VECTOR-IMAGES/PIXABAY



CON TAIN NER



**BREMEN
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TWO CITIES. ONE PORT.

American port Bremerhaven:

More than half of the roughly 6650 vessels that call at the ports of Bremen every year are container ships. And in many cases, their destination is the USA, because the United States of America are still the biggest trade partner of the twin ports on the River Weser. In the year 2019 alone, around 6.5 million tons were exported to the USA through the ports of Bremen.

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The port management company bremenports has been responsible for the infrastructure at the ports of Bremen for almost 20 years. Our employees do everything in their power to keep the ports fully functioning.

This is especially true at this difficult time. Despite the restrictions, they ensure that regular operations at the ports are continuing as usual, so that the ports of Bremen can guarantee their customers and partners reliable and comprehensive services.

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